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NEWS RELEASE

Hownd Creates Partnership with City of Winter Garden, Florida to Generate Immediate Revenue for Local Merchants and Accelerate Successful Reopenings

Tempe, Arizona - Sept. 29, 2020 – [Hownd®](#), a customer foot traffic and revenue-generation platform for local brick and mortar businesses that has generated more than \$3 million in immediate revenue for merchants throughout the country during the pandemic, has created a partnership with the [City of Winter Garden, Florida](#) that's also supported by several key community partners, including the [West Orange Chamber of Commerce](#), the [Orange Observer Group](#), and [Winter Garden Village at Fowler Groves](#).

Hownd's partnership is part of the city's "Love Local" program designed to support its businesses during the pandemic by stimulating awareness and increasing customer foot traffic.



The partnership with Winter Garden is the latest in a series of similar successful economic development partnerships formed by Hownd in a number of cities to help local businesses survive the pandemic and accelerate their successful reopenings.



Through the partnership, the city has created a sponsorship fund that covers the cost of Hownd's Results-Delivered Pricing fee it normally charges businesses directly when the company brings them paying customers. Winter Garden-based brick and mortar businesses can sign up for Hownd with zero risk since the city is paying 100% of this fee, and because Hownd doesn't charge a set-up fee or require a monthly subscription.

The partnership is structured on a first-come, first-served basis for Winter Garden merchants, and fees will be covered by the city until the sponsorship fund is depleted, which is contingent on how many businesses sign up and how many customers Hownd brings them. The city and Hownd expect the sponsorship fund to last approximately one year. The city is also covering part of Hownd's investment to market Winter Garden merchant offers to nearby consumers.

Through Hownd, businesses can make their Gift Cards, Buy Now's, Value-Add Packages, Vouchers, Coupons, and other promotional offers available to nearby consumers through the free [MyHownd® mobile app](#), email, as well as the business's own website and Facebook page. In addition, Hownd will create a consumer website developed specifically for Winter Garden that will feature participating merchants' offers as well as a Winter Garden-branded carousel within the MyHownd app. The merchant sign-up process is simple and fast, and their first offer can be available to nearby consumers in less than 48 hours.





“Our partnership with Winter Garden is certainly significant for Hownd as it enables us to continue expanding our support for local brick and mortar businesses during the pandemic,” explains Hownd CEO Brandon Willey, “But, more importantly, it’s a big step forward for the city’s merchants that will benefit from our ability to bring them more customers and more revenue immediately and over time without any risk since Winter Garden is covering the fee. It’s refreshing to see Winter Garden join the ranks of a growing number of forward-thinking economic development organizations and their community partners that are leading the way in identifying, implementing, and fully supporting innovative approaches to stimulate local business survival and growth.”



“Winter Garden is a strong community on so many levels, including a loyal base of residents and people from other areas who love our way of life and support our local businesses,” explains Winter Garden City Manager Mike Bollhoefer. “The partnership with Hownd enables us to sustain this by providing residents and nearby consumers an easy way to do so. We’re glad that our city government is in a financial position to be able to offset the costs for our local merchants to market their businesses and attract more customers and revenue through this innovative Love Local partnership.”

Winter Garden businesses can learn more about the Hownd program by visiting hownd.com/Winter-Garden-FL where they can also sign up or request more information. They can also learn more on the city’s [COVID-19 Business Assistance website](#). Hownd has a local presence in Winter Garden, so a representative is available to meet one on one with interested businesses.

Nearby consumers who want to support Winter Garden 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.

