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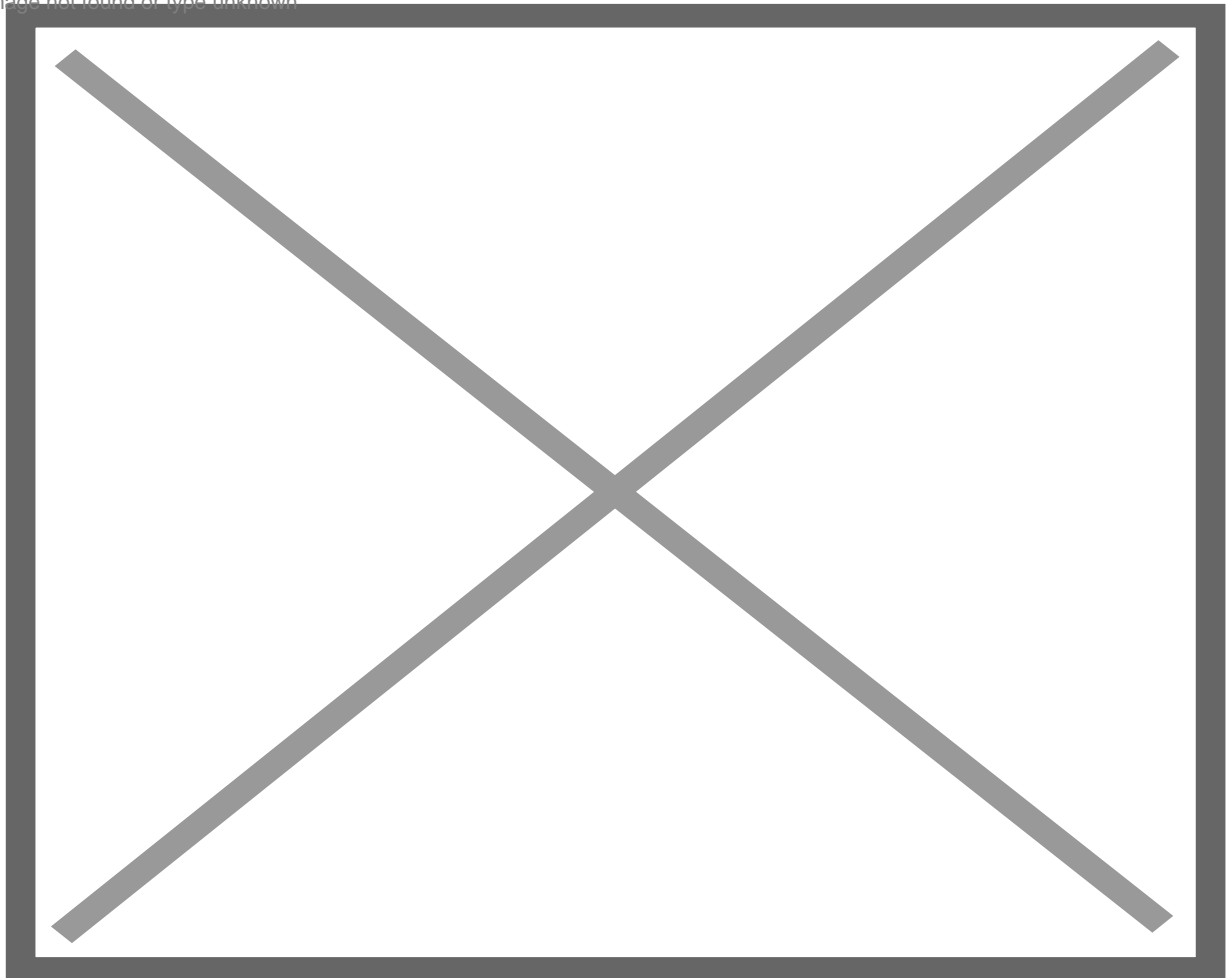
Enterprise and Commercial Zones Expanded Across St. Croix, St. Thomas, and St. John in Push for Economic Revitalization

Gov. Bryan has signed EO No. 542 to expand enterprise zones in Frederiksted and Upstreet Charlotte Amalie and create new commercial zones in Cruz Bay and Charlotte Amalie, aiming to revitalize historic towns, boost investment, and support local business.

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The town of Frederiksted, St. Croix. By. V.I. CONSORTIUM.

Governor Albert Bryan Jr. has signed Executive Order No. 542 of 2025, expanding enterprise zones in Frederiksted on St. Croix and the Garden Street and Upstreet areas of Charlotte Amalie

on St. Thomas, while also establishing new commercial zones in Charlotte Amalie and Cruz Bay on St. John. The announcement was made during the Government House press briefing on Monday.

According to Government House Communications Director Richard Motta, the executive order marks a deliberate move to restore economic activity, improve infrastructure, and create opportunity in historic town centers that have experienced commercial decline. “This action is necessary and long overdue,” Motta stated, citing chronic divestment, vacant storefronts, and decaying infrastructure that have challenged small business growth and community development in these areas.

The expansion of the enterprise zones is intended to provide new tools to encourage local investment, restore buildings, and support neighborhood revitalization. These zones offer tax incentives, technical assistance, and other economic benefits to qualifying businesses, helping them access capital, support job creation, and preserve the cultural identity of the communities they serve.

The new commercial zones in Charlotte Amalie and Cruz Bay are designed to address a separate but equally urgent concern. As major hubs for both tourism and local commerce, these areas have faced rising commercial vacancies and aging infrastructure that have slowed economic momentum. By establishing commercial zones, the administration aims to foster new business development and attract both public and private investment.

Motta emphasized that the initiative is rooted in a long-term strategy aligned with the Comprehensive Land and Water Use Plan, as well as the economic development goals of the Virgin Islands Economic Development Authority and the Enterprise Zone Commission. “This effort is not about drawing lines on a map,” he said. “It is about expanding access, creating opportunity, and delivering results.”

The new and expanded zones are intended to catalyze a range of outcomes. For example, a young entrepreneur in Upstreet may now have the support needed to open a first storefront, while a long-standing family business in Frederiksted may gain resources to remain viable for the next generation. These changes, Motta said, are designed to ensure that Virgin Islanders can take part in the economic life of the territory’s most historically and culturally significant communities.

The initiative reflects Governor Bryan’s broader vision for economic inclusion and community-based investment. “Governor Bryan has always believed that strong communities are built through purposeful action,” Motta said.

Implementation of the executive order will begin in the coming weeks, with the Enterprise Zone Commission responsible for outreach and engagement. Further details about the exact zone boundaries and qualifying criteria will be released during that process.