



MAYOR'S MESSAGE

JULY 9, 2026

We just wrapped up a truly spectacular July 4th holiday here in Sea Isle City, and what a milestone it was as we gathered to celebrate America's 250th Independence Day! Our island was absolutely buzzing with energy, completely jammed with residents, families, and visitors who chose to spend their holiday in their favorite seaside town. The energy on the beach and the promenade was incredible all weekend long, and the entire holiday was capped off by an outstanding fireworks show. I have already heard from so many of you who were raving about the display - it was truly a night to remember and a fitting tribute to our nation's semi-quincentennial.

An enormous undertaking like this does not happen by accident. I want to extend my deepest, most sincere thanks to our Police Department, Beach Patrol, Volunteer Fire Department, and Public Works crews for their tireless efforts to keep Sea Isle City safe, orderly, and beautifully clean throughout one of our busiest weekends of the year. Our city staff - including our dedicated community services team, our hardworking beach taggers, and everyone inside City Hall - deserve a huge round of applause for everything they do behind the scenes to keep our municipality running smoothly and efficiently. We are blessed with the finest workforce at the Jersey Shore, and their dedication shines brightest during our big holiday weekends.

With so many people currently on the island enjoying the beautiful weather, I want to take this opportunity to once again ask everyone to practice safety and always be mindful of one another. When our town is full, patience and courtesy are our best assets. It is critical that we all slow down, pay close attention to our surroundings, and drive or cycle with extra care.

Pedestrians, please look both ways before stepping off the curb. While it is true that pedestrians have the right-of-way, please remember to cross strictly at marked or unmarked crosswalks at intersections. Always follow the traffic signals at controlled intersections and wait for the proper "Walk/Don't Walk" indicators. For your own safety, please put away your phones or other electronic devices while walking, look left-right-and-left again, and make direct eye contact with drivers before heading into any intersection. Let's look out for each other so that everyone goes home safely at the end of the day.

Even though Independence Day is now in our rearview mirror, the summer is still young, and we have a tremendous amount of fun ahead of us. This coming Saturday, July 11th, our Sea Isle City Beach Patrol will hold their annual mascot school races starting at 10:30 a.m. It is always a fantastic, family-friendly event that the kids absolutely love, so make sure to head down and cheer on the young racers. Later that evening, the party moves over to Excursion Park, where we will keep the good times rolling with a

sensational Billy Joel Tribute concert starting at 7:30 p.m. Bring your beach chairs, pack a blanket, and get ready to sing along to all the classic hits under the stars.

To keep track of everything happening on our island, I encourage you to grab a copy of our handy Sea Isle City Reference Guide or simply visit our official tourism website at www.VisitSICNJ.com. If you prefer to speak to someone in person to get local recommendations or event schedules, stop by the city's Welcome Center. It is conveniently located right along JFK Boulevard, right at the base of the JFK Bridge as you enter town - our friendly staff will be happy to help you.

Finally, I am very pleased to share an excellent update on a very important project. Our beach replenishment project is rapidly nearing completion. The contractor has finished filling the beaches south of JFK Boulevard, and the heavy machinery has now proceeded northward, working diligently toward 29th Street. The contractor is currently projecting total completion of the project within the next week. We appreciate everyone's continued patience as we finalize this vital project to protect our coastline and expand our beautiful beaches for the remainder of the season.

Thank you all for making Sea Isle City such a wonderful place to live, work, and vacation. Enjoy the warm weather, look out for your neighbors, and I look forward to seeing you around town and on the promenade!

Smile...You're in Sea Isle!

A handwritten signature in black ink, appearing to read "Len", written in a cursive style.

Mayor Leonard C. Desiderio