

Beach Tags Not Free July 4 in SIC

SEA ISLE CITY — As part of its promotional campaign, the Sea Isle City Tourism Commission originated the “No Beach Tags on Wednesdays” program about 12 years ago. Part of the strategy was to encourage workers who work on weekends and get days off during the week to come to Sea Isle City on Wednesdays.

The campaign in Sea Isle City has been a success; however, the loss of beach tag revenues during the popular 4th of July holiday prompted city officials to pass a resolution requiring beach tags on 4th of July this year.

“This restriction applies only to 4th of July,” explained Pat Allen, director of the beach badge office. She has posted notices of this change and asked beach tag inspectors to pass the word to visitors who often come to enjoy the beach on Wednesdays and to residents who frequently invite company on Wednesdays.

While beachgoers are

celebrating the nation's
freedom on 4th of July, free
Wednesday is not free on
the 4th of July.