



P.O. Box 1044  
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[www.applevalleyvillage.com](http://www.applevalleyvillage.com)

# The Villager

Volume 31

Oct - Dec 2020

## Members of the Board

Chairman  
**Larry Cusack**  
Apple Valley Communications

Vice Chairman  
**Jennifer Kelley**  
Kelley's Underground

Secretary  
**Chris Hitt**  
Hitt Plumbing

Treasurer  
**Donna Gilmore**  
Moose Lodge

Board Member  
**Scott Nassif**  
NAPA Auto Parts

Board Member  
**Bob Tinsley**  
Contractor

Board Member  
**Derrick Sandwick**  
High Desert Underground

## "PBID Monthly Meetings"

**What:** Board of Directors Meeting

**When:** 3rd Wednesday of each Month

**Time:** 9:00 am-10:00 am

**Where:** The Town of Apple Valley  
14955 Dale Evans Parkway,  
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 Instagram.



@applevalleyvillage

## CHAIRMAN'S MESSAGE



*Larry Cusack*

Hello readers! The board and I hope everyone is healthy and safe. We were looking forward to the October Happy Trails Parade & Street Fair, but due to the coronavirus pandemic and the distance learning for the schools, we decided to cancel the 2020 event. Our local schools and local youth groups make our parade a success and without the children of the High Desert, we have no parade. We are optimistic that the event will be back in October 2021.

Although, we had to cancel the Happy Trails Parade & Street Fair in October, the Apple Valley Village PBID will be hosting "A Night Out in The Village" on Friday October 9, 2020. The event will take place at The Market @ Town's End. This will be a fun event and we hope to see everyone out to support our local vendors and businesses. For more information visit [avvillage.org/events](http://avvillage.org/events).

As a reminder we have a new security contractor; I.N.S. Security specifically patrolling The Village District.

**To report suspicious activity or concerns, please call 760-961-6011.  
Call 9-1-1 if you observe dangerous or life-threatening activities.**

Be safe and stay cool!

-Chairman Larry Cusack

# STRATEGIES FOR COVID-19 IMPACTED LOCAL BUSINESSES

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## 1. KEEP CLOSE WATCH ON CASH FLOW

- Limit Credit to Customers
- Review and Revise Your Collection Policy
- Look into a Working Line of Credit



## 2. TRIM OVERHEAD

- Re-evaluate Your Space
- Employ Energy Conservation Initiatives
- Comparison Shop Your Insurance Policies
- Manage Payroll



## 3. CONTINUE TO MARKET WISELY

- Maximize Referrals
- Get Feedback from Customers
- Work on Retention of Customers



## 4. LOOK AHEAD

- Meet with Your Financial Advisors
- Revisit Your Business Plan
- Stay Optimistic



## 5. PROTECT YOUR PERSONAL ASSETS

- Sole Proprietorships and Partnerships - Creditors can look to your personal assets
- Limited Liability Companies and Corporations - Creditors can only satisfy their claims from business assets; your personal assets may be protected.

For more COVID-19 business resources please visit  
[avvillage.org/coronavirus](http://avvillage.org/coronavirus)

## Business Opportunities



Are you a new business or existing business that needs visibility? Kiosk signs are available if you are interested in a directional sign along Highway 18, between Navajo Road and Central Road. Sign panels are \$50 and \$25 yearly renewal fee.

Please visit our website at [avvillage.org/kiosk-signs](http://avvillage.org/kiosk-signs) and print an application. Applications must be submitted with a copy of your current business license and payment via cash or check payable to Apple Valley Village PBID. Spaces are limited on a first come first serve basis. Please call the Apple Valley PBID to ensure your desired sign location is available.

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## AESTHETIC AND REHABILITATION GRANT PROGRAM (ARGP)



The Apple Valley Village PBID offers an Aesthetic and Rehabilitation Grant Program (ARGP) to the property owners of all buildings within the AV Village PBID. Sidewalks, walkways, steps, fences, windows, doors, walls/ wall coverings, parking lots, landscaping, and painting your exterior all fall under our grant program. You can receive up to 50% of your paid assessment for one year. Don't let this opportunity pass you by! The PBID goal is to help The Village business owners improve the structural integrity of The Village buildings and to improve the marketing capability of The Village. Apply today while funds are available. The application and guidelines are available at [avvillage.org/argp-grant-program](http://avvillage.org/argp-grant-program).

For more information please call 760-810-9856.





# NIGHT OUT IN THE VILLAGE

Friday, October 9, 2020 | 5pm-9pm  
The Market at Town's End

- ✓ Live Music
- ✓ BBQ Dinner (Tri-Tip & Chicken)
- ✓ Beer Garden/Bar
- ✓ Certified Farmer's Market
- ✓ Classic & Custom Car Show
- ✓ Unique Gifts & Must Haves

**CASH ENTRANCE FEE: \$5** (children 12 and under are **FREE**)

**BBQ DINNER: \$25** (\$30 after 9/28)

## FOR TICKETS & CAR SHOW ENTRY:

Email: [HD1stmarketing@outlook.com](mailto:HD1stmarketing@outlook.com)

Call: 760-995-6744

Visit: the Events page at [AVVillage.org](http://AVVillage.org)

## TO BE A VENDOR:

Email: [Info@TETStillhouse.com](mailto:Info@TETStillhouse.com)

Proceeds from this event go towards the improvements in the Village such as aesthetic art and furnishings, median art, and visual improvements.



# NIGHT OUT IN THE VILLAGE

Join us at Night Out in The Village on Friday October 9, 2020. The event will take place at The Market @ Town's End from 5pm-9pm. The event will include a BBQ dinner, car show, live music from BOK, certified farmers market, beer garden, and more! You don't want to miss this fun event!

BBQ Dinner Tickets \$30 (Tri-tip & Chicken, 2 sides and a roll).

Entrance fee is not included in the dinner ticket.

Entrance Fee \$5/ Children 12 and under free. CASH ONLY at the gate.

For more information visit our events page at [avvillage.org](http://avvillage.org) or call 760-810-9586.

## THANK YOU TO OUR NIGHT OUT IN THE VILLAGE SPONSORS

