



P.O. Box 1044
Apple Valley, CA 92307
760.810.9856
www.AVVillage.org

The Villager

Volume 10

April - June 2015

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CHAIRMAN'S MESSAGE



Jack Collingsworth

The Village in Apple Valley is Where Everyone Wants to Know Your Name!

Timeless traditions await you in the Village of Apple Valley. Enjoy the feel of Tuscany at Mama Carpino's or the rich heritage of old Mexico at Linda and

Gus's restaurant, Las Brisas, or a forever favorite of nearly everyone is Molly's "just down home cookin'".

Our Village has just enough of nearly everything you need. Be sure to stop in to visit our newest merchant "Little Depot" which is located in the old Barr Lumber site.

While you're on that side of Town, give a welcome to the Cocoon right next door to Mama Carpino's. From artwork to ceramics to jewelry this most unique gift shop and art gallery has something everyone can enjoy.

The Town of Apple Valley is launching a shop local campaign to encourage all of us to go where the locals go! Shop the Village in Apple Valley and keep our dollars in our Town.

Cont. on page 3

Need A Kiosk Sign?



Greetings Village Merchants! Kiosk signs are still available if you are interested in a directional sign along Highway 18, between Navajo Road and Central Road. Please contact the Apple Valley Chamber at 760-242-2753. The initial sign panel is \$50 plus a \$25 yearly renewal fee. For more information visit the Village website at www.avvillage.org.

New Business in the Village



There is a NEW neighbor in the Village! The Little Depot is now open in the Village of Apple Valley at 22090 US Highway 18. The Little Depot features items from Kohls, Sears, Target, Amazon, Home Depot and many other stores. Come in and get more for your dollar! Shop and save!

Little Depot

22090 US Highway 18
Apple Valley, CA. 92307
760-240-8496

"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

Next PBID Meeting will be

Wednesday, May 20, 2015.

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

Check Us Out Online

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

Follow us on Facebook and Twitter.



Join Our E-Mail List

Join the Village Constant Contact email list where we feature community events, social media marketing, online surveys, event marketing, digital storefronts, and local deals and tools for the Village.

If you are not on our email list please join in and stay informed. Add your email to our list at info@avchamber.com.

Stay connected get involved!



Signature EVENTS

We are making progress:

We are excited to announce our new advertising campaign for property and business owners in the "The Village" area. Participate now in live radio interviews to promote your business. Merchants will receive the benefit of attracting new visitors and increase shopping in "The Village" area. Our goal for this service is to expand your reach and bring more traffic to the Village. In order to put you in rotation we need to know whom to contact so we may offer this great benefit to you! Also please provide your special offers and coupons for the newsletter, website and print advertising. For more information please contact the Apple Valley Chamber 760.242.2753 and give us your updated contact information.... please don't forget to include your e-mail.

Special News:

Great news the Village is bringing the Parade back to Apple Valley. We have set a date for October 17, 2015. Stay tuned for updates and how you can participate.

TOWN UPDATE



Shop Local, Think Apple Valley is a campaign to support the local economy and business community. By encouraging our residents and visitors to spend their hard-earned dollars here in Apple Valley, together we can help our local businesses prosper and add jobs, as well as enhance community services such as public safety, roads, parks and more. Consider

visiting an Apple Valley business during your next shopping or dining trip or hiring a local professional for your next big project and help maintain Apple Valley's A Better Way of Life! Join us on social media for business highlights, special promotions, and more, or contact us for more information at

(760) 240-7000 x 7920

or via email shopapplevalley@applevalley.org

Learn About Your Town's History Apple Valley Legacy Museum



Located at the Historic
Apple Valley Inn #153
(old Bob Hope Cottage)

HOURS
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WINTER
Daily 10m - 4pm



We are currently in need of
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VIEW DISPLAYS:

- History of Apple Valley
- A.V. Fire District
- A.V. Ranchos Development
- A.V. Library
- Roy & Dale Memorabilia
- A.V. Dairy
- Murray's Dude Ranch
- Film Star Herb Jeffries
- Terri Lee Dolls from A.V.
- Old Photos/Postcards



Come in and see the many displays of historical items, old maps, news articles, photos, artifacts and collectibles.



