



Bradenton Police Department - Press Release

Subject: Bradenton Police Department Introduces New Business Watch Program

Prepared by: Deputy Chief Warren Merriman

Michael Radzilowski – Chief of Police

100 10th Street West
Bradenton, Florida 34205
(941) 932-9300

Date: July 8, 2013

The Bradenton Police Department is proud to present a new program to the local business community. This program is titled, "The Chain."

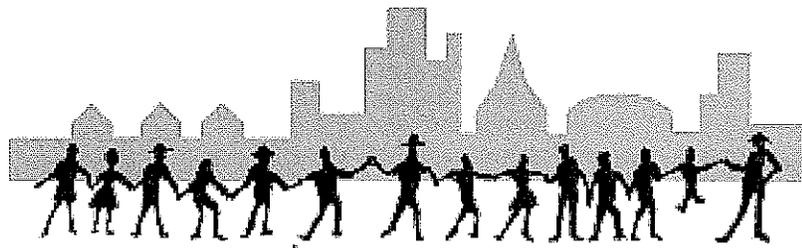
This is a business-watch group, which will link local businesses to each other, as well as to the Bradenton Police Department. This concept is taken from the Neighborhood Watch program, and is very similar in nature. Remarkably, unlike the Neighborhood Watch program this will not involve multiple meetings, nor will it mean time away from one's business. It is a simple concept; the business owner reports the crime to the police, and then contacts neighboring businesses.

The Bradenton Police Department will be hosting an initial presentation of the program to local business owners on July 29, 2013, at 7:00 p.m. within the Bradenton Municipal Auditorium (1005 Barcarrota Boulevard, Bradenton, Florida; Parking is Free in the South Metered Parking Lot). There are more than 2,000 businesses in the City of Bradenton and there are only 700 seats available for this event, so don't wait to RSVP. Please send your RSVP to Crime Prevention Officer Kimberly Camacho at kimberly.camacho@cityofbradenton.com by July 22, 2013. In the subject line please type "The Chain Seminar" and in the body, please type your Business Name, Address, Plaza or Complex Name (If Applicable) and the number of seats that you will need. We will also be serving "Working Cow Homemade Ice Cream," provided by the *Bradentown Scoop Ice Cream Parlor*.

Additionally, a business owner may use this opportunity to promote their own business by providing promotional items or coupons in the informational packets that will be given to all attendees. We ask that you indicate such desire within your RSVP E-mail. Promotional items may be dropped off at the Bradenton Police Department, 100 10th St. West, Bradenton, FL; Attention: Officer Kimberly Camacho, no later than July 22, 2013.

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Bradenton Police Department Presents:



The CHAIN

Linking Businesses to the Bradenton Police Department

Business Watch Program Huge Kick Off Seminar

July 29, 2013 at 7PM

**Bradenton Municipal Auditorium
1005 Barcarrota Blvd., Bradenton, FL.**

Working Cow
Homemade Ice
Cream to be served
by
Bradentown Scoop



Come learn all about the program, network with businesses from all over the City Of Bradenton, learn safety strategies, and ways to increase profit through safety. There are over 2,000 businesses within the City of Bradenton and only 700 seats available, so don't wait to reserve your seats.

RSVP by July 22, 2013 by Email Subject Line: "The Chain Seminar"

Body : Name of Business, Name of Plaza or Business Center, Address, # of seats

kimberly.camacho@cityofbradenton.com



Informational Flyer

The Bradenton Police Department is proud to present a new program to our business community. The Program is called "The Chain." It is a business-watch type group that links the businesses to each other as well as to the Bradenton Police Department. This concept is taken from the Neighborhood Watch program and is very similar in nature. Remarkably, unlike the Neighborhood Watch program this will not involve multiple meetings, nor will it mean time away from one's business. It is a simple concept; the business owner reports the crime to the police, and then contacts neighboring businesses.

By reporting to the police when you see something or someone suspicious, you witness a crime, or your business is the victim of a crime, you are sending a strong message to criminals that you are no longer going to put up with unlawful behavior. By contacting your neighbor they can be aware and be on the lookout for the criminal as well.

When this program is active, the criminals learn that not only will one business not put up with their criminal behavior, none of the businesses in the plaza, business center or street will put up with it. They also learn the businesses are all linked together and linked to the Police Department. The criminals will proceed to easier targets.

All of these actions equate into dollars and cents. The business will reduce its losses in retail theft, and internal thefts. Customers feel safe, so they patronize businesses longer and more frequently, and that equals earnings and savings.

The Bradenton Police Department will keep the businesses up-to-date on the current crime trends and provide training as it applies to the business for owners and their employees on their time schedule.

This will be a comprehensive program involving merchants and retailers from all areas of the city. The joint collaboration will include communication among the businesses, training provided by the Bradenton Police Department for the merchant owners and employees, and will develop a rapport among the local businesses.