

**THE BANKS PUBLIC PARTNERSHIP: MEDIA SUMMARY FOR MAY/JUNE 2021**

**TWITTER STATISTICS: @IBackTheBanks Followers: 1,632 (6/30/21)**

<b><i>Months</i></b>	<b><i>Twitter Posts</i></b>	<b><i>Impressions</i></b>	<b><i>Engagements</i></b>
May	18	17.1K	409
June	15	19.9K	301
<b>TOTAL</b>	<b>33</b>	<b>37.0K</b>	<b>710</b>

**NEWS MEDIA STORIES & MENTIONS**

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

In May, the broadcast, print and online media mentions totaled 129 which appeared in three print/digital and eight broadcast media. Topics included the Andrew J. Brady ICON Music Center, Designated Outdoor Refreshment Area (DORA), and Rockin’ the Roebling concerts, Galla Park rebranding, SkyStar Wheel.

In June, a total of 159 mentions appeared in one print/digital and seven broadcast outlets. Topics included the Andrew J. Brady ICON Music Center, The Banks Phase IIIB Ribbon-Cutting, Juneteenth celebration, “business bounceback” with lifting of COVID-19 restrictions, and the Marian Spencer Statue dedication.

7/20/21