

WHAT IS “BUSINESS WATCH”?

It is not unrealistic for theft to cost a business hundreds of thousands of dollars a year, and there is no putting a price on the value of keeping our business owners, employees and customers safe.

Businesses are four times as apt to be burglarized as homes, and small businesses are targets in over half of the commercial burglaries committed. Moreover, almost 80 percent of all burglaries go unsolved.

Modeled after the highly successful Neighborhood Watch Program, *Business Watch* is a FREE PROGRAM that creates a strategic partnership between the Norcross Police Department (NPD) and the local business community. The goal is to teach businesses how to avoid becoming a target for crime by sharing information and training.

Business owners and employees learn valuable crime prevention techniques and strategies for proactively deterring crime. Members are taught how to recognize and report criminal/suspicious activity, as well as many other topics relating to crime prevention and safety issues.

This program is not meant to replace your current security system or plan. Instead it is to augment these and the protection efforts of the NPD, enhancing the overall safety of your business, employees and customers.

BUSINESS WATCH

Business Watch is a free business community service provided by the City of Norcross.



The Norcross Police Department is a progressive, community-oriented law enforcement agency that has achieved international accreditation by CALEA and state certification by the State of Georgia Certification Program.

Norcross Police Department

65 Lawrenceville Street
Norcross, GA 30071
Phone: (770) 448-2111
Fax: (770) 448-2253

www.norcrossga.net



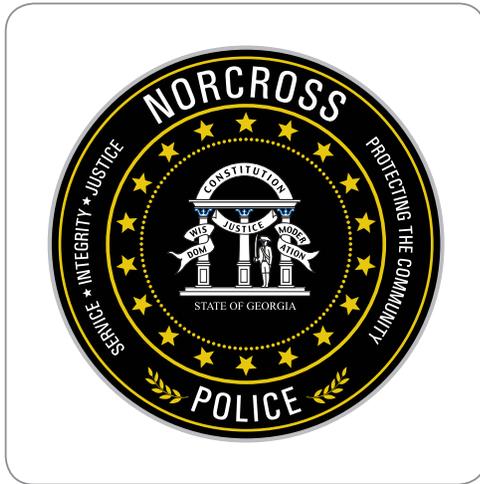
Proactively Reducing Crime in the Norcross Business Community

Sponsored by Norcross Police Department

WHAT IS THE VALUE OF A BUSINESS WATCH STICKER?

MAKE IT CLEAR

IMPORTANT PHONE NUMBERS



When displayed on a front door or window, the *Business Watch* sticker signals customers and potential criminals that the business is trained to actively prevent crime. Each sticker is assigned a tracking number that the NPD can quickly reference for valuable emergency contact information.

For instance, if police surveillance reveals that your property has been broken into or an exterior door accidentally left unlocked at night, the NPD can radio dispatch with the number on your posted *Business Watch* sticker. Within seconds, dispatch can confirm a primary business contact and alert that individual to the emergency concern. This saves valuable time and makes it possible to secure the business more quickly and efficiently.

There are many measures you can take to make it clear to potential burglars that your business is no place to do their business!

Training Topics Include:

- Safety in the Workplace
- Self Defense Classes
- General Crime Prevention
- Identity Theft Prevention
- Street Gang Awareness
- Work Place Drug Awareness
- Business Security Surveys
- Armed Robbery Prevention & Survival
- Check & Credit Card Fraud Prevention
- Shoplifting Prevention & Awareness

Training workshops may be scheduled at your business location and will be conducted by NPD's Community Service Officers.

For more information and to become a Member, call (770) 448-2111 and explain that you would like to learn more about the *Business Watch* program.

Emergency 911

**Police Department Emergency
and Non-emergency**
(770) 448-2111

Public Works & Utilities
(678) 421-2000

Code Enforcement
(770) 421-2027

City Hall Main
(770) 448-2122

Community Development
(678) 421-2027

Want real-time, local public safety alerts sent to your cell phone and/or email? Sign up for Nixle, a free and secure online service:

www.nixle.com

Curious about crime in your area? Find the latest statistics at www.crimereports.com

