

## **The Banks May 2012 Media Summary**

The following are updates on The Banks, and mentions in broadcast, print and online publications for the month of May, 2012. If you have any questions, please let us know.

Summary of this month's coverage:

### **35 articles/mentions**

Topics covered: The Yard House restaurant, Christian Moerlein induction, Downtown Cincinnati population increasing, The Banks economic impact study, Asian food fare, Smale Park opening, Competition for Newport on the Levee, Mahogany's Opening

Please note that due to the number of media mentions, outlets carrying the same story have been combined under that story topic (with links where available)

*\* no link available*

#### **WCPO – ABC\***

**May 1, 2012**

From The Banks to Over the Rhine. The heart of our city seems to be exciting, energetic on the move. And people are noticing. What's changing for the better? It's a good news story about our city that may surprise, excite and make you a believer that Cincinnati is rising. That's tonight at six on Nine News.

#### **WCPO – ABC\***

**May 2, 2012**

There is a lot happening and on virtually every block. Gone are blocks upon blocks of blighted buildings and empty storefronts. No one is suggesting that Cincinnati is perfect, that every building is leased or that our town has somehow become Manhattan, but let us show you what folks around town are noticing—that Cincinnati is rising.

#### **Topic: The Yard House coming to The Banks\***

Developers of Cincinnati's newest neighborhood have announced a lease with another tenant. The Yard House restaurant will build on the east side of the lawn, in front of the National Underground Railroad Freedom Center.

#### **Outlets carrying this story:**

- **700wlw.com (May 8, 2012)**  
<http://www.700wlw.com/pages/localNews.html?feed=119585&article=10109908>
- **WCPO-ABC (May 8, 2012)\***
- **WCPO-ABC (May 9, 2012)\***

#### **Christian Moerlein inducted into Cincinnati Beer Baron's Hall of Fame\***

**WKRC-CBS**

**May 11, 2012**

There's a new hall of fame in town and this one is unique. Christian Moerlein—the man—will be the first person inducted into Cincinnati's Beer Barons Hall of Fame. Tomorrow's ceremony takes place at the Moerlein Lager House at The Banks.

### **The Banks Project is Bustling\***

**WXIX-FOX**

**May 11, 2012**

It's taken more than a decade but The Banks project downtown is now bustling.

### **Report: Downtown Cincinnati population up 12%**

The estimated downtown residential population increased 12 percent to 13,000 in 2011, according to a report released on Tuesday by Downtown Cincinnati Inc. (DCI). The growth was helped by 300 rental units opening at Current at The Banks.

#### **Outlets carrying this story:**

- **Bizjournals.com (May 15, 2012)**  
<http://www.bizjournals.com/cincinnati/news/2012/05/15/report-downtown-cincinnati-population.html>
- **Citybeat.com (May 15, 2012)**  
<http://www.citybeat.com/cincinnati/blog-3468-downtown-cincinnati-population-increasing.html>
- **Cincinnati.com (May 15, 2012)**  
<http://communitypress.cincinnati.com/article/AB/20120515/BIZ01/305150019/Downtown-sees-rise-residents?odyssey=mod%7Cnewswell%7Ctext%7Ccommunities%7Cs>
- **Choosecincy.com (May 15, 2012)**  
[http://www.choosecincy.com/news/downtown\\_cincinnati\\_population\\_up\\_12](http://www.choosecincy.com/news/downtown_cincinnati_population_up_12)
- **WCPO.com (May 15, 2012)**  
[http://www.wcpo.com/dpp/news/region\\_central\\_cincinnati/downtown/over-577-million-invested-in-downtown-development-in-2011](http://www.wcpo.com/dpp/news/region_central_cincinnati/downtown/over-577-million-invested-in-downtown-development-in-2011)
- **WCPO-ABC (May 15, 2012)\***
- **WKRC-CBS (May 15, 2012)\***
- **Local12.com (May 16, 2012)\***  
<http://www.local12.com/news/local/story/Increase-in-Number-of-People-Living-in-Downtown/4WJv0PE-1U2uiAQ5O7b56g.csp>

### **Asian Food Fest Comes to The Banks**

One of my favorite foodie events of the year is coming to The Banks this weekend. I almost hate to report this, since it's been a best-kept secret, but the Asian Food Fest is a don't-miss.

