

THE BANKS PUBLIC PARTNERSHIP: MEDIA SUMMARY FOR JULY/AUGUST 2021

TWITTER STATISTICS: @IBackTheBanks followers--1,642 (8/31/21)

<i>Months</i>	<i>Twitter Posts</i>	<i>Impressions</i>	<i>Engagements</i>
July	18	26.3K	562
August	15	20.3K	291
TOTAL	33	46.6K	853

NEWS MEDIA STORIES AND MENTIONS

The following summarizes the key stories/mentions of The Banks that appeared in print, online, and in broadcast media outlets in July and August 2021.

In July, the broadcast, print, and online media mentions totaled 88 which appeared in two print/digital and five broadcast outlets. Topics included Kroger Wellness Fair, Fishbowl expansion, Oktoberfest, DORA, Filson's Kitchen & Bar, and the precedent of The Banks development (cleveland.com perspective).

In August, a total of 203 mentions appeared in nine broadcast and seven print/digital outlets. Topics included Andrew J. Brady ICON Music Center opening and first concerts, Cincinnati Black Music Walk of Fame, Celtic Festival, Carol Ann's Carousel, and Rockin' the Roebling concert.

9/20/21