MAYOR'S MESSAGE *January 9, 2025*

Despite some rain and a brief weather delay, our New Year's Eve fireworks show entertained many people on December 31 – and I am still hearing how folks were very happy to ring-in the New Year in Sea Isle City! If you were able to celebrate 2025's arrival here in your favorite seaside community, I hope it was a night to remember! If you were not able to be with us that evening, make sure to be here as 2026 rolls around – and, while you're at it, why not make a New Year's resolution to "Spend More Time in Sea Isle City" in 2025 (which is the marketing slogan that currently can be seen on our billboard advertisements in Philadelphia, as shown at the bottom of this newsletter message).

Now that January has arrived and the bustling holiday season is over, let's take a collective deep breath as we look forward to the year ahead! As you probably realize, the "off season" is when our City employees are busy making plans to ensure that the coming year is enjoyable and memorable. Amongst other efforts, they are currently arranging our 2025 summer recreation camps, scheduling our free concerts and other family-friendly activities at Excursion Park, and working closely with our local business community and civic organizations to make certain their events run smoothly – all the while putting the finishing touches on our city-sponsored festivals, athletic tournaments, and the other seasonal attractions that make Sea Isle City "the place to be" year after year.

Even though we offer plenty of entertainment and activities each summer, the beach continues to be Sea Isle's biggest draw – and why wouldn't it be, considering that our sandy shoreline is well-known for its sprawling beauty. Because we know how much people love our beaches and how folks look forward to spending time in Sea Isle City when the weather warms up, we have begun to sell our 2025 Seasonal Beach Tags –because it's never too early to buy your beach tags!

Since we want to make the buying process as easy as possible, this year we are once again offering a variety of ways for beachgoers to purchase beach tags. During the winter and spring months, you can buy your tags in-person on Saturdays at the Welcome Center and Monday through Friday on the second floor of City Hall. Additionally, 2025 Seasonal Beach Tags are available in the lobby of City Hall at our Beach Tag Vending Machine, which is accessible 24/7; and, for your added convenience, you can also purchase beach tags online at https://www.jerseycapetags.com/ and have them shipped directly to your home for a nominal fee. We are also once again offering digital beach tags via the My Beach Mobile App, which, during this ever-evolving age of technology, is a very convenient way to buy your tags!

To learn more about Sea Isle City's 2025 Beach Tags, please go to the "Beach / Beach Tag" page at www.VisitSICNJ.com, phone the Welcome Center at 609-263-8687, or phone the Tax Office at 609-263-4461, ext. 1214. Also, please don't forget that the $25 pre-season beach tag rate expires on May 15, when the regular seasonal rate of $30 goes into effect.

This week's "Shout Out" goes to the hard-working men and women at the Sea Isle City Department of Public Works. During Monday's winter storm, which resulted in a substantial amount of snow falling on our area, our Public Works staff did an excellent job preparing for and responding to the storm. I want to thank each of our DPW employees, who keep our town running in tip-top condition during winter storms and throughout the entire year! Thank you all!

Smile…You're in Sea Isle!

Mayor Leonard C. Desiderio



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