

HOWELL SYNERGY

HOWELL SYNERGY PROGRAM
HOWELL, MI 2020



PROGRAM DETAILS:

HOWELL SYNERGY (MADE UP OF HOWELL MAIN STREET DDA, HOWELL CHAMBER OF COMMERCE, LIVINGSTON COUNTY CONVENTION & VISITORS BUREAU, & ANN ARBOR SPARK) RECEIVED A LARGE DONATION THEY WANTED TO INFUSE INTO THEIR LOCAL ECONOMY. THEY DECIDED TO PUT INTO THE HANDS OF THEIR COMMUNITY, WITH THE GOAL OF STIMULATING ECONOMIC RECOVERY OF THEIR SMALL BUSINESSES FOLLOWING COVID-19 SHUT DOWNS. THE PROGRAM RAN DRAWINGS EVERY 2 WEEKS; WINNERS RECEIVED A CERTIFICATE OF \$25. ONCE SOMEONE RECEIVED A GIFT CERTIFICATE, THEY HAD 2 WEEKS TO SPEND AT THEIR FAVORITE PARTICIPATING BUSINESS.

42

participating
merchants

9,489

population

5.19

square
miles



\$23,500

TOTAL PROMOTION

THE PROGRAM RAN
FOR 14 WEEKS



TOP REDEEMERS:

IRISH PUB
NEIGHBORHOOD GIFT SHOP
BREWERY