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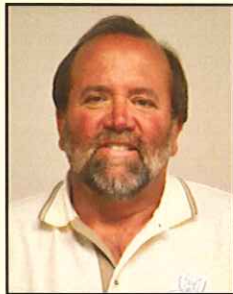
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Larry Cusack, Chairman

## CHAIRMAN'S MESSAGE

### Congratulations on a job well done! Petitions are in and it is time to vote!

To renew our Village Business District we need all ballots returned before August 14, 2012. This will sustain our momentum as we complete Highway 18 median landscape, continue merchant advertising, and install the Village Kiosk Signs. Additional police presence is making a difference in the Village according to Police Captain Lana Tomlin; let us know if you feel the same! Local control is important to all of us. Come to the public hearing on Tuesday, August 14, 2012 at 6:30 PM at the Town Council meeting at Town Hall.

All merchants and property owners are invited to attend our Property Owners Board Meetings the third Wednesday of each month at 9:00 AM at the Mojave Water Agency.

If you have ideas on how to better our Village we want to hear from you!

Don't forget to log onto our website [www.avvillage.org](http://www.avvillage.org).

org to post your coupon, newsletter or specials that you are offering your customers; or send it to us via email and we will post it for you and share it on facebook, twitter, and other social media sites. We will create the buzz to bring new customers to your door. Keep it local by sharing your wares on the Village website.

If you don't hear your business promoted on Route 103.1 FM call the chamber at 760\*242\*2753. Don't miss out on these great radio ads to promote your business. "Increase Your Reach" is a very affordable advertising opportunity with Mojave Copy and Printing. This shopper's guide is mailed along with The Villager newsletter through out the residential area of the Village district. Ad space is limited so commit now to this new mailer.

Mail your ballot before August 14 and be sure to check the web site for upcoming news. Summer is here and the Village is sizzling with new neighbors. Stop in and say "Hey" to Daisy Dukes Saloon, Apple Valley Printing, and Krystle Beck Dance Company.

### "The Village Shopper Will Increase Your Reach!" Village Property Owners Team With Mojave Copy and Printing

"Increase Your Reach" program is designed to generate sales and awareness at an extremely low cost per advertiser and provide opportunities that otherwise may not be available on a smaller budget. The program goal is to incorporate The Villager Newsletter into a 4 page mailer combining advertisements. Rewardingly, the Village Property Owners Board of Directors will be providing a \$40 incentive to merchants joining this program. The cost includes design, print, mailing process and delivery to the Post Office. Promote your business with coupons, announcements, invitations to upcoming events, or anything you want! Don't let this advertising opportunity pass you by! For more information contact the Apple Valley Chamber at 760-242-2753 or Mojave Copy and Printing at 760-241-7898.



### "You're On the Radio"

Monday through Friday prime time from 6 am to 7 pm now until August 2012, Village merchants are heard on the radio! The Village Property Owners Board of Directors purchased these commercial ads in partnership with the Apple Valley Chamber of Commerce. Listen for your ad on The Route 103.1 FM!! Yes FREE commercial ads!! Five ads featuring three Village businesses will rotate every two weeks airing twice a day in sixty second commercials. Tune in and listen Villagers your business may be next on air!! If you don't hear your ad contact the Apple Valley Chamber at 760-242-2753. We want to hear about you "on the radio!"



### The Apple Valley Review Matches Your Ads

Any merchant advertising in the Daily Press twice per month receives four additional FREE! ads in the weekly Apple Valley Review. Receive your 150% match to your \$100 per month investment today! For more information contact the Apple Valley Chamber 760-242-2753 or Yolanda Smith at the Daily Press 760-951-6212.

### Check Us Out Online

Visit us at  
[www.AVVillage.org](http://www.AVVillage.org)  
for more information on  
the Business and Property  
Improvement District  
including pictures and  
updates.

Follow us on Facebook  
and Twitter.





## **Congratulations Villagers You Did It! Now Let's Vote!**

Village property owners say "Yes, Let's Vote on Renewing our Business District." Thank you one and all for all of your super and dedicated efforts to reach our petition goal. Property owners, enjoying the benefits of a Business District signed petitions to put the Business District on a ballot to vote for renewal. Look for your ballot in the mail and return it ASAP. We appreciate each and every property owner helping us move forward!! Next step is the Public Hearing at the Town Council Meeting on Tuesday, August 28, 2012 at 6:30 PM. Speak Up for Local Control. Come to the meeting to support your Village Business District!



## **Kiosk Signs On the Way Up Are Filling Quickly !**

Hey, Village Merchants! Want more signage on Highway 18? Now is the time before the slots are all taken! Complete the application on the Village web site or call today to reserve your own Kiosk sign directing customers to your location. Special signage is on Highway 18, between Navajo Road and Mesquite Road, Ottawa Road to the south and Esaws Road to

the north. Pricing is \$50.00 for the sign panel with a \$25.00 renewal fee every year. Send a check for \$75 and sign up to get your sign up! Only a few slots left; limited to first come first serve!

Contact (760) 242-2753 • Fax (760) 242-0303  
Email [info@avchamber.org](mailto:info@avchamber.org) • Website: [www.avvillage.org](http://www.avvillage.org)



## **Match Your Advertising With Village Patriotic Banners**

It's that time of year for new seasonal flags to display in the Village! Brighten up your store front and match it to the flag's theme. It will brighten the Village, your doorstep and celebrate the Business District. Show your patriotism with merchant specials, coupons, and theme your advertising to a banner that will invite shoppers. Brighten up the Village and join in with window art that matches the new colorful patriotic seasonal banners! Call us and we will photograph your art work and publish it in the next newsletter. Look out Villagers we're getting a new look and it's You!

## **BUSINESS SPOTLIGHT WELCOME TO OUR NEWEST VILLAGE NEIGHBORS!**



Apple Valley Printing exclusively specializes in stationery for small and home based businesses. Let them help you with your business printing needs. Stop by and welcome our new neighbor Apple Valley Printing, "Quality Printing for the High Desert ... And Beyond!"

13535 Pawnee Road #3 • Apple Valley, CA. 92301  
760-247-3232



Krystle Beck Dance Company is the new choice for dancers in the High Desert striving to build skill level and add current genres to their repertoire. Krystal's goal is to train dancers, not only for recreational dancing, but to build skills and seek opportunities for dancers who want a professional dance career. Welcome our new neighbors Krystle Beck Dance Company!

13631 Pawnee Rd. • Apple Valley, CA 92308  
760-247-7007



Daisy Dukes Saloon Apple Valley is a new rock venue located near Navajo on Outer Highway 18. Daisy Dukes Saloon offers \$1 carne asada tacos, great drinks, and southern entertainment for all to enjoy. Events and concerts are FREE!!!! Stop in Daisy Dukes Saloon, our new neighbors and say "Hey!"

21860 Outer Highway 18 • Apple Valley, CA 92308  
760-241-1650