



THIS IS 2012: THE BANKS PROJECT YEAR IN REVIEW

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The year concluded with on-time, within budget progress on all public parties work. The developer achieved 100% occupancy of residential units and reached 94% commercial space leased by year-end, celebrated by several dining and entertainment openings, with more planned. Cincinnati Parks achieved several project milestones in Smale Riverfront Park development.

PUBLIC PARTIES CONSTRUCTION

Public Parties construction in 2012 included design, construction, installation, testing and activation of public safety technologies throughout the intermodal transit and parking facility.

The Public Parties awarded a trade contract for Pete Rose Way pedestrian bridge and walkway reconstruction, River Walk, and Roebling Bridge approach.





DEVELOPER

The developer, Carter and The Dawson Co., achieved 100% residential occupancy at Current At The Banks.

Commercial space was 94% leased by year's end.

CRAVE, Toby Keith's, Tin Roof, Mahogany's, Ruth's Chris opened their doors in 2012.

Yard House began construction, while **Holy Grail** and **Johnny Rocket's** celebrated anniversaries.

Economic Impact Study by UC Center for Economic Studies estimated \$293.7 million one-time economic impact of a completed Phase 1, and annual impact of \$91.6 million.





ECONOMIC INCLUSION

The Banks public construction maintained 35.8% Small Business Enterprise (SBE) participation (vs. 30% goal).

All five Disadvantaged Business Enterprise (DBE) bid packages exceeded ODOT's DBE goals.

For professional services contracts, The Banks Project achieved 12.8% SBE participation (vs. 10% goal).

Combined minority and female workforce participation based on hours worked was 17.38% (vs. 22% goal).

TC-29 (DBE goal of 6%) was awarded to Prus Construction, who committed to achieve 16.9% DBE participation.

At year's end, the monitoring and reporting of inclusion activity transitioned from an inclusion consultant to in-house implementation.

SAFETY

Continuing The Banks Project record of over 400,000 hours without a lost-time accident, Trade Contract 28 (public safety technologies) reported no lost time accidents in 2012 for the duration of the contract.

BUDGET

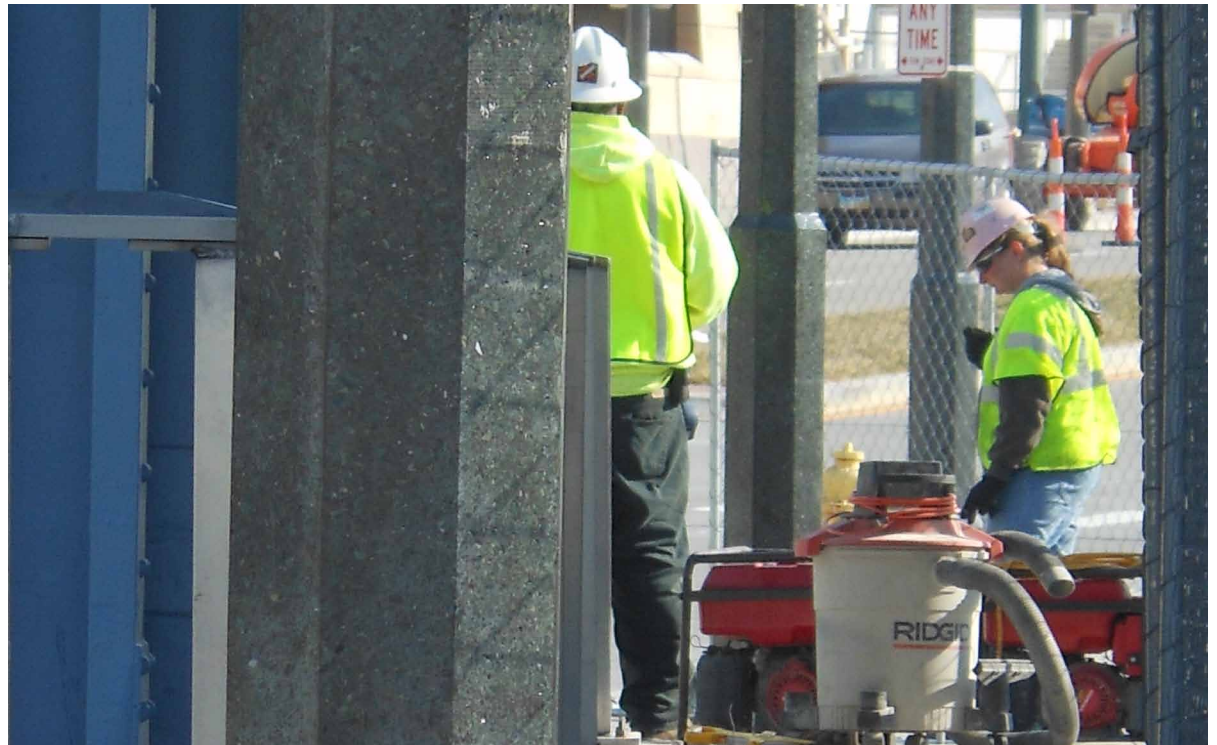
The project remained within budget throughout 2012.

