



RETAIL WATCH

*Chico Police
Department invites
retail businesses of all
sizes to help decrease
shoplifting in Chico.*

**Retailers encouraged to participate:
Monthly Meetings • Information Sharing •
Tips & Tools**

For dates and times call 530.891.5556.



Calling all retailers in Chico: Join the Chico Police Department at monthly Retail Watch meetings to help decrease shoplifting in Chico. Get acquainted with the Chico PD, hear recommendations for decreasing theft, swap information with fellow retailers on preventative measures, and pass along best practices, tips, and tools. Share this invitation with local and regional retail teams and with neighboring retail businesses. Retail owners, managers, employees, and loss prevention personnel are encouraged to attend.

Attend monthly meetings: Will be held on the following Mondays in 2018 from **10:00 am – 11:00 am** at Oxford Suite located at 2035 Business Lane in Chico:

February 26th | March 26th | April 30th | May 21st | June 18th | July 30th
August 27th | September 24th | October 29th | November 26th | December 17th

RSVP today: Call the Chico Chamber at 530.891.5556 x 303, email info@chicochamber.com, or visit 441 Main Street in Chico. Please RSVP for each session to ensure adequate space.

How this started: The initiative began with a series of Retail Roundtable meetings hosted by the Chamber and DCBA for businesses and the Chico Police Department in December of 2017 and January of 2018. At these meetings, retailers shared loss data and expressed concerns about increasing theft and decreasing accountability. A feeling of helplessness prevailed, with losses pushing up local prices, stifling job growth, and impacting consumers. With this input from businesses, Chico Police Chief Michael O'Brien decided monthly meetings were in order to open regular lines of communications between the Chico PD and large and small retailers in Chico. With individual businesses reporting losses of up to \$250K/year from shoplifting alone, the Chief declared this issue a priority during 2018, his "Year of Accountability."