Roy Rogers photos, A.V. Ranchos post cards



Terri Lee Dolls handmade in A.V.

LEARN ABOUT:

- Town Founders
- Yucca Loma Ranch
- Apple Valley Legacy Trail / Hilltop House
- Old Cowboy Films



Apple Valley Inn #153 • 20601 Highway 18, Apple Valley, CA 92307

CHAIRMAN'S MESSAGE

Continued

So spend a day like no other and visit the Village with shopping in mind. Let us know what you find in the village and we will shout about it in our newsletter or better yet let us help you write a testimonial about your favorite place. We will post your story on the village web site, on facebook and in the newsletter.

Be sure to sign up on www.avvillage.org to receive our weekly e-blasts and follow us on facebook at www.facebook.com/avvillage.org.

I will see you in the Village!

Collective Aiming to Beautify

Group of local artists plan to raise visual appeal of AV's Village

**By L.J. Gambone
Apple Valley Review
April 14, 2015**

A creative community also is a healthy one, according to Maggie Vee, who recently founded The Village Artist Collective in Apple Valley. Vee, a longtime High Desert resident, said she envisions her new enterprise as a way to provide opportunities for residents to participate in artistic projects that beautify the town.

From 11 a.m. to 1 p.m. Saturday, Vee's Collective will hold a "Paint a Garden Hubcap" workshop at Paul Swick Family Center, 21351 Yucca Loma Road. Vee said it's free to

anyone interested in participating and all materials will be provided.

"I think that in order to have a healthy and thriving community, people need to get together and participate in all types of art," said Vee. "Not only will doing so foster strong bonds between each other but also a passion work together for the good of the whole.

"We're starting with a very small seed right now but are expecting interest to grow quite a lot in what we're doing. Especially when people see how much of a difference art can make."

Vee said she was inspired to start the Village Artist Collective earlier this year upon seeing several art galleries spring up in the Apple Valley Village. She began talking to some of the gallery owners about her idea and said they all supported it wholeheartedly.

"Everyone was in agreement that offering more arts programs can have a tremendous positive impact on an area," Vee said.

Along with upgrading Apple Valley's aesthetics, Vee's other goals include marketing Apple Valley Village as a diverse art community to people outside the area, providing referrals for activities for town, county or state events and raising funds for additional creative projects to be developed by other local organizations.

She also hopes to break down cultural walls and promote unity among residents from all walks of life.

"Besides being a catalyst for economic improvement, the arts help promote increased understanding and tolerance," said Vee, who also is a touring musician with Soul Pattern Project. "Community arts events bring diverse people together and offer opportunities for attendees to engage with each other, communicate and share similar experiences."

According to Vee, The Village Artist Collective is funded through the High Desert Community Foundation, a nonprofit organization which seeks to build and strengthen the High Desert and mountain communities by making it possible for a wide range of donors to create projects to meet critical community needs.

"This project would have had a much more difficult time getting off the ground if it were not for the support of the High Desert Community Foundation," said Vee. "My vision aligns perfectly with theirs and this all couldn't be happening at a better time."

Down the road, The Village Artist Collective will be planning ongoing community arts events and also working to connect artists with businesses for various artistic endeavors. Vee said Apple Valley resident/artist Jaye Sooter is in the process of collaborating with Moreno's Meat Market to create a one-of-a-kind piece of artwork for its store front.

"I believe if we all can work together through art, we will begin to start to see other things differently, such as problems or challenges in the community," said Vee. "Art inspires people to come together and look for solutions, which in turn fills everyone with a sense of pride about the place they call home."

For more information, call 760-684-9093 or email Vee at mailmags1@gmail.com.





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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 Apple Valley
 760-247-6882

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 Our Suite faces Poushatan Rd.

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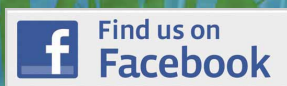
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760-961-0113
 In the Village in the Historic El Pueblo Shops

For more information, please contact
Yolanda Smith
 at 760-951-6212 or 760-646-7544



www.avvillage.org