Phase 1 budget expended grew from 90.12% in January 2012 to 96.80% by end of December.

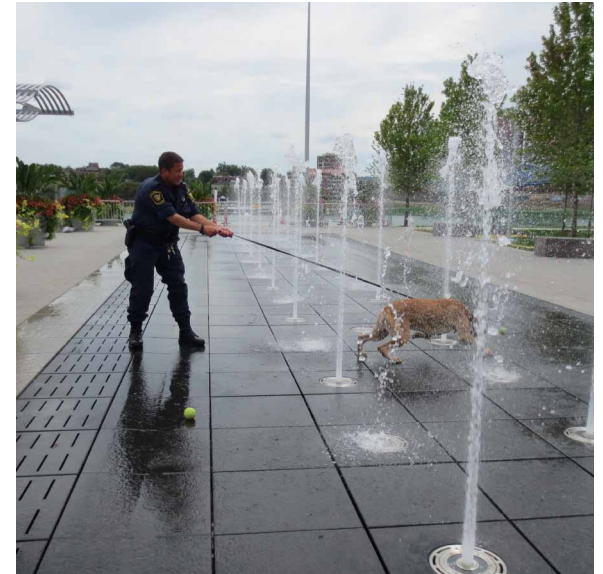
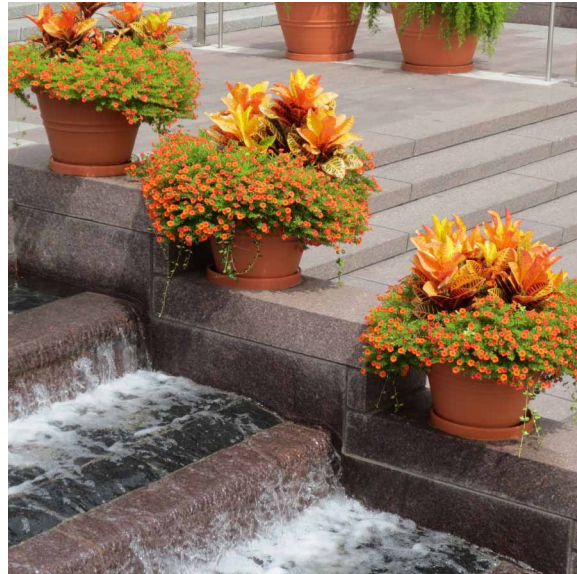
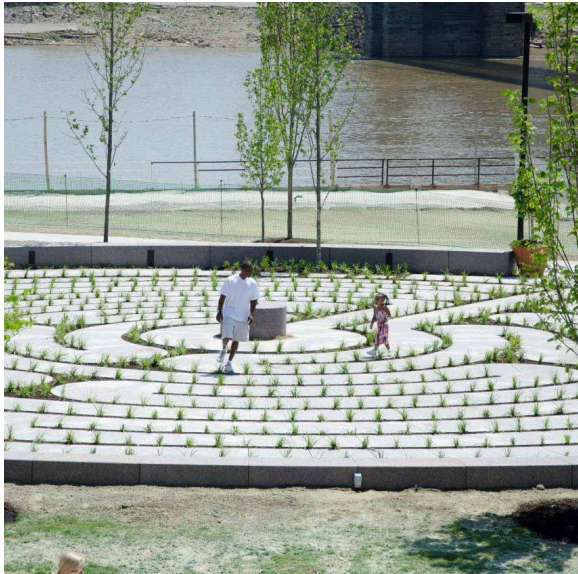
Phase 2a budget expended increased from 29.75% in January to 78.18% expended by the end of December.

SCHEDULE

All Public Parties work remained on schedule throughout the year.







