

Town of Apple Valley
2009 STATE OF THE TOWN
VIDEO SCRIPT

INTRODUCTION – MAYOR RICK ROELLE

Author and “futurist” Joel A. Barker said, “Vision without action is a dream. Action without vision is simply passing the time. Action WITH vision is making a positive difference.”

Hello, I’m Mayor Rick Roelle, and the Town of Apple Valley is all about making a positive difference. Having just celebrated our 20th year of incorporation in 2008, our Town Council has always had an eye on the horizon. We know where we are, we know where we want to be and, with strategic planning, we know how to get there.

Starting with Vision 2005 and followed by Vision 2010, identifiable goals have long guided our decisions and use of resources. With nearly all of these goals complete, Vision 2020 was adopted in February 2009.

Input from local agencies and the Town Council’s interaction with our citizens helped shape this strategic planning guide for the next decade. Results from a recent citizen satisfaction survey reinforced our current efforts, and kept transportation and economic development as the number one and two goals.

The remaining goals include public safety, infrastructure, parks and recreation, quality staff, community enhancement, creating a destination community, sustainability and higher education opportunities.

In this video we’ll share some of our plans, and you can also visit the Town website at www.AppleValley.org to view the complete Vision 2020 document.

In a citizen satisfaction survey conducted in January 2009, 82 percent of our residents rated the quality of life in Apple Valley as excellent or good, and 85 percent reported being satisfied with the Town’s overall performance in providing municipal services.

It is humbling and gratifying to know that we are getting it right.

BUDGET – COUNCILMAN BOB SAGONA

With a long-standing foundation of conservative spending, we’re happy to report that Apple Valley’s fiscal house is standing strong. In spite of economic turmoil across the state and the nation, the Town of Apple Valley adopted a balanced budget in June. I’m Councilman Bob

Sagona, and as the senior member on this council, I am proud to say that we will be able to maintain service levels to our citizens.

The \$108 million dollar budget represents an increase of about three percent over the previous year. The general fund accounts for \$18.4 million dollars, an 8.6 percent decrease, and our reserves are holding at a very healthy 81 percent!

However, we do know that continued revenue grabs by the state could reduce that amount, and we are doing all we can to protect our local resources.

This past year, Apple Valley was fortunate to continue to report sales tax increases. While we are projecting a ten percent decline in revenues this year, the effect is easily offset by reducing or postponing non-critical expenditures. Because of our relatively recent retail boom – with the majority of our development occurring since 2005 – a reduction in sales tax revenue does not hit us as hard as some other municipalities.

The 2009-2010 budget continues to reflect the priorities established when we incorporated in 1988 – public safety and better roads. In public safety, police staffing levels will remain steady, and the new gang and retail theft units begun last year will continue. We have also identified a grant opportunity that may allow us to add three additional deputies.

We are very proud of the fact that in 2008, while violent crime rose nationally and across the region, Apple Valley's figures remained level. And for the third year in a row, the number of traffic accidents declined, further proof that our money is well spent with the San Bernardino County Sheriff's Department.

Funding for roads also reflects our commitment as stated in Vision 2020. The Town will spend nearly \$11 million dollars on road projects and planning, including \$1.7 million on general resurfacing. The state has threatened to withhold our share of gas tax which could impact our efforts in local road maintenance, but other sources such as Measure I will keep our major projects moving ahead.

ROADS – COUNCILWOMAN GINGER COLEMAN

Hello, I'm Councilwoman Ginger Coleman. Transportation has always been a top priority for the Town of Apple Valley, and remains the number one goal in Vision 2020. This encompasses our overriding objective to plan a community that is friendly whether traveling by foot, bike, horse or car, but I also want to update you on some specific road projects in the coming year.

Corwin Road – one of the last major streets to be rehabilitated – will finally get its turn this year when it is widened from Highway 18 to Waalew, and resurfaced from Waalew to the Airport. The road provides a primary access to the northeast corner of Town, and serves the North Apple Valley Industrial Specific Plan.

Other projects include resurfacing Waalew Road from Dale Evans Parkway to Corwin. And a

new traffic signal on Bear Valley Road at Deep Creek will provide easier access for the growing population in our southern area.

We are also excited to fund the design phase of the final piece of the puzzle in our multi-year Apple Valley Road improvement project. While 10 miles of multiple lanes and well-timed signals guide you smoothly from the south end by Jess Ranch to the north connection at Falchion Road, the undulating, misaligned intersection at Highway 18 is the only proverbial bump in the road. The redesign will allow traffic to move freely in multiple directions, rather than only one turning movement at a time, and the dips and gullies will be leveled out once construction is complete.

