MTRAC: City should boost beach tag fees

Revenue falls short of funding beach operations in Cape May

By JACK FICHTER
Cape May Star and Wave

CAPE MAY — (the Municipal Taxation and Revenue Advisory Committee (MTRAC) is recommending an increase in beach tag prices.

At an Oct. 12 MTRAC meeting, Councilmembers Michelle McHill and Bill Longbotham said the city’s tax committee to examine beach tag fees and other areas of Beach tag revenue by the Cape May Police Department.

With the current pre-season season’s rate for purchases, at $25 until April 1 when the price increases to $35. In 2020, the city sold 19,000 pre-season and 14,000 regular tags for a revenue of $900,000.

“The current thinking is to increase the pre-season rate by $5 to a total of $30 until April 1,” Hanie said. With the price increase and the same amount of beach tag sales, the city would see a revenue increase of about $190,000.

A 10 percent increase in pre-season tags and a 5 percent decrease in regular tags, in the gap between two percentages, is expected to yield a revenue of $300,000. See MTRAC, Page A2.

MTRAC Chairman Dan Hanie said seasonal beach tag prices ahead two or three years.

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