PARKS

In May, a grand opening event celebrated **Smale Riverfront Park** with its several features: Walnut Street Fountain and Stair; Event Lawn, Black Brigade Memorial and Tree Grove, Labyrinth, Bike Center, and interactive water features.

The **Moerlein Lager House** at the east end of the Event Lawn opened to the public.

Smale Riverfront Park design as recognized as an honor award winner (projects over \$1 million) by Ohio Parks and Recreation Association.



COMMUNICATIONS

Overall, The Banks Project continued to leverage public information and media relations to raise awareness of the Public Parties—and the Developer's—role in redeveloping the front door of Cincinnati and the region.

The Banks Public Partnership website www.thebankspublicpartnership.com received a total of 6,997 combined visits for an average of 583 per month.

A total of 5,221 unique visitors, an average of 435 per month.

Average of 2.75 minutes spent on the site per visit.

A total of 235 broadcast and online mentions of The Banks Project in 2012; most resulting from one news release and six media alerts published in 2012.

Five public presentations were made, including Transfer of Artifacts from the archaeological investigation to the Cincinnati Museum Center; The Kentucky Chapter of the American Planning Association, and the Cincinnati/Hamilton County DBE supplier outreach session, in addition to regular updates to Hamilton County Commission, Cincinnati City Council's Strategic Growth Committee, and to the Joint Banks Steering Committee.

In the last six months of 2012, followers of **@IBackTheBanks**, the Project's Twitter handle, grew from 252 to 416. The Project follows 251, and tweeted 189 times. **@IBackTheBanks** earned a spot on 11 Twitter subscription lists, deemed to be important accounts to follow related to specific categories.

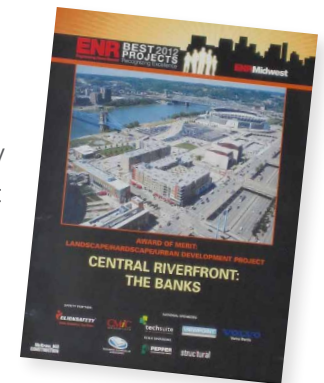


Added a mobile landing page to connect visitors via their mobile devices to parking, to tenants and to neighbors of The Banks.

Added online parking directions for each entrance of The Banks central riverfront garage.

Submitted an application for an Excellence Award in the Implementation category for Central Riverfront Redevelopment Plan to the American Planning Association.

Received Engineering News Record's award of merit for Best Projects 2012 in the landscape/hardscape/urban redevelopment category.



WHAT'S NEXT

In 2013, the Public Parties plan to put out for bid a portion of Bid Package #12, construction of River Walk.

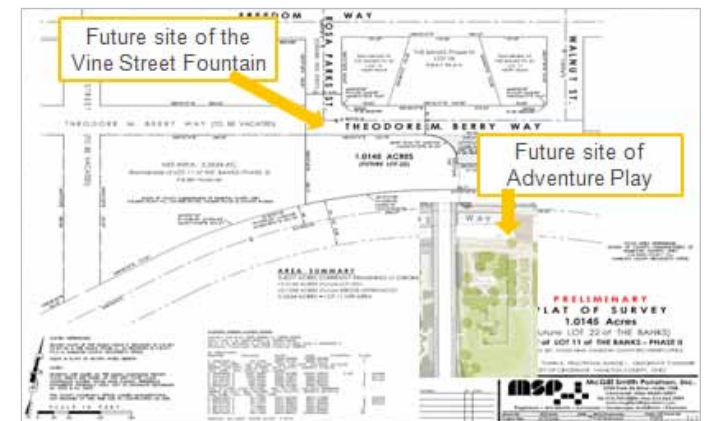
Public Parties, in conjunction with the Developer, will continue plans for the next phase of mixed use development west of Race Street.

The Developer and the Public Parties continue to work on securing office building tenants and a hotel operator.

The Developer's efforts will continue toward filling remaining commercial space in phase 1.

Smale Riverfront Park will continue its development, as Cincinnati Parks continues design development and fundraising for future phases that include **Adventure Play** area, Vine Street Plaza, fountains and a carousel west of the Roebling Bridge. Park construction will continue in 2013 south of Mehring Way and east of the Roebling Bridge.

The entire City/County team working on The Banks Project continued to communicate and collaborate at an unprecedented level, ensuring that on-time, on-strategy and within budget performance continues as this Project's hallmark in 2013.



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