As excited as we are about these projects, what we are really looking forward to is building the Yucca Loma Bridge! No longer a pie-in-the-sky dream, this east-west corridor will ease traffic along Bear Valley Road. Compare the 60 to 70,000 vehicles a day that travel west of the Mojave River with the I-215 Freeway in San Bernardino that logs about 85,000 vehicles a day, and it's easy to see why this project is a priority.

With the preliminary engineering and environmental studies nearly complete, construction is expected to start in mid to late 2010. The project will widen and connect Yucca Loma and Yates roads to Green Tree Boulevard, skirting around Spring Valley Lake and crossing the Mojave River and the Burlington Northern Santa Fe railroad with a brand new bridge.

There is enough money from Redevelopment Agency bond proceeds, Measure I dollars, and other traffic funds for Apple Valley to begin our part of the phased construction. Although the City of Victorville and the County of San Bernardino are facing financial challenges that may hinder their ability to complete their portions of the project, the council is in agreement that we will move forward – even if it means funneling the traffic onto an improved Ridgecrest Road to Bear Valley Road.

One ray of financial hope is that Congressman Jerry Lewis has recommended \$55.1 million dollars for this project as part of the upcoming re-authorization of the Federal Highway Authorization Bill.

ECONOMIC DEVELOPMENT – MAYOR PRO-TEM SCOTT NASSIF

Hello, I'm Mayor Pro Tem Scott Nassif. Did you know that Apple Valley was ranked one of the least costly cities for doing business in the region by a Kosmont Rose Institute Survey? Perhaps that is why we've seen more than three million square-feet of retail construction in the last four years, and why we are primed to see the same kind of growth in our industrial sector.

Acres of affordable vacant land, low construction and operating costs, and an ample labor supply make Apple Valley a serious participant in Southern California's explosive industrial market. The North Apple Valley Industrial Specific Plan provides 5,100 acres for a logistics and manufacturing hub that will bring as many as 38,000 jobs to our community at build out. Industrial businesses looking to put down roots here can expect pre-approved design standards and permitted uses, and a 120-day administrative approval process after submitting a completed application.

Since the Wal-Mart Distribution Center opened in 2004, it has drawn the attention of additional large distribution facilities willing to take advantage of that area's strategic market access. This was the case when Fresenius Medical Care North America, a fortune 200 company, developed 10 acres for its facility that distributes kidney dialysis equipment and employs 40 people.

The area is also ideally suited for specialty manufacturing companies like Reid Products. This new facility on Waalew Road employs 50 people and produces standard and specialty parts for the aircraft and aerospace industries.

Our Vision 2020 priority to enhance and expand the Town's economic base illustrates that your Council firmly believes our efforts in the industrial market will be as successful as our retail development has been.

Apple Valley is now a regional commercial destination with Jess Ranch Market Place, Apple Valley Commons, Mojave River Crossings, Apple Valley Plaza and Spirit River shopping centers drawing consumers, and tax dollars, from all over the region.

With the way stores have continued to open here, you might never know our nation is in the middle of a tough economic downturn. In recent months, Cinemark Theaters, 24-Hour Fitness, Buffalo Wild Wings, Red Robin, Best Buy and Bed Bath & Beyond have all opened their doors at Jess Ranch Marketplace. Jack in the Box is scheduled to open in August and U.S. Bank should open soon as well.

Just down the street, Sonic welcomes hungry travelers on Bear Valley Road just east of Apple Valley Road. Farther north, Del Taco and Carl's Jr. opened this year, which brings the total to six eating establishments located at The Courtyard in the Apple Valley Commons. This past May, the Town partnered with Lewis Retail to offer a concert series in this beautiful location.

This is also where Ross Dress For Less and Dollar Tree are under construction. Other retailers pushing through the recession are Walgreens, about to open near Highway 18 and Navajo; and the Wal-Mart Supercenter is still actively making its way through the development process.

When businesses choose to invest in our community, we work to keep them here with successful support, training and retention programs. Companies that set up shop in Apple Valley will find additional resources and support from the Apple Valley Chamber of Commerce.

PUBLIC FACILITIES – MAYOR RICK ROELLE

Joel A. Barker also said, "No one will thank you for taking care of the present if you have neglected the future." Your Town Council kept this sentiment in mind when it approved the plans to construct a new Animal Shelter, as well as the Town Hall Expansion building, that are designed to meet the Town's space needs for the next 20 years!

These new public facilities are taking shape as the grading and foundation are already complete and framing and walls are going up on both buildings.

