



P.O. Box 1044
Apple Valley, CA 92307
760.810.9856
www.applevalleyvillage.com

The Villager

Volume 17

January - March 2017

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Moose Lodge

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Board Member
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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.



@applevalleyvillage

CHAIRMAN'S MESSAGE



Jack Collingsworth

Annnd we're OFF to the start of another year together and another 365 days growing the Apple Valley Village. As an eager and willing community, we are preparing these blessed acres to be passed on generations beyond our own lives. I am humbled with the honor of carving out this time of my life ensuring the village is a gift to our posterity and seldom a burden.

A hearty thank you to all of our Village businesses that participated in the Christmas Lighting contest. Congratulations to our victors! This community has a special recipe for the Holiday Season that reaps an abundance of Christmas cheer for each Village member.

Have a blessed 2017. Let's make this one another great year for the Village and Town of Apple Valley.



Signature EVENTS

Welcome to the new year! The Village in Apple Valley has some great things planned for this year. So far we have the Summer Street Fair & The Happy Trails Parade. We are hoping to add a Street Fair event to end of the parade for 2017. We will continue to market this very special area to our High Desert community with special events, ad campaigns and directory mailers. Village merchants are also encouraged to attend our PBID mixer events. We want to keep you informed and give you the opportunity to get involved in the future direction of The Village in Apple Valley.

We strive to make The Village in Apple Valley the best place to visit with the best services available to our communities. We hope you will support our efforts to get that message out.

Angelique Johnson – Signature Events

Thrift Store Expansion



Assistance League Thrift Shop's expansion is now complete!

Our expansion allows us to offer a larger selection of items for our customers to choose from and an overall better shopping experience. Our Thrift Shop is the main source of income that supports Operation School Bell and our other philanthropic programs that benefit those in need, here in our own community.

With the great work done by project manager Bob Tinsley and his team, along with our expansion committee, we were able to expand by 800 square feet and the project was completed in less than 90 days!

We were able to stay open during construction thanks to the patience of our volunteer workers and our customers!

Please stop by and see our new look and help support our local community by shopping at or donating your gently used items to our shop, Tuesday through Saturdays, from 10:00 am to 2:00 pm.

Our Thrift Shop is located at 22021 Outer Highway 18, Apple Valley.

For more information contact: marketingcommunications@assistanceleaguevv.org



Apple Valley Village Holiday Lighting Contest

Thank you to all our business owners who participated in our annual Christmas Lighting Contest! Be sure to congratulate your merchants the next time you see them. We are looking forward to next year's contest!



- **Best overall lighting and decoration display**
- Mollies Kountry Kitchen
- **Best lighting**
- Big Apple Automotive
- **Best theme decoration**
- Kelley's Underground



Business Spotlight

Rebel Oil

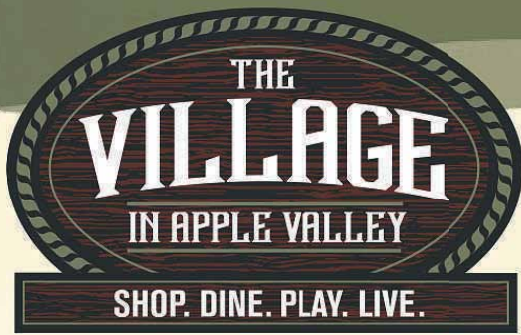
"We moved here into Apple Valley in late June. Rebel Oil has actually been in business since 1952 as a family owned company based out of Nevada. We are primarily a Phillips 66 distributor dealing in wholesale lubricants. We deliver to mines, trucking companies and automotive shops...that kind of thing. Some people aren't aware that there is a lot of farming and mining activity going on in our neighboring communities like Lucerne Valley and Hinkley.

I live in Apple Valley and I noticed that we did not have an oil company. There is a lot of potential here to see our sales tax grow. With the right growth, we can have a huge impact on our local economy."

-Mike Walker, Rebel Oil Co.

22421 Powhattan Rd, Unit 3
Apple Valley, CA 92308
(760) 515-6926





THE VILLAGE

The Village was the original heart of Apple Valley. Today, it is the perfect combination of old and new. It remains the nostalgic core of our community but is experiencing a rebirth in shopping and commerce. True to its roots, The Village is an experience "Where Neighborhood Business is Tradition." The Apple Valley Village Business District offers an advantageous mix of commercial uses including retail stores, service-related businesses, warehousing and light industry. It runs along Highway 18, generally between Navajo Road on the west to Mesquite Road on the east, and from Ottawa Road on the south to as far north as Esaws Avenue.

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