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Apple Valley Communications

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NAPA Auto Parts

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Ascension Lutheran Church

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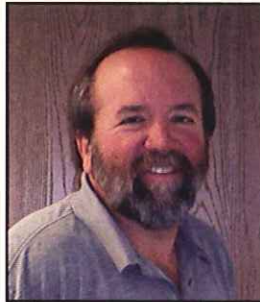
Board Member  
**T J Carpino**  
Mama Carpino's Restaurant

Board Member  
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Hitt Plumbing

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**Charles Johnson**  
Apple Realty

## QUICK FACTS ABOUT THE VILLAGE

- State Highway 18 serves as a major corridor through the Victor Valley providing access to Freeways and local Recreational Areas
- First Restaurant Row in Apple Valley.
- Location of more locally owned businesses and light industrial facilities than any area in Apple Valley.



## CHAIRMAN'S MESSAGE

Dear Members,  
I'm pleased to present the Village's first official newsletter, a regular publication that will keep Village merchants and High Desert residents up to date on the exciting new things happening in our business community.

The momentum for positive change is really going strong in The Village as we anticipate new beautification and landscaping efforts to get underway in the coming months and unveil a new brand that all Village merchants can call their own.

I encourage all property owners to embrace these new benefits and help The Village meet its full potential as Apple Valley's premier local business center.

The Village offers a unique experience to local residents.

We have many restaurants, stores and various businesses that can't be found anywhere else, with local owners who are available to give personal service to their customers.

This is just one of the many reasons I have kept my own business in The Village for so many years, and I think it's a sense of belonging that business owners can feel good about.

As we move forward, I encourage you all to come out and visit us in The Village.

The ambiance offered in the Village along with the unique businesses, services and added security make The Village the place every Apple Valley resident should feel proud to shop in.

Regards,  
*Larry Cusack, Chairman*

## THE VILLAGE UNVEILS NEW BRAND

The Village has unveiled a fresh marketing plan as part of its efforts to draw new customers and businesses to this historic area. The new brand promotes the unique experience that awaits customers who visit The Village.

The wide array of goods and services available in The Village provide residents with a friendly one-of-a-kind shopping experience that caters to anyone's individual needs.

In addition to The Village's new brand, they are in the process of beautifying the area and adding more parking. This is all part of the effort to make The Village an even better place for residents to shop or start a business. The new brand will now be used to represent The Village in its printed materials to promote the area and benefit The Village as a whole.

We'd like to welcome you to "The Village in Apple Valley, Where Neighborhood Business is Tradition."



## The Village Social Network

- Members, residents and customers can now become a fan of The Village on Facebook. Show your support by signing on and becoming a fan. You can check for updates on The Village and leave comments about your favorite place to shop.
- Soon The Village will be on Myspace and Twitter.
- Social networking sites have become an undeniable force in promoting businesses and people. These sites will give The Village more exposure to perspective customers and businesses that are looking to relocate or start up.





## DISTRICT ROLLS OUT INCENTIVE PLAN

A new Aesthetic Rehabilitation Grant Program (ARGP) has been put in place for The Village property owners. This program allows them to receive up to 50% of their tax assessment for improving or repairing the exterior of their buildings.

"We're always looking for additional ways to make it easier for businesses to help themselves," said Scott Nassif, Chairman of the Village's marketing committee. "This way, property owners can take positive steps in updating their individual businesses while we focus on revitalizing and renewing The Village as a whole, through beautification, added security and more parking."

The program is available to the property owners of all buildings within the geographical limits of The Apple Valley Village PBID.

*For more information or to apply, visit [www.AVVillage.org](http://www.AVVillage.org). Click on Project updates, then click on Marketing.*



*New development continues in the Village, providing great opportunities for businesses to locate.*

## The Village Revamps Website

The Village has redesigned its website and is now easier to navigate for residents and its members, and even offers free advertising. Go to the contact page to send your request.

Go to [www.AVVillage.org](http://www.AVVillage.org) to see the new site. The website also offers a list of Village Merchants, project updates, pictures, and future plans for The Village. Check the site for programs available to property owners within the improvement district.



[www.AVVillage.org](http://www.AVVillage.org)

## Business Spotlight

Gary Stater Realty is currently celebrating its 33rd year in business. For all of those years, it has been located in the heart of The Village in Apple Valley.

Stater has seen the ups and downs in the real estate market, but he and his Broker Associate Penny Wansten have earned a reputation that keeps people returning to them to buy new properties or homes.

Stater said that for years he was told he needed to locate farther West on Highway 18 to attract more business, but Stater calls The Village home and owns two buildings in the improvement district.

"If you have a nice place in a friendly environment, people will come," Stater says. Stater recently repainted and relettered The Village Professional Building he owns and operates out of.

Stater said one of the benefits of his location is being able to tell people that he is located across from Bank of America instead of having to give people an address to find. Luckily, the bank is still there today, Stater said.

While Stater shows few signs of wanting to retire any time soon, his eventual plan is to sell the business to Wansten so she can continue the Gary Stater Realty legacy and cement its place as one of The Village's premier businesses.

