



P.O. Box 1044  
Apple Valley, CA 92307  
760.810.9856  
www.AVVillage.org

# The Villager

Volume 9

January-March 2015

Members of the Board  
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Big Apple Automotive

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NAPA Auto Parts

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Bill Robinson Custom Engines

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**Chris Hitt**  
Hitt Plumbing

## CHAIRMAN'S MESSAGE



*Outgoing Chairman Larry Cusack (Left) passes the gavel to newly elected Chairman of the Board Jack Collingsworth (Right)*

On behalf of the Apple Valley Village PBID Board of Directors we thank you, Chairman Cusack, for your leadership in beautifying our Village District. We've only just begun and as a newly elected Chairman of the Board, I look forward to continuing our work in the Village.

2015 is our year of "Marketing with a Purpose!"

We are excited to introduce you to Angelique Johnson with Signature Events! Our new Events Coordinator has new ideas and creative marketing approaches to invite our community into the Village! From parades to festivals to a new "shop local" program, Angelique is the expert and will help us to become a more inviting district. Watch closely and don't miss a beat as we launch our summer kick-off event, a beautiful Fall Festival and yes maybe, just maybe a Village parade all this year!

*Cont. on page 3*

## Need A Kiosk Sign?



Kiosk signs are filling up quickly there are only 9 kiosk slots left!

Merchants if you are interested in a kiosk sign along Highway 18, between Navajo Road, Mesquite Road, Ottawa Road to the south and Esaws Road to the north.

Prices for the sign panel are \$50 with a \$25 renewal fee due every year. \$75 total is due along with kiosk sign application and a copy of current business license. For more information contact the Apple Valley Chamber at 760-242-2753 or visit the Village website [www.avvillage.org](http://www.avvillage.org)

### Kiosk Sign Yearly Renewal Fee

Merchants who have a kiosk sign are required to pay \$25 yearly renewal fee as per terms and conditions of the kiosk application.

### Terms and conditions:

By accepting this agreement on behalf of the Village PBID Committee you acknowledge and agree with the terms and conditions outlined in this agreement will apply to the Kiosk Signage usage along Highway 18, between Navajo Road and Mesquite Road, and Ottawa Road to the south and Esaws Road to the north.

*Agree to pay fees as follow: \$50.00 Sign Panel with \$25.00 per year renewal fee. Total starting price \$75.00 which includes your yearly fee along with the fee for the placement of the sign panel.*

## Check Us Out Online

Visit us at  
[www.AVVillage.org](http://www.AVVillage.org)  
for more information on  
the Business and Property  
Improvement District  
including pictures and  
updates.

Follow us on Facebook  
and Twitter.



## "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, February 18, 2015.

Please join us and be sure to always check our website for changes at [www.avvillage.org](http://www.avvillage.org).

## Join Our E-Mail List

Join the Village Constant Contact email list where we feature community events, social media marketing, online surveys, event marketing, digital storefronts, and local deals and tools for the Village.

If you are not on our email list please join in and stay informed. Add your email to our list at [info@avchamber.com](mailto:info@avchamber.com).

Stay connected get involved!







## CHAIRMAN'S MESSAGE

*Continued*

Village property owners, you generously pay to improve security and maintain our Village and it is showing! The San Bernardino County Sheriff's Department Crime Free Business program is making a difference! Take a look at our Village entry sign; notice that it now lights up at night! Our landscape is nearly maintenance free, looks beautiful, and is proving to be a very cost effective way to beautify Highway 18.

While we are discussing Highway 18 our new and improved new kiosk signs are doing the trick! Yep, now merchants through out the Town want to join this very reasonably priced and attractive advertising program. This is another Village District member only benefit! Renew your sign for \$25.00 per year (that comes to just over \$2.09 per month!) Reserve your space and don't forget to pay your renewal to keep your spot and advertisement going!

Calling all merchants to join the "Fun to get Fit!" Town Mayor, Larry Cusack, is challenging the citizens of Apple Valley to a fitness race. Lose weight AND win money by joining the inaugural Mayor's Weight Loss Challenge! Mayor Cusack announced at the Apple Valley Chamber Membership Luncheon "I am offering \$1,000.00 cash to the first place winner of the challenge! Who wouldn't want to take the Mayor's money?"

Look at the Village website [www.avvillage.org](http://www.avvillage.org) to get the particulars. The challenge is February 28 – June 25 with chances for everyone to win free gym memberships, Fitbits and other great prizes. This could be the easiest \$1,000 you ever made. Admit it; you would love to get the Mayor's money!

## Village 2014 Holiday Lighting Contest Winners

The Village in Apple Valley 1st, 2nd and 3rd place winners smiles for the camera as they receive their cash prize for 2014 Holiday Lighting Contest:

1st Place: Las Brisas Restaurant \$300

2nd Place: Mollie's Kountry Kitchen \$200

3rd Place: Big Apple Automotive \$100

The Village in Apple Valley Where Neighborhood Business is Tradition!



**1st Place:**  
Las Brisas Restaurant  
\$300

**2nd Place:**  
Mollie's Kountry Kitchen  
\$200



**3rd Place:**  
Big Apple Automotive  
\$100







## Bus Shelter Advertising!

Are you looking for a unique way to promote your business? The Town of Apple Valley has a program designed for businesses to reach thousands of potential customers on a daily basis. Advertise on Town-owned bus shelters for a minimum of one month and see what a difference it makes in your business! As always it's a first come, first served opportunity!

For more information:

- \* View: Bus Shelter Contract Application & Map of Locations
- \* Call: Kathy Schmachtenberger (760) 240-7000 Ext. 7522
- \* Email: AVads@applevalley.org



## Order Your 2015 Labor Board Posters NOW!

Order your 2015 poster now & stay compliant. It's that time of year again...to update your California State and Federal Employment Notice Poster.

All California employers, regardless of size, **MUST** post a current employment poster. Failure to post can cost as much as \$17,000 in penalties.

Laminated Poster: \$35.00

Non-Laminated Posters: \$25.00

## TOWN UPDATE

January marks the Town's the one-year anniversary of the ground breaking of the Yucca Loma Bridge. At 12 months into the project we are happy to report that we are 55% complete, slightly ahead of schedule and slightly under budget. All 60 columns have been poured, as deep as 100-feet into the ground. The first of three phases of false-work is just about complete, and the first concrete pour of the bridge soffit is expected in the next two weeks.

The bridge construction is expected to be complete by the end of 2015. It will open to traffic as soon as the adjacent work is completed on Yucca Loma Road and the Yates/Ridgecrest connection.

People can view the construction site on closed circuit cameras 24/7, as well as get updates on our progress by visiting [www.yuccalomabridge.com](http://www.yuccalomabridge.com) or join us at [www.facebook.com/YuccaLomaBridge](https://www.facebook.com/YuccaLomaBridge). We recently posted a short drive-by video update.

## Signatures EVENTS

We are working diligently to serve the property owners & merchants operating in The Apple Valley Village. This year we have contracted with Angelique Johnson from Signature Events to help us revamp our strategy to aggressively advertise and market our area. We will start by expanding our awareness message and add some exciting events. We want to get you involved and keep you informed; so we ask the property owners and those operating a business to contact the Apple Valley Chamber 760.242.2753 or [www.avvillage.org](http://www.avvillage.org) "contact tab" to update your contact e-mail. Stay tuned as we put





# THE Village

## In Apple Valley

Where Neighborhood Business is Tradition

# 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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For more information, please contact Yolanda Smith  
at 760-951-6212 or 760-646-7544



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

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