

## The Banks August 2015 Media Summary

### Twitter Statistics:

Posts: 34

Retweets, Mentions & Favorites: 176

New Followers: 49

The following are stories/mentions of The Banks, separated as Infrastructure/Public Partnership and Development in broadcast, print and online publications for the month of August, 2015. Please note that due to the number of media mentions, outlets carrying the same story have been combined under that story topic with links (as appropriate).

### **INFRASTRUCTURE/PUBLIC PARTNERSHIP Stories/Mentions**

Summary of this month's coverage: 51 broadcast/digital stories or mentions and 4 print stories regarding parking in The Banks garage, street closures due to construction, new phase of construction and Phase III groundbreaking

Redlegs Run, recommend parking in The Banks garage – August 8

WCPO

[Preview Clip](#)

[Preview Clip](#)

Still have construction along The Banks, Rosa Parks between 2<sup>nd</sup> St and Freedom Way – August 21

WLWT

[Preview Clip](#)

Breaking Ground On Latest Phase of The Banks – August 24

WVXU 91.7

<http://www.tinyurl.com/q25byfl>

WSTR

[Preview Clip](#)

WKRC

[Preview Clip](#)

Phase III construction groundbreaking – August 25

WKRC

[Preview Clip](#)

WLWT

[Preview Clip](#)

WCPO

[Preview Clip](#)

WXIX

**Preview Clip**

Construction on The Banks, closure on Rosa Park – August 27

WLWT

**Preview Clip**

WLW-AM

**Listen**

Total Story Count:	51
Total Nielsen Audience:	1,509,986
Total 30-Second Ad Value:	\$11,491
Total Run Time:	44:23
Total Calculated Ad Equivalency:	\$20,326
Total Calculated Publicity Value:	\$60,983

Print/digital stories:

The Business Courier – August 21

Here’s when the next phase of the Banks will kick off

[http://www.bizjournals.com/cincinnati/news/2015/08/21/here-s-when-the-next-phase-of-the-banks-will-kick.html?ana=e\\_du\\_pub&s=article\\_du&ed=2015-08-21&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1440185000](http://www.bizjournals.com/cincinnati/news/2015/08/21/here-s-when-the-next-phase-of-the-banks-will-kick.html?ana=e_du_pub&s=article_du&ed=2015-08-21&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1440185000)

UrbanCincy: Project Officials To Move Forward With Phase III of The Banks Ahead of Schedule – August 24

<http://www.urbancincy.com/2015/08/project-officials-to-move-forward-with-phase-iii-of-the-banks-ahead-of-schedule/>

The Business Courier – August 26

[\\$9M in Banks contracts awarded for phase 3A](#)

The Cincinnati Enquirer: Another new project launching at The Banks – August 26

<http://www.cincinnati.com/story/money/2015/08/25/banks-project-groundbreaking/32263681/>

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**DEVELOPMENT Stories/Mentions**

Summary of this month’s coverage: 13 broadcast and digital stories or mentions covering the U.S. Bank Arena renovation; Carol Ann’s Carousel at Smale Park; New renderings for the Marriott AC luxury brand hotel; construction taking shape at The Banks.

The Banks U.S. Bank Arena is planning a \$200 million renovation – August 2

WKRC

**Preview Clip**

Cincinnati Police Appreciation Day at Smale Riverfront Park Carol Ann’s Carousel and the Anderson Pavilion – August 3

WKRC

**Preview Clip**

WXIX

**Preview Clip**

Hotel planned for The Banks downtown – August 6 & 7

WXIX

**Preview Clip**

WKRC

**Preview Clip**

Total Story Count:	13
Total Nielsen Audience:	476,486
Total 30-Second Ad Value:	\$3,875
Total Run Time:	11:13
Total Calculated Ad Equivalency:	\$7,299
Total Calculated Publicity Value:	\$21,895

Five print/digital stories regarding DCI hosting the All-Ohio Bid Conference; Design changes to The Banks hotel; Impact of Smale Riverfront Park; Building a brand for The Banks; Mayor pushes for condos rather than office tower.

Print/digital stories:

SoapboxMedia: Downtown Cincinnati Inc. to host All-Ohio BID Conference – August 4

<http://www.soapboxmedia.com/features/080415-all-ohio-bid-conference-cincinnati.aspx>

The Cincinnati Enquirer: Design changes on Downtown hotel get thumbs up – August 6

<http://www.cincinnati.com/story/money/2015/08/07/ac-hotel-design-cincinnati/31238903/>

UrbanCincy: PHOTOS: The Impressive Impact of Smale Riverfront Park – August 11

<http://www.urbancincy.com/2015/08/photos-the-impressive-impact-of-smale-riverfront-park/>

The Cincinnati Enquirer: Building a brand for The Banks – August 14

<http://cin.ci/1TBmGVr>

The Business Courier: Mayor: Scrap the office tower and do condos at the Banks

– August 25

[http://www.bizjournals.com/cincinnati/news/2015/08/25/mayor-scrap-the-office-tower-and-do-condos-at-the.html?ana=e\\_cinci\\_bn\\_breakingnews&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1441919549](http://www.bizjournals.com/cincinnati/news/2015/08/25/mayor-scrap-the-office-tower-and-do-condos-at-the.html?ana=e_cinci_bn_breakingnews&u=mkWD5sXrAozt84s7Z0jh3FqLV1Y&t=1441919549)