

ANNUAL ACTIVITIES



- ✓ Annual Summer Street Fair & Car Show
- ✓ Business Directory
- ✓ Annual Happy Trails Parade & Street Fair
- ✓ Social Media
- ✓ Searchable Village Business Website
- ✓ Networking Mixers
- ✓ Annual Holiday Lighting Contest



2020-2021 PBID BOARD OF DIRECTORS

Larry Cusack

Chairman (2007 to date)
Apple Valley Communications

Jennifer Kelley

Vice Chair (20017 to date)
Kelley's Underground Construction

Chris Hitt

Secretary (2007 to date)
Hitt Plumbing

Donna Gilmore

Treasurer (2007 to date)
Moose Lodge

Bob Tinsley

Board Member (2019 to date)
Developer

Scott Nassif

Board Member (2007 to date)
NAPA Auto Parts

Derrick Sandwich

Board Member (Retired 2021)
High Desert Underground

Blane Sandwich

Board Member (Joined 2021)
High Desert Underground



INTRODUCTION

The primary purpose of this corporation is to recognize and fulfill the unique and varied economic interests and needs of Apple Valley Village property owners through its mission.

OUR MISSION

In collaboration with the Town of Apple Valley, PBID works to provide management oversight, directives and setting of priorities for supplemental services and improvements for Apple Valley Village. These focused objectives include a phased streetscape beautification project within the district, areas of recognition such as entry treatments, seasonal banners and general enhancements, and supplemental public safety services.

The Village PBID was established by property owners within the Apple Valley Village business area to provide and manage supplemental services and improvement for this important, historic business center of Town. The PBID is a unique benefit assessment district that enables district property owners, working together, to fund needed property related improvement programs to further enhance business activity and property values. PBID benefits include enhanced security through contracted, private security, entryway signage, decorative street lighting, landscaping, enhanced sidewalks and crosswalks and creation of a destination atmosphere for shopping, eating and social gatherings.

MILESTONES



2007

- In 2007, property owners approved a Property Business District that will revitalize street frontages, upgrade the Village's entry signage, improve security and maintenance, and implement beautification projects.

2009

- In 2009, the Village PBID Association approved funding for the design and installation of a raised, landscaped median. Marketing and business resource programs were added to enhance the Village and create a destination for visitors and provide resources for Village businesses.

- From 2009 to 2015, AV PBID worked with California Department of Transportation (CalTrans), the Town of Apple Valley, and Merrill-Johnson Engineering to develop conceptual design, obtain project approval, and complete median improvements with desert friendly landscaping from Navajo Road East to Central Road. This project was the first in a series of projects targeted toward improving the aesthetics and conditions of roadways within the Village.

2015

2016

- In 2016, The Village announced the return of the Annual Happy Trails Parade, Street Fair, and Car Show, in the fall and the Annual Holiday Decorating Contest in December. In addition, the Village also announced the addition of the Annual Summer Street Fair in 2017. Each year, these events continue to enhance the Village as a destination for shopping, dining, and activities.

2018

- In 2018, the John Glenn Road improvements were completed and were celebrated during the ribbon cutting at the Happy Trails Parade and Street Fair in October.

2020

- In 2020, Town's End "The Market" opened as the only certified farmer's market in Apple Valley and more than 6,000 visitors visit the market every week.
- Construction of the Town's End distillery and restaurant are underway and expected to open soon.
- The second phase of improvements along Outer Highway 18 include asphalt replacement and adding planters in dirt areas were completed in 2020.
- In 2020, the Village Specific Plan project was initiated. In partnership with the Town of Apple Valley, Terra Nova and the PBID Board are working with Village businesses, Town residents, and interested public to identify and lay a foundation for Village development, creating a design-forward master plan.