

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

# The Villager

Volume 11

July-September 2015

## 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

## CHAIRMAN'S MESSAGE



**Jack Collingsworth**

Come Mix It Up at the Village Mixer! Free to our Merchants and Property Owners!

Our first Village Mixer is planned and ready to go! Mark your calendar for Wednesday, July 29 from 5:00 PM - 7:30 PM. We are all meeting at Las Brisas to visit Gus and Linda and enjoy their wonderful

hospitality. Join us in the patio for Tacos, salsa, chips, raffle gifts and door prizes.

Learn about the activities planned for the fall parade, our Village merchants live radio interviews, our brand new branding for the village website and our village photo shoot which will put **your business** on the Apple Valley Village map. Bring lots of business cards and we will update your information on the Village website live! Lots of photos, fun, prizes and surprises await you at Las Brisas Mixer on Wednesday, July 29 from 5:00 PM - 7:30 PM. Free to our Merchants and property owners; complimentary by our Village Marketing Committee! RSVP: [info@avchamber.org](mailto:info@avchamber.org) or (760) 242-2753

"May I have your full attention?" We have a new website address: [www.applevalleyvillage.com](http://www.applevalleyvillage.com) **ALONG** with our current address: [www.avvillage.org](http://www.avvillage.org). We have waited a long

*Cont. on page 3*

## Need A Kiosk Sign?



Greetings Village Merchants! Kiosk signs are filling up quickly there are a few spots left! The initial sign panel price is \$50 plus a yearly \$25 renewal fee. If you are interested in a kiosk sign along Highway 18 between Navajo Road and Central Road please

contact the Apple Valley Chamber of Commerce at 760-242-2753 or visit the Village website at [www.applevalleyvillage.com](http://www.applevalleyvillage.com)

## New Business in the Village



There is a NEW neighbor in the Village! The Cocoon Art Gallery & Gift Shop is now open in the Village at 21972 Outer Highway 18 next to Mama Carpino's Restaurant.

The Cocoon has unique items from artwork, ceramics, jewelry and more! Come by the Cocoon "TAKE A PEEK" they have something for everyone!!

### The Cocoon Art Gallery & Gift Shop

21972 Outer Highway 18  
 Apple Valley, CA. 92307  
 909-260-0653

## "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, July 15, 2015.

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.



## 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!



# Signature EVENTS

## Radio & Website:

Great news our new radio campaign is almost ready to launch! The Village in Apple Valley will be running commercials on local radio stations Y102, KATJ, CBS Route 103 & AM Station KQTE. Merchants and business owners in the Village can now sign up for live on air interviews; let us help highlight your business! For more information please contact the Apple Valley Chamber office at 760-242-2753 so we may schedule your live interview!

More exciting news we are in process of updating The Village website! The color, the look and some functionality of the site will change! With assistance from our radio campaigns; we will direct listeners to the site to assure we have your correct updated information. Also check out the Merchant Directory it is being updated with more information about your business so if you have a website please make sure to provide information to add in our directory. If you don't have a website the Merchant Directory is a great place to highlight and market your business.

## Parade News:

The Village is bringing back the Parade to Apple Valley. We have set a date of October 17, 2015. Please contact the Apple Valley Chamber office if you are interested in participating.

## The Village Artist Collective

A vision in the works of Founder Maggie Vee since the 1990's... a vision of a community that encourages an environment that reflects the artists who live within it and a community that shares in the creative process for a truly "Better Way of Life." The vision of our community that is healthy and thriving is the one that The Village Artist Collective seeks to create and sustain.

We hope:

To encourage and sustain new artistic development, revitalization, economic growth, and improvement of The Apple Valley Village.

To formulate and plan art events for The Apple Valley Village.

To effectively develop, market and represent The Apple Valley Village as a diverse art community.

The Village Art Collective seeks to enhance the destination environment by cultivating and supporting an art and music community within "The Village" with an affiliation of professional artists, musicians and creative organizations that will establish on-going art related experiences for the public.

The Village Artist Collective wants to be a great community partner and needs support to achieve their goals. To make a tax-deductible financial contribution, please make checks payable to HDCF (High Desert Community Foundation) with "The Village Artist Collective" in the memo section and mail to: HDCF, 16000 Apple Valley Road C3, Apple Valley, CA 92307. You may also pay by credit card or PayPal account by visiting website at <http://hdcfoundation.org/the-village-artist-collective> to Donate.

## TOWN UPDATE



Apple Valley continues to grow as a destination location, drawing more than 65,000 visitors each year. Over 16,000 of these visitors will be attending many of our upcoming summer events including; the Sunset Concert Series, held at Civic Center Park every Thursday evening in June, July and August; and the 18th Annual Freedom Festival at Brewster Park on July 4th.

However, because the hospitality market is presently underserved in Apple Valley, many of these visitors must travel 20 to 35 minutes for overnight accommodations. With the growing number of community, recreation and spectator events, along with Apple Valley's major business sectors expanding, the pent-up consumer demand for hotel rooms is at a boiling point. The Town is fully engaged in attracting a hotelier to the community, benefiting not only our visitors but our residents and businesses, including many right here in the Village.

