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U.S. Virgin Islands Department of Tourism  
P.O. Box 6400  
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February 9, 2026

**The Honorable Senator Avery Lewis**  
Thirty (36<sup>th</sup>) Legislature of the Virgin Islands  
Capitol Building  
St. Thomas, Virgin Islands 00802

**Re: Committee on Government Operations, Veterans Affairs, and Consumer Protection**  
**Bill No. 36-0227: Honoring The Armstrong Family**

Good morning, Chairman of the Committee on Government Operations, Veterans Affairs, and Consumer Protection, the Honorable Senator Avery L. Lewis; distinguished members of the Committee; Senators of the 36th Legislature of the United States Virgin Islands; legislative staff; members of the media; and the listening and viewing public.

Pursuant to your invitation, on behalf of the Department of Tourism, we are pleased to provide testimony regarding Bill No. 36-0227, honoring and commending the Armstrong Family, long-time owners of Armstrong Ice Cream, for their exceptional contributions to the economic growth, cultural heritage, and development of the Virgin Islands.

Family-owned businesses such as Armstrong Ice Cream represent the heart and character of our community. For generations, the Armstrong Family has not only contributed to the local economy through entrepreneurship and job creation, but has also become a cherished part of everyday life for Virgin Islanders.

From a tourism perspective, establishments like Armstrong Ice Cream play an important role in shaping the authentic experiences visitors seek. Local businesses create a genuine sense of place, offering guests a window into beloved cultural flavors and traditions while showcasing the rhythms and norms of daily life in the Virgin Islands. These experiences—simple, familiar, and rooted in community—help distinguish our destination and leave lasting impressions on those who visit.

The success and longevity of Armstrong Ice Cream reflect the resilience, pride, and entrepreneurial spirit that define our people. Their commitment to quality, service, and community connection has helped preserve a sense of tradition while contributing to the cultural fabric and economic vitality of the Territory.

It is an honor to support the recognition of the Armstrong Family, and we thank them for their enduring contributions to our community and for helping to share the authentic taste and spirit of the Virgin Islands with residents and visitors alike.



# UNITED STATES VIRGIN ISLANDS

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