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NEWS RELEASE

Hownd Creates Partnership with City of Mesa, Arizona to Generate Immediate Cash for Local Merchants and Accelerate Successful Reopenings

TEMPE, Ariz. – Aug 26, 2020 – Arizona-based [Hownd](#)[®], a customer foot traffic- and revenue-generation platform for local brick and mortar businesses that has generated over \$2 million in immediate Support Voucher revenue for merchants during the pandemic, has created a partnership with the [City of Mesa](#), Arizona that's also supported by the [Mesa Chamber of Commerce](#), [Visit Mesa](#), Downtown Mesa Association, Arizona Asian Chamber, and other community partners.

Known as "[Shop Mesa.](#)" this is the latest in a series of economic development partnerships formed by Hownd and other municipalities to help local businesses survive the pandemic and accelerate their successful reopenings. Other Hownd partnerships in Arizona include the City of Tempe, Town of Queen Creek, City of Tucson, as well as Pima County and several municipalities within Pima.

Hownd's partnership with the Mesa is aligned with its "Mesa CARES" initiatives designed to support the city's businesses during the pandemic, stimulate their success, and demonstrate the City's strong commitment to its merchants.

Mesa is the second largest city in the Phoenix metro area, the third largest city in Arizona, and the 35th largest city in the U.S.

Through the partnership, Mesa is providing cooperative marketing sponsorship to reduce merchants' initial investment, including Hownd's Results-Delivered Pricing[™] – a fee normally paid by merchants whenever Hownd brings them paying customers. The City partnership is structured as a first-come, first-serve cooperative marketing program and encourages businesses to offer value-added offers, gift cards, Support Vouchers, coupons, or other promotional offers available through Hownd and its [MyHownd](#)[®] app. Vouchers are essentially non-expiring gift cards and the merchant receives the revenue immediately. The City is also working with Hownd and covering the cost to market Mesa merchant offers to nearby consumers.



"Our partnership with Mesa is a major milestone in Hownd's journey to significantly expand our support for local brick and mortar businesses, and an important step for the city," explains Hownd CEO Brandon Willey. "Mesa has joined the ranks of a growing number of forward-thinking economic development entities and their community partners leading the way in identifying, implementing and fully supporting innovative approaches to stimulate local business survival and growth."



"Our brick and mortar business owners have been heavily impacted by the pandemic and it's time to kick our efforts into high gear and pivot how we've



normally supported them,” Mayor John Giles said. “The City of Mesa is here to help our businesses, and this partnership with Hownd provides an important resource by bringing in customers and offsetting costs.” Mesa businesses can learn more about the “Shop Mesa” program, request information, and sign up by visiting hownd.com/Mesa-AZ. They can also learn more on the City’s website at www.MesaAz.gov/ShopMesa.

Nearby consumers who want to support local Mesa businesses are encouraged to download the [MyHownd app](#) from their favorite app store.

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About Hownd

Hownd is a proven, fully automated, and effortless foot traffic and revenue-generation platform that creates profitable guest visits for local businesses by delivering their 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 revenue and profit. Learn more at www.hownd.com or visit hownd.app/sign-up to get started in just five minutes. Call 877-394-2410 for more information.

