



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

The Villager

Volume 16

October - December 2016

Members of the Board
Chairman
Jack Collingsworth
Big Apple Automotive

Vice Chairman
Bill Robinson
Bill Robinson Custom Engines

Secretary
Chris Hitt
Hitt Plumbing

Treasurer
Donna Gilmore
Moose Lodge

Board Member
Richard Cambridge
Developer

Board Member
Larry Cusack
Apple Valley Communications

Board Member
Scott Nassif
NAPA Auto Parts

Board Member
Jennifer Kelley

"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

Thank you to all that attended this year's Happy Trails Parade! The annual peak of excitement in our Apple Valley village gets better each and every year. Personally, the parade is a real treat from atop the beautiful Chevrolet Camaro provided by Rancho Motor Company! It was a true honor to be your 2016 Grand Marshall. For any that missed, I wave hello to you, too!

The wonderful businesses of the Village are why we came together that fall Saturday, and why this is such a special place. For this reason and many more like it, I wish to encourage any Village business to apply for the PBID Aesthetic and Rehabilitation Grant Program! If your business might benefit from repaired walkways, windows, trim paint, or other building and site work, the Apple Valley Village PBID has made funds available in order to offer a property owner a grant of up to 50% of the value of their paid assessment for one year to improve the aesthetics of their property.

Please call 760-240-7000 ext. 7075 or go to AVvillage.org and click under the home tab to learn more about this exciting program!

New Member



Our district board welcomes Jennifer Kelley who was appointed to an interim position in place of Bill Robinson's absence. Welcome aboard, Jennifer!

Signatures EVENTS

We hope you enjoyed the Summer Street Fair and the 2016 Happy Trails Parade. Next year we will continue to build up these events to bring more activity to The Village in Apple Valley.

We hope you had a profitable year and you saw some results from the events. Be sure to get those Christmas decorations & lights up again for the annual Christmas décor and lighting contest.



It's official - the Apple Valley Village PBID renewal has begun!

Petitions are currently being circulated and property owner contacts are being made. When we gather signed petitions from Village property owners who represent a majority (over 50%) of the assessments (expected by early in 2017), all Village property owners will then be given the opportunity to "vote" again on the renewed PBID.

Over the past 9 years, the Village PBID has specifically helped fund the Highway 18 center median landscaping and beautification improvements, a colorful seasonal banner program along Highway 18, a storefront and property improvement rebate program, kiosk directory signs along Highway 18, supplemental Sheriff's Department security, special Village promotional events like the recent Village Parade, a Village website, advertising/media exposure and a quarterly Village newsletter.

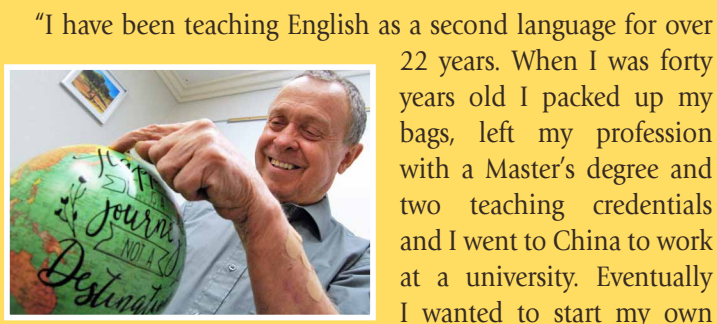
It is noteworthy to mention that the Village PBID Association was able to secure additional matching Town and State grant funds that provided a 2-3 times match of property owner assessment revenues for the Highway 18 median island beautification project. It is expected that the PBID continue to leverage assessment monies with outside grant funds with much needed planned Village capital improvement projects such as outer Highway 18 drainage and landscape improvements and other street paving within the Village.

The Village PBID (Property & Business Improvement District) was established for 5 years in 2007 and renewed in 2012 for 5 more years as a means for Village property owners to jointly manage and fund needed property and business related programs and improvements within the Village business district. PBIDs such as the one in the Village have been set up and renewed again and again in over 200 successful business districts throughout California.

Additional updates will be provided in this newsletter as well as direct mailings to Village property owners. Thank you for your continued support!

NEW BUSINESSES

We have welcomed a few new businesses to our district over the past months. Please join us in welcoming The Rusty Bull restaurant, Robert's Education Center and Pampa Rara Mexican seafood!



school overseas where I could help people. At the time, I was one of the only professionals in the country teaching English. My students would come from all over the place, it was incredible. North China, South China, Mongolia, and Russia to name a few. Within six to nine months I had people speaking to each other in English. We were very successful. Eventually, me and my wife came back to America. I opened up this place because I have the energy to continue helping others. I'm seventy-two years old...and I still have the desire to teach."

-Robert Toomey, Robert's Education Center





Apple Valley Village Holiday Lighting Contest



Attention Apple Valley Village Business Owners, remember to get those Christmas decorations and lights out! We are having our annual contest. Judging will be on **Friday, December 16th or Saturday, December 17th**, and winners will be contacted and announced on the Village website and Facebook.

Three prizes will be given out in the following categories:

- **Best overall lighting and decoration display** - \$300
- **Best lighting** - \$200
- **Best theme decoration** - \$200

For more information, call 760-810-9856

HAPPY TRAILS PARADE

We celebrated the return of our beloved Happy Trails Parade on October 1st. High school bands, horses and classic cars marched down Outer Highway 18 to the smiles, waves and cheers of hundreds of high desert residents and fans. The annual event draws large crowds to The Village and keeps one of Apple Valley's oldest traditions alive.

Thank you for joining us at our main event!



CONGRATULATIONS TO OUR 2016 HAPPY TRAILS PARADE WINNERS!

FLOAT

BEST OVERALL JUDGES PICK: Richard Meyer, Pet Cemetery Float

1ST Sycamore Rocks Elementary School, The Lion King Float

2ND Apple Valley Animal Shelter, "Happy Tails" Float

EQUESTRIAN

1ST Ray Sims, Apple Valley Equestrian Advisory Committee

WHEELS

1ST Paul Dunn, Early Day Tractor & Iron

TIE FOR 2ND

Drylie Family, Building a Future

Valerie Swope, High Desert Antique Power Association

MARCHING BANDS

1ST Mr. Javier, Granite Hills High School Band

"The Magnificent Cougars"

2ND Rodney Woodbury, Apple Valley High School Marching Band

3RD Andrew Covarrubias, Vanguard Preparatory School

"Falcons Marching Band"

DRILL/CHEER

1ST Katie VanKempen, Cheer Cats

2ND Deanne Laws, Apple Valley Rattlers Cheer



THE VILLAGE

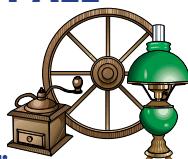
The Village was the original heart of Apple Valley. Today, it is the perfect combination of old and new. It remains the nostalgic core of our community but is experiencing a rebirth in shopping and commerce. True to its roots, The Village is an experience "Where Neighborhood Business is Tradition." The 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.

ANTIQUES

From Eclectic to Unusual
"WE HAVE IT ALL"

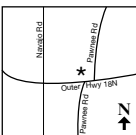
WE SELL:

- Antiques
 - Collectibles
 - New & Used Home Decor
- Select Consign & Design



Holiday Hours:

10am - 4pm • Tuesday - Saturday
Sunday & Monday Closed
"In The Heart of The Village"
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760-953-5331



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Our Suite faces Puchatan Rd.

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