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Governor Bryan Urges Support for Local Institutions Amid Closure of St. Croix Avis

Governor warns of 'adapt or die' reality for local enterprises in changing times

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The St. Croix Avis building in La Grande Princesse, St. Croix USVI. By. ERNICE GILBERT, V.I. CONSORTIUM

Lamenting the announcement of the [closure of the St. Croix Avis](#), Governor Albert Bryan warned that other institutions may suffer a similar fate if they do not receive the public's support.

Mr. Bryan, during the first press briefing of 2024, referred to the newspaper that served the people of the Virgin Islands for 180 years as "a part of our shared story." The Avis, he said, is a "long-standing beacon of journalism in our community." Institutions like the St. Croix Avis are

“custodians of our history and culture,” remarked the governor.

Its untimely closure is “an opportunity for us to reaffirm our commitment to supporting local institutions that form the bedrock of our community,” he said. Governor Bryan acknowledged the public's sentiment over the closure of the popular newspaper, likening their reactions to the nostalgic feelings experienced when other beloved local institutions, such as Island Dairies and Brow Soda, ceased operations.

“Let's not speak with our mouths,” he declared. “Let's speak with our pockets and support local businesses.” He encouraged all to “support not only our local businesses, but our local artisans and local media, the lifeblood of our community, the storytellers of our past, and the architects of our future.”

While encouraging the public to show their support in tangible ways, the governor also had a word of caution for local business owners as they contend with new global challenges. “Adapt or die,” he said. With inflation, increasing prices, and challenges with access to land and capital, Mr. Bryan told existing and prospective business owners that they must “take advantage of the opportunities before you, and invest.”