

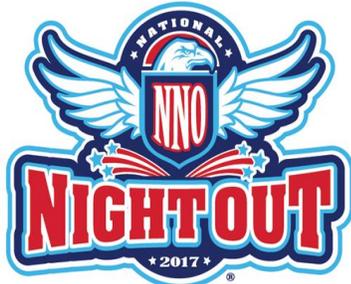
BUSINESS CRIME WATCH

BAY CITY DEPARTMENT OF PUBLIC SAFETY

JULY 2017

EDITION 2, VOLUME 7

National Night Out Against Crime



POLICE • COMMUNITY PARTNERSHIPS

Tuesday August 1st

5pm – 8pm

Uptown Bay City

Resources for Problems in Public Spaces

During a ride on public transit, an afternoon spent at the park or a walk to the store in Bay City, you may encounter challenging situations in public and not know how to respond. Most residents are aware that they should call 911 for an immediate threat to life or property or a crime in progress.

However, there are a number of public safety and livability issues that do not warrant calls to 911. This guide is meant to direct you to resources that can help with various scenarios that may occur in public spaces. Depending on the context of the situation, you may determine that a more immediate response is needed.

Call 9-1-1 when an individual or group is:

- Exhibiting behaviors that pose a safety risk to others such as threatening behaviors and fighting, regardless of whether they are sober or intoxicated. If you feel concerned for your safety, call 911.
- Exhibiting behaviors that pose a safety risk to themselves such as stumbling into traffic, passing out while intoxicated and inflicting self-injury.
- Selling drugs
- Engaging in public sexual behaviors
- Trespassing (entering on to private property without the owner's permission).
- In progress vandalism such as tagging with graffiti and smashing property.
- An individual engaging in erratic behaviors that do not appear to be an immediate safety risk, but may indicate a need for mental health assistance.
- In progress quality of life issues such as loud music, public intoxication, or conspicuous drug use.
- Any criminal activity in progress or that threatens the safety of yourself or other.

Call the non-emergency number 989-892-9551 when you observe an individual or group:

- Pan-handling, including persistent requests for money despite saying no.
- Urinating or defecating in public.
- Parking issues that are not a traffic/ vision obstruction
- Suspicious situation or persons.

Contact Community Policing 989-892-5900 or communitypolicing@baycitymi.org in the following situations:

- Graffiti on public or private property.
- Ongoing livability issues at such as loud music, public intoxication or drug sales.

- Obstruction of the public right of way/sidewalk
- To report illegal parking or abandoned vehicles on public property
- Blight or disabled vehicles on public and private property
- When there is an accumulation of litter, it is the property owner's responsibility to clean up the area. If this is not done, contact community policing.
- Where there are chronic public safety problems that are not resolved by a call to 9-1-1 or the non-emergency number, Community Policing Officers can help provide you with problem solving advice.

Other resources are available for the following situations:

- Any animal issues such as barking dog or an animal left without the proper care, contact the Bay County Animal Control at **989-895-4049**.
- Long grass or weeds buildingtemp@baycitymi.org
- Building code issues or vacant building issues, Code Enforcement 894-8162
- When individuals need help finding resources to meet basic needs, such as food, shelter, and healthcare, they can call **2-1-1** for information about health and community services. The phone lines are staffed 24 hours/7 days a week for shelter and mental health crisis resources. Other resources are provided during regular business hours—Monday through Friday 8am-6pm. They have a searchable online directory at <http://211info.org>.
- Any concern you have within the city can be reports to the citizens request tracker. Go to www.baycitymi.org and click on request tracker. You can submit your concern to the appropriate department and receive a response to keep you updated on the progress.

Summer Marketing Tips

As temperatures rise, your customers will be hitting beaches, pools, and vacation spots. While the summer months are good for tourist-focused businesses, downtown retailers and other companies may need to work harder to get noticed. Targeted messaging, community events, contests and discounts are summer marketing secrets that you can deploy for increased success.

Make Your Summer Marketing Message Fun and Relevant

If you don't have an appropriate message for the summertime that will appeal to customers, you might want to scale back your marketing for the season. For example, a boutique specializing in snowboard accessories isn't going to hit record sales during the warm months regardless of marketing efforts; save your advertising budget for a more appropriate time. If you offer products relevant to summer or any time of year, spread the word with fun messaging. Many retailers use window paint or sidewalk chalk to capture consumer attention with seasonal drawings that include messages about discounts. You can incorporate the same light-heartedness into your direct mail and email messages by leveraging whimsical images and text.

