

ZENA NEWS

Lead the Change You Want to See

DECEMBER 2025

ZENA CONSULTING

Get More When You Shop Local & Small this Holiday Season



Zena Consulting
Founder / Owner

December is a good time to focus on supporting local, small, or independent stores first- from brick and mortar to online companies. Because your money is power.

And the Local Business Institute / LBI has suggestions on how to make your dollars stretch beyond retail. They offer research, training, and national partnerships that help communities build stronger, more resilient main streets.

LBI's founder and executive director Rebecca Melancon, is a tireless advocate for small, local, and independent business. She reminds us that *"living locally is a choice."* It makes a big difference and reflects our values.

For example, about 60% of dollars spent at an independent business gets recirculated directly within the community. Big box stores and national chains only return 25% to your neighborhood, town, or city.



Expand Your Support to Other Local Industries in 2026

This year LBI launched a free [Live Local campaign](#). This program amplifies the *Live Local* message, by providing tools that make it easier for consumers, community leaders, and business owners to invest intentionally and broadly.

Living local goes beyond retail. Here are more options that will amplify your influence and multiply the benefits across sectors, year round.

1. **Bank Local:** Local banks and credit unions reinvest deposits into neighborhood business loans and community development.
2. **Invest Local:** more communities across the USA offer opportunities to invest directly in Main Street ventures.
3. **Give Local:** Local charities often have the deepest roots and greatest impact because they understand local needs best.

EVENTS



12/16

4:00-6:30

Celebration of Small Business Cohort

The Port is hosting this event in partnership with the *PortGen Accelerator Program*.

The evening will include:

- Recognition of the 2025 *Business Accelerator Cohort* and WMBE partners
- A preview of 2026 Port opportunities
- Networking

Free, at [Pier 69 Atrium](#)
[2701 Alaskan Way](#)



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