



CITY OF HOUSTON H-TOWN REWARDS SHOP LOCAL PROGRAM

FAQs for Businesses

Q1: How does the H-Town Rewards Program work?

A1: The platform is powered by the H-Town Rewards mobile app, created by [Colu](#) Technologies, Inc., an innovation solutions company. When residents shop at participating Houston area businesses, they will earn H-Points that can be used for future purchases of goods and services at redeeming businesses.

Q2: How can businesses participate?

A2: Businesses can participate in the following ways:

1) Participating Business

A "Participating Business" is a business located within the city of Houston that has agreed to participate in the H-Town Rewards Program. By doing so, the business enables customers to earn H-Points when they shop at their business.

2) Redeeming Business

A "Redeeming Business" is a business located within one of six targeted Houston-area communities (Acres Homes, Alief-Westwood, Fort Bend-Houston, Gulfton, Second Ward, and Kashmere Gardens) that has agreed to participate in the H-Town Rewards Program; **AND** they accept H-Points from customers as a form of payment. These Points (discounts) will be reimbursed to the business by the City of Houston.

By accepting H-Points as a payment from customers at NO cost to their business, redeeming businesses will benefit from being featured more prominently in the mobile app as a place where customers can spend their H-Points. They will enjoy a boost in revenues, attract new customers, and generate awareness about Houston's culturally diverse neighborhoods.

Q3: How much does it cost businesses to participate?

A3: There is absolutely NO cost to business owners. All businesses within the city limits of Houston can participate as a Participating Business. For those businesses, opting to participate as a Redeeming Business, the City of Houston will reimburse the business for the value of all H-Points redemptions.

Q4: How do Users earn H-Points?

A4: Users earn H-Points by shopping at participating local businesses and getting points back on every purchase they make. Participating Users must link a credit or debit card to the H-Town Rewards mobile app.

Q5: How much is each H-Point worth?

A5: Users earn one (1) H-Point, for at a minimum of 10% of the total amount spent on each purchase of goods or services at participating businesses. Each H-Point is worth \$1.00.

Q6: What is the redemption value of the H-Points?

A6: The redemption value of each individual H-Point equals \$1.00. *Example:* A User purchases items that cost \$50. If they wish to use their H-Points for the total purchase, they'll need to redeem 50 points through the H-Town Rewards mobile app. If there is an outstanding balance on the purchase after H-Points are redeemed, the User will have to pay for their transaction via an alternate payment method.

Q7: What businesses are allowed to participate in the H-Town Rewards Program?

A7: With the exception of a few specific types of industries, all Houston area businesses that take credit and/or debit card payments will be eligible to participate. However, only merchants enrolled as redeeming businesses are eligible to receive reimbursements from the City on H-Points redemptions.

Q8: How does a business apply to participate in the H-Town Rewards Program?

A8: Business owners interested in participating in the H-Town Rewards Program must submit an [application](#) online.

Q9: Does this program target specific areas or the entire Houston area?

A9: All businesses throughout the Houston area can participate in the H-Town Rewards Program. However, for the pilot, six targeted communities have been selected specifically for redeeming businesses, due to their inclusion in Mayor Sylvester Turner's Complete Communities Initiative,

an effort aimed at addressing the fundamental needs of historically underserved neighborhoods in Houston. Each of these communities houses a diverse array of local businesses, making them prime candidates for the pilot of this program. These communities are Acres Homes, Alief-Westwood, Fort Bend-Houston, Gulfton, Second Ward, and Kashmere Gardens.

Q10: What are the benefits to my business participating?

A10: H-Town Rewards provide the business with an additional platform to attract new and more customers, boost visibility, offer promotions, stay connected with customers and be a part of a thriving local business network that contributes to the growth of our beautiful city.

Q11: How is my company reimbursed once points are redeemed?

A11: Redeeming businesses will receive reimbursement for redeemed points on a monthly basis from the City of Houston via a third-party financial institution.

Q12: How may I receive help with the H-Town Program and/or H-Points?

A12: Contact us at [H-Town Rewards](#).