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The Enid M. Baa Library and Archives building on Main Street in downtown Charlotte Amalie on St. Thomas, USVI, is the site for the Made in the USVI Pop-Up Shop in December 2025.  
*-Photograph taken by Semele A. C. George, Marketing and PR specialist, Virgin Islands Economic Development Authority*

## **“Made in the USVI” Pop-Up Shop to reopen December 10 on St. Thomas, USVI**

*Virgin Islands Council on the Arts, VIEDA’s Enterprise Zone Commission  
partner again to showcase work of local artists, artisans  
this holiday season at the Enid M. Baa Library and Archives*

**Charlotte Amalie, St. Thomas, U.S. Virgin Islands** – December 5, 2025 – The Virgin Islands Council on the Arts (VICA) and the Virgin Islands Economic Development Authority’s Enterprise Zone Commission (EZC) announce the reopening of the “Made in the USVI” Pop-Up Shop this holiday season. This popular holiday store that showcases USVI-themed merchandise created by local artists and artisans will open from **Wednesday, December 10, 2025 through Monday, December 22, 2025** at the Enid M. Baa Library and Archives building next to the stoplight on Main Street in downtown Charlotte Amalie on St. Thomas, U.S. Virgin Islands.

The Made in the USVI Pop-Up Shop will be open from **10AM to 6PM, Monday through Friday, 10AM to 4PM on Saturdays**, and **closed on Sundays**. During “Miracle on Main Street”, the shop’s hours will be extended for USVI residents and visitors to have another opportunity to

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Economic Development  
Commission

Enterprise Zone Commission

Economic Development Park  
Corporation

Economic Development  
Bank

purchase a wide variety of unique gifts made in the U.S. Virgin Islands, including food items, bags, clothing, artwork, spa merchandise, and much more.

"We are most definitely enthusiastic about hosting another Made in the USVI Pop-Up Shop on St. Thomas this holiday season," said Nadine Marchena Kean, managing director, Enterprise Zone Commission. "This is always an opportunity for us to let the world know the U.S. Virgin Islands community has talented artists and artisans, pride in its culture, and tremendous aspirations for entrepreneurship. Our partnership with the Virgin Islands Council on the Arts continues to highlight made-in-the-USVI merchandise for the world right from our Territory's shores. We thank our USVI residents and visitors for continuing to support these businesses," added Mrs. Marchena Kean.

Pop-Up Stores are short-term stores temporarily established in an available space to allow customers to experience products of a business first-hand. These stores are excellent opportunities to support local businesses and find one-of-a-kind holiday gifts while celebrating the rich culture and craftsmanship of the U.S. Virgin Islands.

According to [Capital One Shopping Research](#), temporary retail spaces or pop-up shops generate an estimated **\$80 billion** in annual revenue; projections indicate that market value will exceed **\$95 billion** in 2025. An average pop-up shop is active for 3-14 days. According to [Shopify.com](#), this sales strategy is used to build brand awareness, test new markets, and help increase sales for various small businesses. It also provides customers with exclusive experiences, helps to build a customer base for merchandise, and gives landlords opportunities to fill vacant spaces in their properties.

In 2018, the EZC and VICA jointly initiated their first "Made in the USVI" Pop Up Shop on Main Street and collaborated to assist local, licensed small manufacturers and artisans with increasing their opportunities for business growth in the USVI and outside of the Territory.

For more information about the "Made in the USVI" Pop Up Shop, contact VICA at **340-774-5984**, send an email to [vicastt@yahoo.com](mailto:vicastt@yahoo.com), or visit the VICA office in the white building across from the Frederick Evangelical Lutheran Church and Fort Christian in downtown Charlotte Amalie on St. Thomas, USVI.

#### **About the Virgin Islands Economic Development Authority:**

The Virgin Islands Economic Development Authority (VIDEA) is a semi-autonomous governmental instrumentality. It promotes economic growth, job creation, and wealth generation in the U.S. Virgin Islands. The VIEDA assumes, integrates and unifies the functions of these four entities: Economic Development Commission, Virgin Islands Economic Development Park Corporation, Economic Development Bank and the Enterprise Zone Commission. The VIEDA accomplishes its mission by attracting investors to the Territory to establish or relocate their business in the U.S. Virgin Islands. It also provides financial assistance for new and existing small to medium-sized businesses in the Territory and assists V.I. residents and business owners with rehabilitating their properties located in distressed areas that were once vibrant economic centers of activity in the Territory. Learn more about the USVIDEA at [www.usvieda.org](http://www.usvieda.org) or send an email to [info@usvieda.org](mailto:info@usvieda.org).

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