



# The Million Dollar Shuffle

BUSINESSES TAKING STEPS TO INVEST IN  
A STRONGER REGIONAL ECONOMY.

The Petoskey Regional Chamber of Commerce Healthy Economy Action Team is leading the charge to shift \$1,000,000 in spending back to our local economy. Here is how you can learn to do the Million Dollar Shuffle.

## 1. Shift product purchases

Is your company purchasing products out of the area that could be purchased locally? Examples might include:

- Corporate Vehicles
- Office supplies, equipment, or furniture
- Signs
- Logo wear

Shift some of your everyday or periodic purchases to local vendors.

## 2. Shift service purchases

Service purchases can count as well. Think of all of the services that your business uses and try and get them locally instead. Consider

- Legal services
- Accounting Services
- Marketing Services
- Printing

There are Petoskey area businesses that provide these services and do them very well.

## 3. Shift the unique

Don't overlook the unique goods or services that your company purchases. Your business can get company credit cards from local institutions. Or, if you're planning a corporate retreat, stay in town and utilize some of our area meeting facilities.

No matter the purchase, think about doing the shuffle first!