



MAYOR'S MESSAGE

November 27, 2025

Last weekend, many ladies (and gentlemen too) were in town to take advantage of the discounts and special offers at businesses throughout Sea Isle City during the Chamber of Commerce's annual Fall Girls Weekend. As is the case each year, our town was hopping with activity during Girls Weekend – and it was great to see so many people enjoying our local dining and shopping establishments.

Now that Girls Weekend has come-and-gone, it's time to focus on the fast-approaching "season of joy." As always, Sea Isle City is the perfect place to spend the holidays, and we will be kicking-off the season in grand style on Friday night with our annual Tree Lighting Ceremony at Excursion Park, which will begin with a Holiday Procession along JFK Boulevard at 6:00 PM. The Procession will include Santa Claus and other holiday revelers, who will travel from the Welcome Center to the Excursion Park Band Shell, where there will be additional festivities and the lighting of our town's Christmas Tree.

If you are as excited about the holidays as I am – and you can't wait for the Holiday Procession and Tree Lighting on Friday night – don't forget that the Chamber of Commerce's 2025 Winter Village at Excursion Park takes place from 11:00 AM to 8:00 PM on Black Friday, featuring a variety of merchandise and food vendors. Then, the Winter Village will continue on Saturday with additional activities, giving everyone even more reasons to spend Thanksgiving Weekend in Sea Isle City.

Once this weekend's merriments are over, be sure to take advantage of the many other local holiday happenings that are coming your way in the weeks ahead – including the Italian American Club's annual Poinsettia & Wreath Sale as well as their 2025 Christmas Dinner, VFW Post 1963's Brunch with Santa and their Christmas Caravan to the Vineland Veterans Home, the Recreation Office's Holiday Lighting Contest and Santa's Calling Program, the Historical Society's Holiday Open House, the Fire Department's First Responders Parade and Candy Cane Run, Saint Joseph Church's Live Nativity – and the countless other holiday events and celebrations that take place each year in Sea Isle City!

In addition to the various seasonal gatherings that are planned in our town, there is one event that is especially near-and-dear to my heart: our annual Mayor's Holiday Toy and Food Drive, which is now underway. As is the case each Christmas season, my "elves" and I collect unwrapped toys and non-perishable food items for families in need – and then we have the happy task of personally delivering all the donated items several days before Christmas. As they say, "It takes a village" – and that is certainly true when it comes to our Toy and Food Drive – so I want to thank (in advance) each of the local businesses that graciously serve as drop-off locations for this important event: Crest Savings Bank, Dee's Hair Salon, First Bank of Sea Isle City, Mrs. Brizzle's Buns & Deli, Rick's Breakfast House, and Sands Department Store. For everyone's reference, you can also deliver toys and food at City Hall and the Welcome Center, where you will also find drop-off boxes. To learn more about this year's Holiday Toy and Food Drive, please see the special section in this week's E-Newsletter or phone my office at 609-263-4461, extension 1245.

Even though Thanksgiving is upon us and we still have many holiday weeks ahead, it is never too early to begin making plans for New Year's Eve – especially if you want to enjoy dinner at one of Sea Isle's many wonderful restaurants. So, make your December 31 dinner reservations early – and then plan to watch our annual New Year's Eve Fireworks Display at 8:00 PM!

Have a happy and safe Thanksgiving!

Smile...You're in Sea Isle!

Mayor Leonard C. Desiderio

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