



**Contact:** Mike Carrillo, Chief Brand Officer, 480-448-5125), [press@hownd.com](mailto:press@hownd.com)

**Editor's Note:** Representatives of Hownd, City of Tucson, and Pima County are available for interviews at your convenience to explain more about the Shop Our Local Deals partnership.

## NEWS RELEASE

### Hownd Creates Partnership with City of Tucson and Pima County in Arizona to Help Local Merchants Accelerate Successful Reopenings

**TEMPE, Ariz. – June 16, 2020** – [Hownd®](#), a foot traffic generation platform for local brick and mortar businesses that has generated over \$1.7 million in immediate Support Voucher revenue during the pandemic for local merchants, has created economic development partnerships with two more Arizona municipalities.

The [City of Tucson](#) which is the second largest city in Arizona, and [Pima County](#), the second largest county in Arizona and includes Tucson and its broader metropolitan area, have joined forces with Hownd to launch the ["Shop Our Local Deals"](#) initiative. The program is largely based on the successful first-of-its-kind municipality partnership Hownd developed early on during the pandemic with the City of Tempe in Arizona, where the company is based.



"I commend the City of Tucson and Pima County officials for their economic development vision and swift acknowledgement of the dire situation their local brick and mortar businesses are in," explains Hownd CEO Brandon Willey. "Given the economic stress they're currently experiencing and will continue to struggle with for a long time, they need a variety of affordable, practical and sustainable solutions to help them reopen and recover as quickly as possible. We're happy to be in the unique position to help Tucson and Pima County businesses through this partnership."

According to Barbra Coffee, City of Tucson Economic Initiatives Director, the Hownd solution was an attractive option to assist with economic recovery. "We knew we needed to be innovative and quickly come up with a set of practical solutions for our struggling local businesses," said Coffee.



Likewise John Moffatt, Ph.D., Director of Economic Development for Pima County, saw this as a way to extend the reach of the program and support businesses throughout Pima County. "Based on the due diligence we conducted, Hownd's customer and revenue generation performance record with thousands of businesses, and its proven City of Tempe partnership, this presents a very sensible and scalable approach for supporting hundreds of brick and mortar stores in our region."



As part of the partnership, the City of Tucson and Pima County have established a combined fund of \$40,000 to cover Hownd's Results-Delivered Pricing, a small fixed flat fee the company normally charges merchants only when it brings them paying customers. The fund will be available over the next 12 months or until it's depleted. The fund is anticipated to cover the costs to deliver more than 10 times that amount in total revenue generated for thousands of local businesses from nearby consumers through the sale of Support and Gift Vouchers, gift cards, Buy Now promotions, and coupons purchased through the MyHownd mobile app, email, social media, or a participating business website.

While businesses ideally suited for this program include family entertainment centers, health & beauty businesses, restaurants, and bars, the Hownd platform also generates new customers and revenue for other types of businesses.

Businesses based in Tucson and in the greater metropolitan area within Pima County can learn more about the program, request information, and sign up by visiting [hownd.com/Tucson-Pima](http://hownd.com/Tucson-Pima). They can also learn more at [connecttucson.com/hownd](http://connecttucson.com/hownd) and [pima.gov/SOLD](http://pima.gov/SOLD).

Nearby consumers who want to support Tucson and Pima County businesses through this program can download the [MyHownd app](#) from their favorite app store.

# # #

### About Hownd

Hownd is a proven, fully automated, and effortless foot traffic platform that generates profitable guest visits for local businesses by delivering targeted promotions to existing and new nearby consumers. Focused on the success of local business owners, the company has served thousands of local merchants and more than 40 million consumers throughout North America and beyond. Unlike outdated group-buying deal sites and offer portals that can bleed merchants dry, Hownd provides quantifiable, attributable, and sustainable long-term value to local businesses, reduces their effort and costs, and increases their real revenue and profit. Learn more at [www.hownd.com](http://www.hownd.com) or visit [hownd.app/sign-up](http://hownd.app/sign-up) to get started in just five minutes. Call 877-394-2410 for more information.

