



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

The Villager

Volume 18

April - June 2017

Members of the Board

- Chairman
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 Big Apple Automotive
- Vice Chairman
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- Secretary
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- Treasurer
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 Moose Lodge
- Board Member
Richard Cambridge
 Developer
- Board Member
Chris Hitt
 Hitt Plumbing
- 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

It has been a successful start to 2017 for the Village at Apple Valley. The Property and Business Improvement District has a great deal of plans for the spring. Thank you for your continued participation for The Village by participating in the PBID renewal process. I'm proud to announce that we've received a great response regarding the Kiosk Sign Program from the Village merchants, which boosted exposure and foot traffic at minimum cost. Contact the Apple Valley Village PBID to secure your spot.

Our annual Summer Street Fair is right around the corner! Everyone is welcome to join us and have fun under the sun with live music, cool classic cars, refreshments and food. Lastly, we would love to hear your comments and suggestions on how to make our Village a better place. We wish you all the best in 2017!



2017

The Village in Apple Valley

SUMMER STREET FAIR

hosted by The Village property owners

JUNE 3, 2017

9:00 AM - 2:00 PM

**NEW LOCATION: HITT RD
 APPLE VALLEY**

(In between Outer Hwy 18 & Powhatan Rd)

COME JOIN US FOR A DAY OF FUN IN THE SUN

Music, Classic Cars, Food, & Shopping

VENDOR SPOT PRICING

VILLAGE BUSINESS OWNERS

\$25 per 12x12 spot

\$45 for a double spot (if available)

NON VILLAGE BUSINESS OWNERS

\$35 per 12x12 spot

\$60 for a double spot (if available)



CLASSIC CARS ENTER FOR FREE

CASH PRIZE FOR CLASSIC CARS!

1ST PLACE: \$100 | 2ND PLACE: \$75 | 3RD PLACE: \$50



Applications will be available online at www.applevalleyvillage.com or pick up at the Town of Apple Valley 14955 Dale Evans Parkway, Apple Valley CA 92307 (Development Services Building) Contact Kenneth Sousa 760-240-7000x7075 or ksousa@applevalley.com

Applications must be turned in by May 24, 2017.
 Late applications may not be accepted if space is limited.

Signature EVENTS

We hope to see you at The Village in Apple Valley Spring Mixer. We want to keep you informed and give you an opportunity to get involved in the future direction of The Village in Apple Valley. Renee over at Rusty Bull has assured us that we will have some delicious samplings of their menu. We are continuing to market this very special area to our High Desert Communities with special events, ad campaigns and an updated directory. The Village Merchant Directory is undergoing a design change & update. We are working toward getting the new directory out to our surrounding communities in May.

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. Make sure to pass the word along for the Spring Mixer & Summer Street Fair.

Angelique Johnson – Signature Events



VILLAGE BUSINESS & PROPERTY OWNERS,

**YOU'RE
INVITED!**



Please join us for our next Village Mixer held at
Rusty Bull
13685 John Glenn Rd, Apple Valley, CA 92307
Complementary food and drink (non-alcoholic) provided!

EXCITING NEW THINGS ARE COMING YOUR WAY!

- Summer Street Fair
- Renewal Update
- Up Coming Events

Thursday
May 18th, 2017
4:00 pm - 6:30 pm

- Board Member Updates
- Get to know your fellow Village Business Owners

SPACE IS LIMITED! RESERVE YOUR SPOT NOW!

RSVP WITH KENNETH SOUSA AT KSUSA@APPLEVALLEY.ORG OR (760) 240-7000 x7075

Town of Apple Valley Shop Local Program wins CALED award



Known for showcasing the entrepreneurial stories behind the store fronts, Apple Valley's popular Shop Local, Think Apple Valley campaign has won the "Award of Merit for Economic Development Programs" by the California Association for Local Economic Development (CALED). A program of the Town of Apple Valley's Economic Development Office, the Shop Local, Think Apple Valley campaign was recognized for its creative approach in supporting the local economy and business community by encouraging residents and visitors to spend their hard-earned dollars in Apple Valley.

Town Mayor Scott Nassif says, "Apple Valley's diverse collection of businesses are the inspiration behind the Shop Apple Valley campaign. The program aims at strengthening the relationships that residents share with their local businesses and further highlight what Apple Valley has to offer."

