

Seal Beach Police Department
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FOR IMMEDIATE RELEASE

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SBPD Transitions to Seasonal Downtown Ambassador Program

SEAL BEACH, Ca. – Following a successful inaugural season, the Seal Beach Police Department announces that its Downtown Ambassador Program will transition to a seasonal deployment model, with plans to resume operations in Summer 2027.

Launched over the Fourth of July weekend, the Downtown Ambassador Program was designed to provide an increased, visible, and service-oriented presence throughout Main Street, Old Town, and the surrounding beach parking areas during the summer months, when visitor activity and parking demand are at their highest.

Throughout the season, Senior Community Services Officers and Police Aides assigned to the program engaged with downtown merchants, assisted residents and visitors, provided parking education, promoted compliance with local parking regulations, and identified community concerns requiring additional attention.

The program received positive feedback from merchants and members of the public, increased awareness of parking regulations, and strengthened communication between downtown businesses and the Police Department. Ambassadors also helped identify parking infrastructure concerns, address quality-of-life issues, and coordinate with other City departments to improve the downtown experience.

"The Downtown Ambassador Program accomplished what we set out to do: increase our visibility, support our downtown businesses, assist visitors, and strengthen our connection with the community," said Chief of Police Michael Henderson. "The positive response from merchants and residents reinforces the value of having an approachable, service-oriented presence during our busiest months."

As Seal Beach transitions into the traditionally slower winter season, the Department will pause dedicated Downtown Ambassador deployments and resume the program in summer 2027, when increased beach visitation, downtown activity, and parking demand create the greatest need for additional coverage.

Routine parking enforcement, police patrols, and community services will continue throughout the downtown area during the seasonal pause.

"We are proud of the relationships established and the positive impact this program has had on our downtown community," Chief Henderson added. "We look forward to building on that success next summer while continuing to support our residents, businesses, and visitors throughout the year."

The Seal Beach Police Department thanks the downtown business community, residents, and visitors for their support of the program's inaugural season and looks forward to its return in summer 2027.

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