

The Virgin Islands Consortium

EDA Rallies USVI Community To Support Small, Local Businesses At 'Shop Small' Rally

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To encourage the U.S. Virgin Islands community to support local, small businesses during the kick off of one of the busiest shopping weekends of the year, the U.S. Virgin Islands Economic Development Authority (EDA) joined the nationwide effort once again to inspire individuals to shop at local, small businesses in the territory on Small Business Saturday by hosting a “Shop Small Rally” on St. Thomas and St. Croix on Wednesday, November 21, the EDA said in a release issued Wednesday.

During this rally, representatives from the Economic Development Bank and the Enterprise Zone Commission - which are entities of the USVIEDA - hand-delivered “Shop Small” promotional bags containing customized and ready-made posters, buttons,

stickers, pens, balloons, and other items displaying the “Shop Small” trademark to local, small businesses participating in this year’s Small Business Saturday initiative on November 24, according to the release. To help encourage the community to participate in the “Shop Small” initiative, the USVIEDA also distributed “Shop Small” promotional items to the public at their display table on St. Thomas on the first floor of the Nisky Shopping Center, and on St. Croix under the awning at 17?64? Kitchen + Bar (2 & 3 Strand Street) in downtown Christiansted. “Shop Small” promotional pieces were also displayed at the entrance of the Nisky Shopping Center and the Tutu Park Mall on St. Thomas.

The EDA also said it also assisted various small-business owners in the community with assembling displays and posting signage at their businesses with “Shop Small” promotional materials to help them prepare for Small Business Saturday. Small Business Saturday is held on the Saturday after Thanksgiving and was founded in 2010 by the American Express Company to help expose small businesses to potential customers during one of the largest shopping weekends of the year.

“Each year, the movement to “Shop Small” continues to encourage individuals across the country to get involved in supporting their local, small businesses,” said Wayne L. Biggs, Jr., EDA assistant chief executive officer. “Small businesses continue to be tremendous contributors of economic growth for many communities, including ours. And because the USVIEDA believes that this is also an opportunity to highlight and support our small businesses here in the U.S. Virgin Islands, the Authority joined this movement in 2016 by becoming a Neighborhood Champion of Small Business Saturday.”

Feature Image: (Left to right): Denise Donadelle, Economic Development Bank (EDB) loan officer; Charlene Gerard-Joseph and Shatima Charleswell, EDB loan assistants, distribute Shop Small promotional items to Shaker Salem of Fashion Source on November 21, 2018 on St. Thomas to prepare for Small Business Saturday. This year, the date for Small Business Saturday is November 24, 2018. –Submitted photo courtesy of the USVIEDA