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NEWS RELEASE

Hownd Forms Partnership with Talking Stick Entertainment District to Generate Immediate Revenue and Accelerate Reopenings for Its Attractions and Restaurants

TEMPE, Ariz. – Oct. 20, 2020 – Arizona-based [Hownd](#)[®], a customer foot traffic- and revenue-generation platform for local entertainment, attractions, restaurants, and other brick and mortar businesses that has generated over \$3 million in immediate revenue for merchants during the pandemic, has created an economic development partnership with the [Salt River Pima-Maricopa Indian Community](#), the [Talking Stick Entertainment District](#), and the [Arizona Office of Tourism \(AoT\)](#).

The partnership is called “Play Local at Talking Stick” and is part of the Talking Stick Entertainment District’s “Arizona’s Playground” campaign. Through the partnership, Hownd will help drive more customers and revenue to participating businesses in the district.

This is the latest in a series of economic development partnerships formed by Hownd with other municipalities and entertainment districts to help their local businesses survive the pandemic and accelerate their successful reopenings with more customers and revenue. Other Hownd partnerships in Arizona include Tempe, Mesa, Queen Creek, Apache Junction, Casa Grande, Tucson, and Pima County. Hownd also recently formed its first partnership outside Arizona with the City of Winter Garden in Florida.

Hownd makes Gift Cards, Support Vouchers, Buy Now’s, Coupons, Value-Add Packages, and other promotional offers available to nearby consumers through participating merchants’ websites, social media, automated emails, the free [MyHownd® mobile app](#), and Hownd’s own consumer websites.

The company’s partnership with Discover Salt River, the Talking Stick Entertainment District, and AoT is aligned with a mutual initiative to support local experiential retail businesses during the pandemic.

Through the partnership and for a limited time, Discover Salt River and AoT are covering 100% of Hownd’s Results-Delivered Pricing, so participating businesses won’t need to pay this fee when Hownd brings them paying customers. And because Hownd doesn’t charge a monthly subscription and there are no set-up costs, this is a zero-risk opportunity for attractions, restaurants, and other qualifying businesses.





“This innovative partnership is another milestone in our journey to expand our support for local brick and mortar businesses, and an important step for Discover Salt River and Talking Stick Entertainment District,” explains Hownd CEO Brandon Willey. “The Salt River Pima-Maricopa Indian Community and AoT have joined the ranks of an expanding group of economic development leaders who are identifying and fully supporting new ways to stimulate local business survival and growth.”



“We are excited to partner with Hownd and the Arizona Office of Tourism, further celebrating tourism in our Community and sharing our heritage of hospitality,” says Blessing McAnlis-Vasquez, Tourism Manager for the Salt River Pima-Maricopa Indian Community. “We are proud to support our businesses with this program and hope visitors enjoy their experiences here as much as we do and bring family and friends back for more fun.”

Attractions, restaurants, and other experiential businesses based in the Talking Stick Entertainment District can visit hownd.com/TSED-AZ to learn more and sign up. They can also obtain more information about the program at DiscoverSaltRiver.com/Hownd. Nearby consumers who want to discover new local experiences and support the area’s 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. Merchants who want to sign up can go to hownd.app/sign-up to get started in just five minutes. Call 877-394-2410 for more information.

About the Talking Stick Entertainment District

The Talking Stick Entertainment District is Arizona’s premier place to play, shop, dine and unwind. Located just off the 101 freeway and Talking Stick Way on the Salt River Pima-Maricopa Indian Community, the Entertainment District is home to Talking Stick Golf Club, Talking Stick Resort, Salt River Fields at Talking Stick, The Pavilions at Talking Stick shopping center, Octane Raceway, iFLY Phoenix, OdySea Aquarium, Butterfly Wonderland, Pangaea Land of the Dinosaurs, Topgolf, Great Wolf Lodge Arizona, Medieval Times Arizona and so much more. Learn more at talkingstickarizona.com

About the Salt River Pima-Maricopa Indian Community

Bounded by the cities of Scottsdale, Tempe, Mesa and Fountain Hills, the Salt River Pima-Maricopa Indian Community encompasses 52,600 acres, with 19,000 held as natural preserve. With two distinct backgrounds and cultures, the Community is comprised of two Native American tribes: the Pima, "Akimel O'Odham" (River People) and the Maricopa, "Xalychidom Piipaash" (People who live toward the water). The Community has many firsts of its kind on tribal land and proudly owns and operates several successful enterprises including Talking Stick Resort, Salt River Materials Group, Talking Stick Golf Club, Saddleback Communications, Salt River Devco, Casino Arizona at Salt River and the Salt River Landfill.