## PBID Board of Directors Has Money to Share! "Baby Needs a New Pair of Shoes"



Can you feel it? Can you see it? The Village has spring in the air and baby is looking for a new pair of shoes! It is time to take a look at your look and apply for the Village "Aesthetic and Rehabilitation Grant Program (ARGP). You're right it is an "ugly" name but look what you can do! Sidewalks, walkways, steps and fences! Windows, door, walls,

and wall coverings, on the outside of course! Parking Lots, landscape, painting your exterior. Yep, "baby needs a new pair of shoes" and we have grant money to give away. You can receive up to 50% of your paid assessment for one year. Don't let this opportunity pass you by. Go to [www.avillage.org](http://www.avillage.org) to get a copy of the guidelines and apply today. Come on! It's spring and the Village District has found its groove! Do it today while funds are available. Need help? Call 760-242-2753, the Apple Valley Chamber of Commerce is happy to walk you through it!

# CHAIRMAN'S MESSAGE

*Continued*  
time for this address to come available and we snagged it in the nick of time! You can see the new address point to our Village. Help put us on the map by updating your information. We want your input on our website and our email blasts.

It is Concert Time in the Town of Apple Valley. Enjoy 7 weeks of concerts at the Sunset Concerts of Apple Valley. The Village is a sponsor of the series and provides our merchants an opportunity to share, sell, talk, and display your wares. It is a first come first served basis, and there are four spots available for you to strut your stuff. Call (760) 240-7000 x 7071 to reserve your spot today. This is another benefit offered to you by the Village Marketing Committee.

Good things come to those who wait and we can hardly wait any longer! Come meet your fellow Villagers! We have new merchants coming to Town! Know what I like about you? You support our Village merchants. Join us Wednesday, July 29 at 5:00 PM at Las Brisas and tell me how we're doing! See you in the Village!

# Town of Apple Valley Freedom Festival 2015

Celebrate the 4th of July with Us!

**When:** Friday, July 4

**Where:** Lenny Brewster Sports Center

**Time:** 2-9 pm

**Cost:** Parking and admission are free!

The live entertainment starts at 2 pm and won't stop until the last firework fills the sky! Music for the fireworks will be simulcast on The Route 103 starting at 8:55pm. All day park festivities include children's games, the Fire District Jr. Combat Challenge, multiple bounce houses and inflatable games, a variety of food booths, a beer garden and a wide array of merchandise for sale. Fun for the whole family!

**IMPORTANT NOTE ABOUT PARKING:** Free parking is available in the dirt lots directly east and south of the park. Access from Dale Evans Parkway and Otoe Road becomes extremely limited by about 7 p.m. Please be respectful of private property and the park neighbors, and obey all traffic and no-parking signs.

Lenny Brewster Sports Center is located at 21024 Otoe Road. Take Dale Evans Parkway approximately 1.5 miles north from Highway 18. The park features 40 acres of grass, a playground and horseshoe pits. Bring your canopies and chairs. No alcohol, pets or barbecue grills may be brought into the park.



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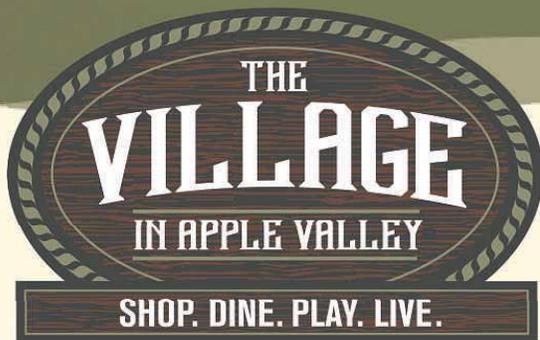


Apple Valley  
**4th of JULY**  
**FREEDOM FESTIVAL**  
Presented by Charles Abbott & Associates, Inc. 6:30 - 9 pm  
**FIREWORKS** ★ Tom Nolan Band Motown/R&B  
Tune in to KATJ for simulcast at 9pm! **KAT 100.7 COUNTRY** 2 - 4:30 pm **The Educators** Oldies/Variety  
Food • Beer Garden • Shopping • Games • Flag Retirement  
www.AppleValleyEvents.org • 760-240-7000 X 7071  
Please no alcohol, pets, smoking or barbecue grills.  
Free Parking & Admission • Donations appreciated  
Lenny Brewster Sports Center  
21024 Otoe Rd. at Dale Evans Pkwy.  
\*Caution: Area under construction!

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# 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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**760-242-2654**

[www.applevalleytaxservice.com](http://www.applevalleytaxservice.com)

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STAR TEST ONLY | May not be combined with any other offers.

## AL Thrift Shop SALE

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just east of the new Apple Valley Animal Shelter.  
Our Suite faces Powhatan Rd.

## A-V AUTO CLINIC

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Must present coupon. Some restrictions may apply.

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Next to USPO and behind Tom's  
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21810 U.S. Hwy. 18, Ste. 2, Apple Valley  
**760-961-0113**

In the Village in the Historic El Pueblo Shops

For more information, please contact  
**Lisa Iskandar**  
at **760-951-6212** or **760-964-9056**

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

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