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The Villager

Volume 13

January-March 2016

Members of the Board
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 Big Apple Automotive

Vice Chairman
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 Bill Robinson Custom Engines

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 Hitt Plumbing

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 Developer

Board Member
Larry Cusack
 Apple Valley Communications

Board Member
Scott Nassif
 NAPA Auto Parts

"PBID Monthly Meetings"

What: Board of Directors Meeting

When: 3rd Wednesday each month

Time: 9:00 am-10:00 am

Where: Mojave Water Agency

22450 Headquarters Dr.,
 Apple Valley, CA. 92307

Please join us and be sure to always check our website for changes at www.applevalleyvillage.com.

Check Us Out Online

Visit us at www.applevalleyvillage.com for more information on the Business and Property Improvement District including pictures and updates.

Follow us on Facebook and Twitter.



The Happy Trails Parade will return in 2016!

Following the success of last year's historic event, the Happy Trails Parade will return October 2016. We will have more info when the date is finalized.



Chairman's Message

The Village in Apple Valley has had yet another flourishing year and I cannot help but reflect upon the people that made it a great one. This year was special because of our community's continual efforts to take pride in their businesses, the addition of new members to the Village family, and a variety of improvements throughout

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Town of Apple Valley Shop Local

The Town of Apple Valley's Shop Local campaign will continue to reach out to business owners and managers within The Village and deliver marketing kits that will include information about the program, tip sheets, and window decals to show their support.

The program aims to encourage and remind our Apple Valley friends and neighbors the value of our local businesses, this includes The Village! When you shop local, you support our public safety, roads, parks, events and more.

Shop Local, Think Apple Valley.

Want a marketing kit of your own? Email us! shopapplevalley@applevalley.org



The annual Holiday Lighting Contest was a success! We would like to thank all business owners for participating and letting our Apple Valley Village shine! Here are our winners -

Best Overall: Mollies Kountry Kitchen (Photo)

Best Lighting: Las Brisas

Best Theme: Kelly's Underground Construction



Signatures EVENTS

We had an exciting close to 2015. The "Happy Trails Parade" was a success. The Village participated with the Town of Apple Valley in bringing a beautiful new tree to Town Hall. Our end of year campaign got the word out about what The Village has to offer for holiday shoppers and party goers.

In the Works:

We will continue updating the website, refresh the radio commercial and expand your social media presence. We will be working with the Town of Apple Valley on the Shop Local campaign and the 2016 parade. We hope to have your participation at our Spring Mixer. We are also working towards a summer event.

I look forward to working with the PBID team in 2016

Angelique Johnson - events.ajohnson@gmail.com

VILLAGE MAP

The Village map is ready for you!!! If you are interested in having these maps placed in your business contact Kenneth Sousa at the Town of Apple Valley 760.240.7000 x7075 ksousa@applevalley.org; we will get them printed and delivered to you at no cost. In addition we will be sending out the map to the surrounding communities of the Victor Valley to promote the extensive offerings of The Village in Apple Valley.

Chairman's Message (Cont.)

the area. The people and businesses of the Village are what make it a great place to be. If we strive to improve our special community as we have this last year, we will continue to invite outstanding contributors such as the neighbors we share now.

In 2015, the addition of kiosks, signs, and banners combined with the improvement of Village properties through the ARGP program enhanced the visual experience of shoppers and businesses. We are proud of our members who have taken advantage of opportunities to improve their services and hope to see more Village businesses follow suit in 2016. Every improvement an individual member makes is a necessary step toward bringing more excellent businesses to our family.

Along with tangible improvements to the Village, we are actively seeking many other opportunities to take pride in the businesses that make the Village a local treasure. Through the Christmas Lighting Contest and the Village Parade, we showcased the members of our excellent community. We are planning to host these same events in 2016 and highlight all of the exciting improvements to the Village that we anticipate in the coming year.

Currently, some specific plans for the Village include safety aesthetic improvements to the fire-damaged building on north HWY 18, and improved water-drainage on north and south HWY 18. It is the job of the Property-Owners Business Improvement District to continually improve the aesthetic appeal of the Village. The plans we have are exciting and intended to attract the best possible businesses to the area while preserving the well-being and interests of our current members. Join us in making 2016 a big year for The Village in Apple Valley. *Shop. Dine. Play. Live.*