



OFFICE OF THE BEACH DIRECTOR

BOROUGH OF CAPE MAY POINT

POST OFFICE BOX 490

CAPE MAY POINT, NJ 08212

(609) 884-8468 ext. 22 / FAX: 609-884-1732

www.capemaypoint.org

Commercial Beach Tag Frequently Asked Questions

Effective December 28, 2022, commercial beach tags are now required for rental properties that provide beach tags as an amenity. Below are some frequently asked questions you may have.

Why is the Borough implementing a commercial beach tag?

The Borough benchmarked with neighboring beach communities and found that commercial tags for rental properties are one way of recouping a fraction of the revenue lost when seasonal tags are offered as a rental amenity. For every property that provides beach tags as an amenity the Borough loses an average of \$2000.00 in beach revenue.

What if I provide regular seasonal tags as a rental amenity?

Regular seasonal beach tags are not valid when provided as part of a rental accommodation. If a property owner provides regular seasonal tags instead of commercial tags they will lose their renter's license and will not be able to fulfill reservations.

What is the cost of the commercial tag?

\$100.00 per tag, per person, per season.

What is the cost to replace a lost commercial tag?

\$100.00 per tag.

What if I already purchased discounted seasonal beach tags?

Please contact our Beach Director Chris Garrison at 609-884-8468 extension 22.

Do the commercial tags look different?

Yes. They look very different so that they can be easily audited by the Beach Taggers. They are also numbered like our seasonal tags.



Proud to be a Designated Coast Guard Community!



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Does a commercial tag cover multiple people?

No. Like all other beach tags, one commercial tag is required per person (age 12 and over) while lifeguards are on duty from the 3rd Saturday in June through Labor Day.

Am I required to provide commercial beach tags as an amenity for my rental properties?

No. The Borough would prefer that you not provide tags as an amenity, and that visitors purchase tags for the duration of their visit.

My family typically uses the tags that I offer as a rental amenity. Do I need to buy an extra set of seasonal tags for my family to use?

No, you do not need to purchase additional seasonal tags. Your family can use commercial tags.

Where can I purchase commercial tags?

Commercial tags are not available on the [Jersey Tags Website](#). They can be purchased inside Borough Hall at the hours listed below. You may also mail in your payment and the completed form after April 15, and pick up the tags during the hours listed below.

When is the Beach Tag Office open?

In 2023 the Beach Tag Office will be open 9am-12pm, 7 days a week.

- May 1st through June 16th (except Memorial Day) inside Borough Hall
- June 17th through Labor Day in the Beach Tag Booth

Who can I speak to if I have additional questions?

You may call Beach Director Chris Garrison at 609-884-8468 extension 22.