Summer Sales Ideas

One of the easiest summer marketing ideas is to offer special discounts or sales. People are naturally drawn to a deal, but you can enhance your sale by linking it to the weather or the community. If the local little league team wins the championship, offer a discount -- even better, offer 1 percent off for every run the little league team bats in during Saturday's game (with an appropriate limit, of course). Some companies offer 10 percent off purchases anytime the day's temperature rises over 100 degrees – this might be one of the best marketing ideas for theaters, ice cream shops and other businesses that offer relief from the heat. Get the word out on your special summer promotion with flyers.

BAY CITY ORDINANCE

Chapter 6 ADVERTISING

- **Sec. 6-1. - Handbills, circulars, etc.- Attaching to motor vehicle on street.**

No person shall attach any handbills, pamphlets, booklets or paper inside of or outside of any motor vehicle, under windshield wipers or otherwise, while the motor vehicle is on any street, alley or other public place in this city for the purpose of advertising wares, goods or merchandise or otherwise. Nothing contained in this section shall be construed to forbid the attachment to a motor vehicle by a police officer of the city of any notice of violation of laws directed to the operator or owner of such motor vehicle.

- **Sec. 6-2. - Same—Attaching advertisement to utility poles.**

It shall be unlawful for any person to write, print, impress, paste, nail, tack, post, tie or fasten on or to any telegraph, telephone, electric light or other pole any advertisements or anything, substance or matter tending to or in the nature of any advertisement unless by and with the special permission and consent of the city commission and the person owning, operating or maintaining such pole. This section shall not be construed as to prevent any person from designating, in a neat and appropriate manner, his ownership of poles.

- **Sec. 6-3. - False and misleading advertising.**

It shall be unlawful for any person to erect or place a sign of any type described in section 122-120 that contains any false, misleading or deceptive advertising. No principal or qualifying message on a sign over six square feet shall contain letters or other figures under five inches in height.

Hold a Contest

Summer marketing that creates excitement and fun is likely to engage more of your customers. Host giveaways and contests to drive foot traffic or Internet interest. You don't have to offer a large prize to get people involved – a coffee shop might offer a daily chance to win a free drink for anyone who shares or likes the company's Facebook page, for example. To get people inside your store, offer a larger giveaway for those who sign up in person. Tie in poolside fun by inviting customers to pull a rubber duck from a wading pool to earn a discount or small prize – you can print the prize or discount information on the bottom of the duck.

Bring Your Business to the Community

Small businesses can find numerous free or low-cost marketing opportunities in their communities. Summer event planners love when businesses agree to sponsor activities, and a donation usually gets you listed in event advertisements and programs. Try to add at least one booth to your summer marketing plan. Booth space is often available at 5K runs, park concerts and other warm-month venues. Make sure your booth is attractive and your message is clear to consumers at the event. Consider custom-printed signs, banners and promotional items to spread awareness of your brand.

National Night Out is a great way to bring your business to the community. On Tuesday August 1st from 5pm – 8pm you are invited to set up a booth to promote your business. National Night Out against crime which is a free nationwide event to bring people out of their homes to meet their neighbors, police and to see what their city has to offer them. This year's event will take place in Uptown. For more information contact Community Policing at 892-5900 or communitypolicing@baycitymi.org Booth space is free.

Summer can be a great time to boost your sales. Use fun summer marketing ideas to engage customers who might otherwise be busy with warm-weather activities. Incorporating colorful advertisements, contests and community events into your marketing strategy can help you develop affordable seasonal marketing that's good for your bottom line.

