



P.O. Box 1044
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www.applevalleyvillage.com

The Villager

Volume 15

July - September 2016

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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



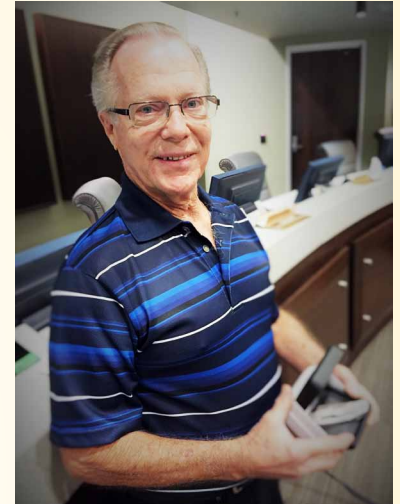
Jack Collingsworth

It may get hot this summer, but I doubt it will heat up like our recent Spring Mixer did. It was the event that kicked off 2016 for development and networking opportunities. We have several exciting events planned for 2016 and we couldn't be more proud to share them with you. Personally, I am very excited about the Street Fair on July 16th that will host local retail and food vendors as well as car collectors to be featured and plenty of other surprises. Visit our website if you are interested in becoming a vendor, the deadline to apply is July 8th!

More exciting news we have to share with you is the removal of the burnt building remains off of Highway 18 and Navajo Rd. We want the return of our Happy Trails Parade, this October, looking spotless. PBID is constantly working to improve your experience in the district. As I have said before, there is not a single reason we cannot be the fastest growing district in the entire High Desert.

PBID and I would like to wish you a warm, fresh summer of 2016 and a remind you to stay hydrated, keep cool, and keep Apple Valley moving forward.

A Farewell



We say goodbye to Bill Robinson who served on our Property and Business Improvement District Board. Best wishes to him and his family as they relocate to Texas.

Happy Trails, Bill!

HAPPY TRAILS PARADE

Celebrate the return, October 1st
Applications available this August

Signature EVENTS

I hope you have heard that July 16th will be the first annual Village Summer Street fair. We need your participation to make it a success. Applications are available now on the website; so please consider setting up a booth at the event. We NEED Artist participation...we have been advertising that your unique artwork will be on display.

Our last mixer was a great success. We are working to add more evening mixers to get all of The Village Merchants together more often. We want to keep you informed, get your feedback and suggestions for future planning.

Kenneth Sousa from the Town of Apple Valley works with your PBID Board as Marketing Support. His weekly Business Spotlights have been a big hit!! He is doing a great job reaching out to Village business owners and getting the word out about what is going on. He has also recently taken over the newsletter... he is a great addition to our team.

We are excited to announce The "Happy Trails Parade" will be returning on October 1st. Make sure to mark those calendars and spread the word. With your help we know this year will be an even bigger success!!

We are continuing to reach out to the community to let them know what The Village in Apple Valley has to offer. Please feel free to email me if you have any questions or feedback about marketing or upcoming events at events.ajohnson@gmail.com

-Angelique Johnson, Signature Events




SUNSET CONCERTS

Apple Valley

<p>JUNE 23 • PHAT CAT SWINGER Swing Brought to you by Heritage Victor Valley Medical Group</p> <p>JUNE 30 • NO CONCERT Taking a break for Freedom Festival Join us July 4 at Lenny Brewster Park 2-9pm</p> <p>JULY 7 • STONE SOUL Soul/Motown Brought to you by Alaska USA Federal Credit Union</p> <p>JULY 14 • SILVERADOS Country Brought to you by Massey Insurance</p>	<p>JULY 21 • RONNY & THE CLASSICS Oldies Brought to you by AV Village & Roberta L. Taylor</p> <p>JULY 28 • PHOENIX RISING Classic Rock Brought to you by APEX</p> <p>AUG. 4 • NEON NATION '80s Tribute Brought to you by Armstrong Fairway & Bluestar Properties</p> <p>AUG. 11 • SOUTHERN SPIRIT Southern Rock Brought to you by Big Apple Automotive</p>
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6-9PM Civic Center Park Amphitheater

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2016

The Village in Apple Valley **SUMMER STREET FAIR** hosted by The Village property owners

JULY 16, 2016

9:00 AM - 2:00 PM

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(Near Community Center)

COME JOIN US FOR A DAY OF FUN IN THE SUN

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\$25 per 12x12 spot

\$45 for a double spot
(if available)

NON VILLAGE BUSINESS OWNERS

\$30 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.org
Applications must be turned in by July 8, 2016. Late applications may not be accepted if space is limited.

PBID Renewal

It's PBID renewal time again!

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 successfully set up and renewed again and again in over 200 business districts throughout California.

Over the past 9 years, the Village PBID has specifically helped fund supplemental Sheriff's Department security, Highway 18 center median landscaping, a colorful seasonal banner program along Highway 18, a storefront and property improvement rebate program, kiosk directory signs along Highway 18, a Village website, advertising/media exposure and a 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 2:1 leverage of property owner assessment revenues for the Highway 18 median island beautification project.

The PBID must now be renewed in order to continue funding these services and additional new improvements throughout the Village. The renewal will not happen, though, without a new vote by Village property owners preceded by a new petition campaign. If signed petitions are gathered from enough Village owners who represent a majority (over 50%) of the assessment funds to be collected in the PBID, all Village property owners will then be given the opportunity to "vote" again on the renewed PBID.

The PBID petition and balloting phases will take place over the next 4-8 months as the PBID Association Board considers boundaries, projects, programs, costs and assessment funding levels. Additional updates will be provided in this newsletter as well as direct mailings to Village property owners. Thank you for your continued support!



OMG

1,000



Likes

Thanks for your love and support in helping us reach this milestone. Spread the word & stay tuned for more!



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.

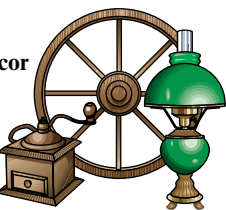
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or Ashley Woods at 760-955-5378



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