PRESS RELEASE

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Community Impact Fund Launches Crucian Christmas Festival Microloan Program to Support Local Small Businesses This Holiday Season

The RTPark Community Impact Fund (CIF) is excited to announce the launch of the 2025 Crucian Christmas Festival Microloan Program, created to support small businesses preparing for the territory's busiest cultural season. This special program offers microloans ranging from $2,000 to $15,000 to help business owners increase inventory, expand products, secure supplies, and prepare for the holiday season and Festival Village sales.

Whether you are a food vendor, retailer, festival booth operator, farmer, artisan, or creative entrepreneur, this program provides fast, flexible, and accessible financial support to help you grow your business during one of the most economically impactful times of the year. "We wanted to create a program that reflects our commitment to community and culture; we wanted to show our commitment to the people of the Virgin Islands, not just big business. We wanted to do something for those who have preserved and promoted our cultural heritage year after year. We believe there is no better time to demonstrate this commitment than during the peak of our festival season, when economic opportunities are at their highest. By standing with the local entrepreneurs who carry the legacy of our culture forward, we aim to ensure that they, too, benefit from the prosperity this time of year brings," says Akem J. Durand, CIF's Loan Officer.

The Crucian Christmas Festival is more than a celebration — it is a vital economic driver that supports families, culture-bearers, and creative entrepreneurs across St. Croix. This microloan program ensures that local businesses have the resources they need to fully participate and benefit from this moment of cultural pride and economic opportunity.

Dr. Pat Morris, CIF's Executive Director noted that, "It is an honor to support local entrepreneurs and micro businesses that power the Christmas Festival economy and we are proud to offer this special loan program to help them 'Get Festival Ready!' CIF also has exciting plans to roll out special microloan programs next year for Carnival entrepreneurs, farmers, fishers and other sectors. We are inviting interested investors and new giving partners to join us by supporting one of our special loan programs and our efforts to build a vibrant local economy."

The Crucian Christmas Festival Microloan Program offers quick approval and disbursement for qualified applicants, with low-interest, short-term loans designed specifically for small and micro-business needs. This flexible funding can support inventory purchases, supply restocking, festival booth preparation, staffing, or seasonal business expansion. Interested businesses are encouraged to visit www.cifvi.org to complete the Loan Readiness Assessment and begin the application process.

The CIF will host an in-person Reception & Q+A Session on Wednesday, November 5th from 6:30 PM to 8:00 PM at the RTPark 2nd Floor Conference Room. Business owners and interested applicants are invited to attend, learn more about the program, ask questions, and receive support with the application process. Attendees are encouraged to RSVP at www.cifvi.org.

About the RTPark Community Impact Fund

The RTPark Community Impact Fund (CIF) is a 501(c)(3) nonprofit organization dedicated to driving inclusive economic growth in the U.S. Virgin Islands through mission-driven capital solutions, technical assistance, and community partnerships. CIF invests in strengthening local businesses and expanding opportunities for entrepreneurship, wealth-building, and economic resilience throughout the territory.

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