



The Southbank Bridge, or “Purple People Bridge,” provides convenient pedestrian access to Newport on the Levee from downtown Cincinnati.

Celebrating its 10th anniversary, Newport on the Levee is a lifestyle center located on the Ohio River levee in Newport, Ky. with a great view of the Cincinnati skyline just across the river. Considered the most popular attraction in Greater Cincinnati/Northern Kentucky, the Levee calls itself ...

## A World Away From the Everyday

Here visitors will discover a variety of retailers, lots of eateries, a 20-theater movie multiplex, a boutique bowling alley, and live music, art festivals and other events. The three-floor Newport Aquarium anchors the center with some 11,000 creatures in 150 exhibits, including a popular penguin colony. Newport on the Levee draws nearly 3 million people a year, with the Aquarium alone accounting for a million of them.

### A Penguin Palooza

One of the more notable attractions is the new Penguin Palooza exhibit at the Newport Aquarium. The Aquarium’s cold penguin colony is one of the country’s most diverse collections of these fascinating birds. For two years, the Aquarium worked to modernize its facilities in order to house the birds and added a variety of species, creating distinct environments for each. Special interactive shows are conducted on a regular basis. The exhibit is kept at 34 degrees and features an 8,000-gallon salt-water tank in which the penguins can swim. It also snows inside the exhibit — thanks to an artificial snow machine — during the penguins’ winter.



The Newport Aquarium penguin exhibit includes Rockhopper, King, Gentoo and Chinstrap penguins. Photo credit: Newport Aquarium.





**It's cool outside, too**

Every Thursday evening from mid-June until early August, a concert is held in the plaza just outside the Aquarium. The musical menus range from cool jazz to rock to country, and the concerts are free to the public. When not enjoying the music, Levee visitors can browse the many retail offerings, including a bookstore, wireless phone company, and apparel shops for both men and women, complemented by a host of fast-food venues, cocktail lounges and fine restaurants. There's a comedy club for those who need to exercise their funny bone and a 20-theater movie complex for those whose tastes turn to film. ▶

Acrylic underwater tunnels give Newport Aquarium visitors a unique perspective for observing sharks peacefully swimming with a variety of colorful reef fish and sea turtles. Photo credit: Newport Aquarium.

Photos, left and right: Visitors enjoy live music in front of the Newport Aquarium. Photo credit: Jim Craycroft.







► This year, Newport on the Levee conducted its first Arts Fest, an art show with a street-fair flavor celebrating local artists and their unique handcrafted art. Everyone from painters to photographers, candle makers, jewelry artists, potters, woodworkers and makers of tapestries was encouraged to showcase and sell their art. The Levee also hosted a Sidewalk Chalk Art Contest in conjunction with the Arts Fest with prizes awarded to both children and adults.

For those who make food a priority, Newport on the Levee also conducts periodic progressive dinner parties. For a reduced fee, patrons get to sample a variety of cuisines ... Asian, Irish, Tuscan, hearty seafood and home-style grilling. There's even a Wine Walk where those who participate can sample fabulous wines from different venues with all proceeds going to a charitable cause.

### Keeping it exciting

While most of us might consider Newport on the Levee's attractions sufficient to keep our pulse elevated, there's still more. A gourmet coffee shop is available for the perfect espresso, smoothie or latte. There's also a pizzeria, an ice cream parlor, and even a diner for that late-night burger and fries. Later in the year, there's Scuba Santa Claus, who arrives underwater at the Aquarium, and a winter light festival that puts everyone in a holiday spirit.

Newport on the Levee is a nonstop lifestyle center that keeps drawing millions of visitors to its numerous attractions and venues. In addition to its internationally recognized Newport Aquarium, it also boasts world-class commercial space with more than 6,000 square feet of meeting, conference and ballroom facilities that are attracting both business and community events. It's no wonder Newport on the Levee has been named the most popular attraction in Greater Cincinnati/Northern Kentucky.

Photos above and right: Outdoor festivals at Newport on the Levee provide a wide variety of family-oriented entertainment.  
Photo credit: Jim Craycroft.



# Schindler on the Levee

## Earning trust

Schindler Service Technicians Wesley Lowe and Don Schenelle perform the preventive maintenance on the nine elevators and two escalators at Newport on the Levee. Schindler Remote Monitoring™ (SRM) monitors this equipment 24/7, and if a problem is detected, the system alerts Schindler as well as Jim Craycroft, Newport on the Levee's customer experience manager. Wesley or Don can take prompt action to help avert an incident before it actually occurs. It's a process that has proven itself to Jim Craycroft over the last 10 years.

Behind all the hustle and bustle of nearly 3 million visitors a year, property managers like Jim Craycroft can rely on Schindler Service, free to focus on their business operations and confident that Schindler has their customer mobility needs well in hand.

## There when it counts

The Newport Aquarium, another Schindler customer at Newport on the Levee, was planning a gala reopening of its spectacular penguin exhibit. "Most people ride the two escalators through our exhibits," said Chuck Reed, the Aquarium's director of engineering and facilities. "However, we had closed the up escalator for a few days prior to the event because we were working in that area. Visitors were diverted to one of our four hydraulic elevators. The day before the reopening, we had 1,500 visitors, and the elevator was running nonstop. This extreme

duty cycle overloaded a circuit board, shutting the elevator down," said Reed. With the "Penguin Palooza" scheduled for the following day, Schindler's service team swung into action and made the repair before the first guests, including the governor of Kentucky, arrived for the event.

"Our guests saw nothing unusual," said Reed. "Schindler got the job done, and operations proceeded normally."

## Instilling confidence

Stories like the Penguin Palooza repair are an example of Schindler's Service Excellence. Whether performing regularly scheduled preventive maintenance or responding to customer issues, Schindler teams are highly trained and have the most advanced technology to stop trouble in its tracks. As Jim Craycroft told us, "I'm confident that there's nothing these Schindler service people can't handle. They're simply the best." ■

Top photo, left to right: Don Schenelle, Schindler service technician; Jim Craycroft, Newport on the Levee's customer experience manager; Kathy Schibi, Schindler sales representative; and Wesley Lowe, Schindler service technician. Bottom photo: Wesley Lowe and Don Schenelle service an elevator at the Newport Aquarium penguin exhibit.