July Events in Bay City

- Frozen

July 11, 2017, 9:30 PM @ Wenonah Park- Movies in the Park

- Tommy Tropic Juggler and Unicyclist

July 12, 2017, 11:30 AM - 1:30 PM @ Wenonah Park- Young People Summer Series

- Downtown Bay City Farmers Market

July 12, 2017, 4:30 PM - 7:00 PM @ Jefferson Street between Center Avenue and 5th Street

- Rumors a Fleetwood Mac Tribute

July 12, 2017, 7:00 PM @ Wenonah Park- Wednesdays in the Park Summer Concert Series

- Downtown Bay City Farmers Market

July 13, 2017, 10:00 AM - 4:00 PM @ Jefferson Street between Center Avenue and 5th Street

- Cool City Car Show

July 14, 2017, 3:00 PM - July 15, 2017, 4:00 PM @ Downtown Bay City Streets

- The Sugar Beats

July 14, 2017, 6:00 PM @ 3rd Street Waterfall Park- Friday at the Fall's

- The Sand Lot

July 18, 2017, 9:30 PM @ Wenonah Park- Movies in the Park

- Eugene Clark Magic Show

July 19, 2017, 11:30 AM - 1:30 PM @ Wenonah Park- Young People Summer Series

- Downtown Bay City Farmers Market

July 19, 2017, 4:30 PM - 7:00 PM @ Jefferson Street between Center Avenue and 5th Street

- Motown Mania

July 19, 2017, 7:00 PM @ Wenonah Park- Wednesdays in the Park Summer Concert Series

- Downtown Bay City Farmers Market

July 20, 2017, 10:00 AM - 4:00 PM @ Jefferson Street between Center Avenue and 5th Street

- American Flyers

July 20, 2017, 9:30 PM @ Wenonah Park- Movies in the Park

- Finnigan's Cross

July 21, 2017, 6:00 PM @ 3rd Street Waterfall Park Friday at the fall's

- Kids Triathlon

July 23, 2017, 8:00 AM - 11:00 AM @ Dow Bay Area Family Y and Uptown

- Big Hero

July 25, 2017, 9:30 PM @ Wenonah Park Movies in the Park

- Tommy Anderson Magic Show

July 26, 2017, 11:30 AM - 1:30 PM @ Wenonah Park

- Downtown Bay City Farmers Market

July 26, 2017, 4:30 PM - 7:00 PM @ Jefferson Street between Center Avenue and 5th Street

- Stayin Alive a Bee Gees Tribute

July 26, 2017, 7:00 PM @ Wenonah Park Wednesdays in the Park Summer Concert Series

- Downtown Bay City Farmers Market

July 27, 2017, 10:00 AM - 4:00 PM @ Jefferson Street between Center Avenue and 5th Street

- A Pair of Aces

July 28, 2017, 6:00 PM @ 3rd Street Waterfall Park Friday at the fall's

During the month of June the Bay City Department of Public Safety handled the following calls:- Responded to or self-initiated 2014 law enforcement related incidents

- Responded to 80 fire related incidents
- Responded to 369 EMS calls
- Made 281 traffic stops
- Wrote 363 reports
- Took 81 traffic crash reports

For more information on what is happening in your neighborhood, go to www.crimemapping.com

DEPARTMENT OF PUBLIC SAFETY UPDATE

06/05- An unknown suspect busted out a large glass window with a rock at an east side insurance company.

06/05- A counterfeit \$100.00 bill was passed at an east side fast food restaurant.

06/08- A retail fraud complaint at an east side Dollar Store with a known suspect. The case has been forwarded to Prosecutor's Office.

06/09- A retail fraud complaint at an east side convenience store. The suspect was described as a black male, in his 40's, approx. 5'08" 180 lbs, mostly bald with some very short grey hair. The suspect distracted the clerk and stole cigarettes.

06/09- Same suspect as above did the same thing at an east side gas station.

06/10- An attempted retail fraud at an east side convenience store. The suspect admitted to the crime and the case was forwarded to the Prosecutor's Office.

06/14- A known customer of a west side grocery store stole several items. The owner did not wish to prosecute the customer instead wanted the customer issued a trespass warning for the store.

06/15- A group of young juveniles attempted to pass a fake \$100.00 bill marked "For motion picture use only" at an east side fast food restaurant.

06/19- A known customer stole a can of beer from an east side gas station.

06/22- A white male juvenile approx. 16-17 y/o, approx. 5'08" with short brown hair on the side of his head and long blonde hair on top attempted to pass a fake \$20.00 bill at an east side convenience store. The bill was marked "For motion picture use only."

06/25- A window was broken out of a west side charter school. There are no suspects at this time.

06/28- A heavier set white female around 5'06" approx. 220 to 230lbs walked into a west side convenience store and stole a can of soup and a sandwich.

