MAYOR'S MESSAGE *June 17, 2021*

With Memorial Day 2021 in our rear view mirrors, this is the time of year when Sea Isle City truly begins to shine! In addition to good times spent on the beach, weekend fishing trips, and enjoyable evenings spent strolling along the promenade or dining at one of Sea Isle City's many popular restaurants, summer is also the time we enjoy a variety of attractions and events right here in "the "Capital of Cape May County."

Case in point, this weekend is Father's Day weekend, and it is also traditionally Skimmer Festival Weekend in Sea Isle City. As we have previously announced, the events we typically host on Saturday of Skimmer Weekend were cancelled this year, including the food court on JFK Boulevard, the free family activities at Excursion Park, and the Seaside Market along the Promenade. However, in lieu of this year's Seaside Market, I have invited all of our local business owners to participate in a Skimmer Community Sidewalk Sale on Saturday. Also, on Sunday morning, the Snake Brothers Band will return to the Promenade to entertain passersby with live bluegrass music – and we will also be hosting the annual Skimmer Antique Auto Show on Sunday, along with the Antique Auto Parade, which are always fun attractions on Father's Day.

Also this weekend, people across America will be celebrating a new federal holiday, Juneteenth, which commemorates President Abraham Lincoln signing the Emancipation Proclamation in 1863, which paved the way for the passing of the 13th Amendment and the formal abolishment of slavery in the United States. Last year, the State of New Jersey established Juneteenth as a State holiday; and today President Biden signed legislation establishing Juneteenth as a federal holiday – much to the delight of freedom loving people everywhere!

Knowing the importance of Juneteenth, this weekend I hope everyone will acknowledge how far we have come as a nation, recognize how much work we still have ahead of us, and never forget that we are all Americans and that the expression "united we stand, divided we fall" should have true meaning in all of our lives!

Speaking of a united America, don't forget that our community's annual Independence Day Fireworks Show will take place on July Fourth at 9:00 PM. I look forward to everyone coming together in Sea Isle City as "the rockets' red glare" fill the skies with light and our hearts with patriotism. We intend to play patriotic music along the Promenade during the fireworks show, which will make the experience even more enjoyable – so mark your calendars now and plan to be in Sea Isle City throughout July Fourth weekend.

As you probably know, the aforementioned Promenade speakers were installed during last year's Promenade Lighting Project, which included the installation of new light posts, banners and a public address system that run from the Spinnaker Towers to our Beach Patrol Headquarters at 44th Street.

This summer, we want to use the new speakers to start each day in a patriotic way, so we will be playing the National Anthem each morning at 10:00 AM, at which time I hope everyone stops for a moment to appreciate what a wonderful country we have.

In other news, you may have noticed that several new street signs have been installed at various intersections around Sea Isle City. The new street signs you see today are the prototypes of next year's community-wide Street Sign Project, which will replace all of the fading green signs throughout town. So, be on the lookout for the new signs in 2022 – but don't let their eye-catching appearance grab all of your attention as you drive through town, and always try to keep your eyes on the road!

And speaking of new signage, have you noticed the colorful new signs at our pickleball courts or any of the new accent-railings that we installed on the Promenade? Last year, we decided to add some whimsy to our recreation areas with fun signage – which is turning out to be very well received. In addition to the new pickleball signs and promenade accents I just mentioned, we will soon be installing colorful banners in our playgrounds – all of which will be ideal for family photos ops. When sharing your Sea Isle City photos online or via text with your loved ones, please use the hashtag "#PlaySIC" so you can let people know that Sea Isle City is a great place if you want to frolic and play!

As I mentioned in my most recent newsletter message, it is terrapin turtle nesting season, and I once again ask all motorists to please slow-down and be on the look-out for turtles in our roadways. It is estimated that only 1 in 1000 terrapin turtle eggs reach mature adulthood, plus motor vehicles cause hundreds of terrapin deaths each year in our region, so please slow down and allow our turtle friends to cross the roads safely.

This week's "Shout Out" goes to all of the people of Sea Isle City – and our visitors – who have shown great patience during the roadwork we have had to deal with recently. I am very grateful for everyone's tolerance and flexibility as we make necessary repairs to our infrastructure – and as we continually make Sea Isle City better and better.

Smile…You're in Sea Isle!



Mayor Leonard C. Desiderio

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