

CHIEF'S BRIEF

Laguna Niguel Police Services



Hello Laguna Niguel,

For this month's message, I want to discuss the important relationship between the local business community and public safety. A successful business environment isn't solely about economic growth or strong sales; it also significantly benefits our community from a safety standpoint. When businesses thrive, or expand, they provide stable employment opportunities and help to reduce financial stressors for community members. This, in turn, fosters a safer city, strengthening the bonds that make Laguna Niguel an ideal location to both live and work. Over the past year, you may have noticed that there are many new businesses throughout the community, and that several others have expanded. Let me explain this positive trend, and why choosing Laguna Niguel is a great idea, benefiting not only entrepreneurs, workers, and business owners, but also our entire community.

First and foremost, and perhaps most importantly, Laguna Niguel consistently ranks as one of the top safest cities in California. This is a testament to our unwavering commitment to public safety, providing a secure environment for businesses and residents alike. Moreover, Laguna Niguel prides itself on being business-friendly. The City serves the local business community through a concierge style approach, such as ensuring new business applicants have a clear understanding of the steps involved in opening a new business.

However, the City doesn't stop at just starting businesses; instead, we aim to cultivate a thriving, interconnected community that actively participates in keeping our businesses safe. This is one of the many reasons why I encourage all local business owners to join our Business Watch Program.

By joining the Business Watch Program, business owners form a partnership with our deputies and trained public safety volunteers, that empowers them with the knowledge and tools to effectively prevent and deter crime in and around their establishment. Additionally, our specialized Business Enhancement Team serves as an extension of the Business Watch Program, and they too help strengthen the bond between businesses and law enforcement by facilitating a smooth flow of communication.

As you can see, here in Laguna Niguel, we believe supporting local businesses isn't just a great idea – it's a key-way to further strengthen our community. After all, the success of our local businesses contributes to the prosperity of our neighbors, which includes your safety.

So, whether you're choosing to spend your hard earned money in Laguna Niguel as a customer, or are considering starting a business, or already have one here, know that Laguna Niguel is more than just a location. It's a community that values public safety, innovation, and community engagement, both in its neighborhoods and in its business centers.

Thank you, and always remember, stay safe Laguna Niguel.

Captain Isaac Flores,
Chief of Laguna Niguel Police Services