The campaign offers a Business Spotlight Series including a photo blog and video shoot. Marketing Assistant, Kenny Sousa handles the creative content in a single visit, featuring one business each week. The owner or manager provides their background story and highlights the products or services, all in an informal, conversational manner. The series has been praised for its unique glimpse into the people and entrepreneurs that live and work locally as well as for its increased awareness of businesses that even longtime residents may have never known about.

Adele Mowbray, manager of One of Life's Perks Coffee Shop, was recently featured in the weekly Business Spotlight Series.

"Supporting locals and their businesses has become a very important part of our business model and, with the Town's showcasing of these small businesses, they have helped us discover so much more of what the high desert has to offer. We have even combined our efforts with other local businesses for special events and have made some friends along the way!"

The businesses are also encouraged through the feature to start or expand their own social media presence and many have seen significant increases in their followers after being featured.

"Since the release of our spotlight we have noticed an insane increase in sales and many new and smiling faces," noted Mowbray.

As part of the Awards of Excellence Program, CALED will recognize The Town of Apple Valley at its annual conference in San Diego in March.

Apple Valley businesses interested in being featured may contact Kenny Sousa at the Town of Apple Valley at 760-240-7000 x7075 to request a business packet. The packet includes information about the program, marketing guidelines to maximize exposure through participation, and a window decal.

For more information on the Town's Shop Local, Think Apple Valley program please visit www.shopapplevalley.com or call 760-240-7000 x7075 and search social media for @ShopAppleValley.

Business Spotlights

Amling Automotive



"We're a family owned and run auto shop. We offer complete auto repair. Tune-ups, maintenance, customization...anything you need. We've been part of this community for sixteen years and been open for business for the last year and a half.

We love being a part of Apple Valley. Our daughter grew up here after we moved. She started first grade and has since graduated from high school. Our roots are here now.

We have a lot of tools in here that most shops don't have, but Eric's knowledge is our most valuable asset. As the technology in cars increases with every year, Eric has consistently gone through the required training to meet those demands. I guess the best way to say it is that he's got an understanding for automobiles that most people don't."

-Danielle Amling, Amling Automotive
13548 Nomwaket Road Ste E
Apple Valley, CA 92308
(760) 240-3056

Crossfit One Society



"We started here in January, at the beginning of the year. I had been doing crossfit already for a few years and it became a big part of my life. I was working out with a few friends and we eventually decided to turn our passion into a business.

We knew we wanted to be in the High Desert. After a simple search, we found this location. As soon as we pulled up we knew... this was it.

It's a big deal for us to maintain that accountability for our members. We want them to get what they came here for. You just show up, and we program all of your workouts for you. There is a coach in every single class to guide your workout and push you. We are also very family-friendly. Clients can bring their kids to play in the kid's room or even do their homework in our lounge area.

That's the thing with fitness, and I think people are starting to get it. It's more than just doing your workout and then leaving. Having a professional guide you along the way is a big deal...just like with anything really."

-Jordan Wilson, Crossfit One Society
22390 Eyota Rd Suite E
Apple Valley, California
(760) 240-7474



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.

"Come Find Your Unusual Eclectic Treasures Here"

WE SELL:

- Antiques
- Collectibles
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"In The Heart of The Village"

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Large Long-Medium Hair	\$55-\$65
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Please call for an appointment
(760) 240-9999

Seniors & Military 10% OFF

13528 Nomwaket Rd., Suite F, Apple Valley
Located at the corner of Powhatan & Nomwaket, just east of the new Apple Valley Animal Shelter. Our Suite faces Powhatan Rd.
*If hair is extremely matted extra charge of \$10-\$15

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Apply Valley's AAA Approved Repair since 1987

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Smog Inspection \$29.95 Plus Certificate With This Ad
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BEST OF THE DESERT

21775 Hwy 18 Apple Valley 760-247-7255

12850 Hesperia Rd. Victorville 760-245-7255

21139 Bear Valley Rd. Apple Valley 760-247-6882

A-V AUTO CLINIC

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Must present coupon. Some restrictions may apply.
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Next to USPO and behind Tom's
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www.avvillage.org