The Town Hall Annex, which broke ground on April 22, is being built on 2.2 acres adjacent to Town Hall. It features nearly twenty thousand square-feet of space that will centralize development and permitting services. More than just giving us a little bit of elbow room, this means that Planning and Community Development, Engineering and Land Development, Economic Development and Housing and Public Services will all be available in one location to provide better customer service.

Additionally, we recognize the need for more community meeting space, which is why we have added a sixty-two hundred square-foot Civic Meeting Room to the plans with audio/visual equipment that will keep up with today's technological needs.

The open space plan can be divided to accommodate multiple events, or be configured for lecture, classroom or seated-dinner set-up for as many as 350 people. Construction is expected to be complete by spring of 2010.

On February 25, a canine construction crew broke ground on the animal shelter on four and a half acres at the southeast corner of Powhattan and Quinnault roads. This 36,000 square-foot facility will help provide better care for our animals with modern exam rooms, a ventilation system to filter airborne diseases, quarantine and isolation facilities, and space for a veterinary office and surgery suite.

People looking to add a four-legged friend to their family will be able to choose a pet from community cat rooms, dog kennels or a new puppy ward and then take them to one of three get acquainted rooms. If visitors prefer looking for a pet of a more exotic or large variety, they can visit the aviary display, reptile area or livestock corrals. The Apple Valley Community Resource Foundation is accepting donations from those who wish to support the project, which is expected to be open by winter 2010.

With these two projects well underway, be on the lookout for news about a new Public Works facility planned for four and a half acres on Nomwaket Road, just south of Powhattan.

Funding for these public facilities has come from a combination of redevelopment agency funds and certificates of participation earmarked for these projects. With the current state of the economy, dollars spent in construction go much further than they did a few years ago, and both projects came in significantly below estimates.

Using a multiple bidding process, individual trades had a greater opportunity to get in on these jobs, and a number of high desert businesses were successful. We consider it our own local economic stimulus package as the salaries, construction costs and other "trickle-down" factors will inject nearly \$42 million into the local economy when everything is complete.

COMMUNITY ENHANCEMENT – COUNCILMAN PETER ALLAN

Hello, I'm Councilman Peter Allan. The Town Council has been successful in turning our vision into reality, which gives us all the more reason to have big dreams when it comes to Vision 2020. And here in Apple Valley, we see the potential to become the High Desert's premier destination community. The "Better Way of Life" that we boast about is the perfect foundation for attracting visitors, as well as future residents.

We are doing this by instilling a sense of community and civic pride, offering amenities and events that would draw visitors from well beyond the corporate town limits, and working to attract a university level education center, as well as a conference center.

We've already proven that our signature events bring in people from across the region. In fact more than 10,000 people recently descended on Brewster Park for the 12th Annual Freedom Festival; and the Sunset Concert Series, the only outdoor concert series in the High Desert, is a huge draw for family entertainment on Thursday evenings.

We will add to our list of crowd-pleasing events this September, with the new Apple Valley Fall Festival that will feature a 5K and 10K run, live music, fireworks, and a car show. In addition, the Town and the Chamber of Commerce will hold a joint Golf Tournament at the Apple Valley Country Club.

In December 2008, the Town assumed operations of the Apple Valley Country Club, converting it from an exclusive, members only entity into a public amenity for all to enjoy. It didn't take long for avid golfers to find this treasure.

The course has seen a 67% increase in use with 8,200 rounds of golf played from January to April compared to only 4,900 rounds played during the same period in 2008.

In addition to increased traffic on the greens, the facility is also open for meetings, weddings and other public gatherings. But even combined with the space at James Woody Community Center and the recreation rooms at Town Hall, it is clear that our town is in need of additional meeting space. While the new community meeting space in the Town Hall annex will provide for some of those needs, the Town Council is also looking into the feasibility of building a conference center in Apple Valley that could play host to professional conferences, expos and seminars, as well as private events.

Similarly, we are also researching our options for making the Town the regional destination for higher learning. Rather than pursue the development of a traditional four-year college, we are looking at a university center concept, where multiple colleges and universities might locate satellite operations on a common campus in North Apple Valley.

With all of these successful events, the popularity of the golf course and the demonstrated need for meeting and educational facilities, Apple Valley is well-positioned to establish itself as a premier destination community.

CONCLUSION – MAYOR RICK ROELLE

I'll close with one last quote from Joel Barker in *The Power of Vision*: "Having a positive vision of the future is what gives meaning to our present life."

In the Town of Apple Valley, a positive vision of the future gives us a Better Way of Life today. We are so proud of the success we enjoy now, because of the planning we took the time to do yesterday. Armed with Vision 2020, excellent staff and an engaged community we are well-equipped to maintain our position as the premier community in the High Desert.

On behalf of the Apple Valley Town Council, this is the State of the Town for 2009.