#### **Outlets carrying this story:**

- **Citybeat.com (May 16, 2012)**  
<http://www.citybeat.com/cincinnati/article-25471-asian-food-fest-comes-to-the-banks.html>

- **Kypost.com\***
- **WKRC-CBS (May 17, 2012)\***
- **WCPO-ABC (May 18, 2012)\***

**Fountains, bike trails and picnic area to be hub of new park at The Banks**

**Kypost.com (also appeared on WCPO-ABC)**

**May 16, 2012**

It appears the City of Cincinnati is trying to give Newport on the Levee a run for its money with the completion of yet another project at **The Banks**.

"We all that live here at **The Banks** want it to happen quicker, but we know that things like this take time. The fountain is majestic. They were testing it last night with the lights. Just incredibly beautiful," said Knight as she walked her dog Grace along Mehring Way Wednesday.

[http://www.kypost.com/dpp/news/tri-state\\_news/fountains-bike-trails-and-picnic-area-to-be-hub-of-new-park-at-the-banks1337272285213#ixzz1wpBmWtxn](http://www.kypost.com/dpp/news/tri-state_news/fountains-bike-trails-and-picnic-area-to-be-hub-of-new-park-at-the-banks1337272285213#ixzz1wpBmWtxn)

**Report says Downtown has allure**

**Newsrecord.org**

**May 17, 2012**

"New, world-class office development, active retail leasing and expanded entertainment options demonstrate that downtown is thriving," Gartner said.

[http://www.newsrecord.org/index.php/article/2012/05/report\\_says\\_downtown\\_has\\_allure](http://www.newsrecord.org/index.php/article/2012/05/report_says_downtown_has_allure)

**Can Cincinnati really act like a startup?**

**Cincinnati.com**

**May 17, 2012**

Cincinnati got the chance to highlight its Banks development and Smale Riverfront Park, the Brandery consumer marketing accelerator and Over-the-Rhine's revitalization; and Covington, the architectural significance of the Ascent residential tower.

<http://enterchange.cincinnati.com/2012/05/17/column-can-cincinnati-really-act-like-a-startup/>

**Your Weekend To Do List: 5/18-5/20**

**Citybeat.com**

**May 18, 2012**

Smale Riverfront Park, the new public space at The Banks, hosts its Phase I Grand Opening tonight.

<http://www.citybeat.com/cincinnati/blog-3489-your-weekend-to-do-list-5-18-5-20.html>

**Newport Levee ramping up marketing as competition from The Banks in Cincinnati becomes reality**

If you were looking for something to do along the riverfront, everyone knew the place to be was Newport on the levee. Now that Cincinnati has finally gotten its act together, Newport on the levee is ramping up to hold onto your business.

[http://www.kypost.com/dpps/news/region\\_northern\\_kentucky/newport/newport-on-the-levee-ramping-up-marketing-as-competitor-from-the-banks-in-cincinnati-becomes-reality\\_7525491#ixzz1wpGJ5koP](http://www.kypost.com/dpps/news/region_northern_kentucky/newport/newport-on-the-levee-ramping-up-marketing-as-competitor-from-the-banks-in-cincinnati-becomes-reality_7525491#ixzz1wpGJ5koP)

- **Kypost.com (May 18, 2012)**
- **WCPO-ABC (May 18, 2012)**

### **Riverfront Park and The Banks\***

**WCPO-ABC**

**May 19, 2012**

It is a pretty exciting area. There is also plenty of excitement brewing across the river in downtown Cincinnati. There are the new luxury apartments, The Banks, and Smale park which includes a new bike center and running trails.

### **Indy Drivers Visited The Holy Grail\***

**WKRC-CBS**

**May 21, 2012**

The greatest spectacle in racing is this weekend as Indy car takes center stage for the Indianapolis 500. Several drivers visited the Holy Grail at The Banks this afternoon.

### **Economic Impact Study and The Banks**

Results of an economic impact study for the first phase of The Banks development construction impact on Cincinnati and Hamilton County.

- **WXIX-FOX (May 22 & 23, 2012)\***
- **WCPO-ABC (May 23 & 27, 2012)\***

### **Mahogany's is moving to The Banks**

We're getting a sneak peek at the new Mahogany's restaurant under construction at The Banks.

- **WXIX-FOX (May 24, 2012)**
- **WLWT (May 25, 2012)**
- **WCPO (May 26, 2012)**
- **WKRC-CBS (May 27, 2012)**