



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

# The Villager

Volume 14

April - June 2016

## Members of the Board

Chairman  
**Jack Collingsworth**  
Big Apple Automotive

Vice Chairman  
**Bill Robinson**  
Bill Robinson Custom Engines

Secretary  
**Chris Hitt**  
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**Richard Cambridge**  
Developer

Board Member  
**Larry Cusack**  
Apple Valley Communications

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](http://www.applevalleyvillage.com).

## Check Us Out Online

Visit us at [www.applevalleyvillage.com](http://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**

discuss their ideas for the district and how their businesses are individually faring over light refreshments. See you there!

Are you following us on Facebook? Be sure to look out for the business spotlight series on our page – just search 'Apple Valley Village'. Along with Internet traffic, you can also expect greater foot-traffic! Our door-to-door campaign is beginning and we are taking every possible step to grow the district's private enterprise. Watch out for our members who will be gathering your information and updating our records in the coming months.

It has already been a successful start to 2016 for The Village in Apple Valley. With two new businesses already opening their doors, we are encouraged that others will follow suite. We love hearing your success stories and wish you all the best in 2016!

The Property and Business Improvement District has plenty planned for the spring as frost thaws and birds sing. Speaking of the upcoming season, we are currently planning a "Spring Mixer!" Community members will have the opportunity to meet one another and

## Upcoming Village Events: Save the Date

**July 16, 2016**  
**Summer Street Fair**

This will be a one day event from 9am-2pm with vendors, food, bands & classic cars. We will have more info and vendor applications on the website [www.applevalleyvillage.com](http://www.applevalleyvillage.com) in May.

**October 1, 2016**  
**Happy Trails Parade**

We will have more info and applications available by June 2016.

## Constant Contact

Join the Village Constant Contact email list where we feature community events, social media marketing, online surveys, event marketing, digital storefronts, and local deal and tools for the Village. If you are not on our email list please join in stay informed. Add your email to our list at [info@avvillage.org](mailto:info@avvillage.org). Stay connected get involved! Sign up on our Facebook page or email [ksousa@applevalley.org](mailto:ksousa@applevalley.org) to get started.



## Spring Mixer Announcement

**The Village in Apple Valley - Spring Mixer**  
**May 17th 6:00PM-7:30PM**

Las Brisas Restaurant 21919 CA-18, Apple Valley, CA 92307  
Free to our Village Merchants and Property Owners  
RSVP by May 12th to Kenneth Sousa 760-240-7000 x7075 [ksousa@applevalley.org](mailto:ksousa@applevalley.org)

Our annual Spring Mixer is coming up! Apple Valley Village Property and Business owners are invited to come and join us for a night of tacos, salsa, chips and door prizes. Please join us Tuesday, May 17th at 6:00pm Las Brisas Restaurant. All merchants are invited to on for an evening of fun, networking and updates from your Apple Valley Village. Learn about this year's Happy Trails Parade, Street Fair and other events planned for the summer and beyond. There will also be updates on infrastructure improvements and long term planning for the area. The event is FREE to owners and merchants, compliments of our Village Marketing Committee. Plan on bringing business cards and any new or additional information about your place of business. Space is limited, be sure to RSVP to reserve your seats! RSVP by May 12th to Kenneth Sousa 760-240-7000 x7075 [ksousa@applevalley.org](mailto:ksousa@applevalley.org)

# Signatures EVENTS

We are excited about this year!!!!

Here is what we are working on

- Spring Mixer on May 17th
- Summer Event/Street Fair on July 16th
- Happy Trails Parade on October 1st

We will continue to expand our marketing efforts for The Village in Apple Valley. We are adding events, the map with merchants directory will be mailed out to surrounding HD communities along with continued radio & print advertising. We appreciate your participation, if you have any feedback or have seen results from what we are doing please let me know. Angelique Johnson events.ajohnson@gmail.com

## Door - To - Door



During the month of April, the Town of Apple Valley and The Village Property and Business Improvement District will be conducting a door-to-door research and data collection of all current Village merchants. This data will be used to update

our records and improve future relationships with our business owners. You may also send your name, address, and phone number directly to [applevalleyvillage@gmail.com](mailto:applevalleyvillage@gmail.com).

Are you in the same spot? Did you change owners? Are you renting? Are you a new business and just want to be listed online? We want to know!


Contact Kenny Sousa at [ksousa@applevalley.org](mailto:ksousa@applevalley.org) or stop by the Development Services Building at The Town of Apple Valley for further information.

14955 Dale Evans Pkwy, Apple Valley, CA 92307

## TOWN OF APPLE VALLEY UPDATE

We are entering into our 2016 event season! Stop by Town Hall or the Development Services Building and pick up one of our Save-The-Date Flyers. Information for all events can be found online as well as on our Facebook page. Visit [www.applevalley.org](http://www.applevalley.org) for more information.

### April

16	Community Clean-Up Day 
16	Tire Amnesty Day
23	Teen Art Festival
30	Youth Track Meet

### May

5, 12, 19, 26	Courtyard Concerts
5	National Day of Prayer
7	Swim Fair
14	Rockin' Flea Market
27	Movie in the Park

### June

4	Water Festival
11	Dive-In Movie
23	Sunset Concert
24	Overnight Pool Party
24	Apple Valley Idol





## Business Spotlight

2016 has already brought two new businesses to our Apple Valley Village. Off The Grid Brewing Company – a one-hundred percent in-house brewery, and Kay-Tee Baby Boutique – a specialty clothing store for infants and toddlers alike. Both businesses are family owned and operated. What brought them to Apple Valley? We asked, here's what they had to say:



### Off The Grind Brewing Company

"First of all, it's local beer. The nice thing about craft beer is that you have the opportunity to come up with interesting ideas and new recipes. We truly get to create something and call it our own. We found an opportunity with the Inland Empire Brewing Company, and we wanted to step it up to the next level here in Apple Valley. The most important thing for me, I guess, is that when you find something you like...stick to it."

-John Schneider, Off The Grid Brewing Company



### Kay-Tee Baby Boutique

"We have a large family...lots of kids. When we started fostering we actually went through an agency right here in Apple Valley. I can remember visiting this area and I loved the storefront. After opening in September of last year, we have had so many great supporters and great people that we decided to expand and open up into what we have today. We rent our spaces to local vendors who specialize in handmade items. We offer new, used, and items on consignment. Most of my vendors live right

here in Apple Valley. We all support each other and we have a great connection right here in The Village."

-Brandi Tiffin, Kay-Tee Baby Boutique





# 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**



**www.avvillage.org**