

What's that going to be ?

You can hardly turn a corner without noticing the boom in retail development in Apple Valley. Town Hall is inundated with calls and emails asking who our new retail neighbors are going to be. So we invite you to peek inside our files and see for yourself. No, you don't have to come down to Town Hall, just log on to www.applevalleyprojectfiles.com. We receive information directly from the developers and tenants, and update the site regularly.

Lots of rumors are going around about this store or that restaurant coming in, but the developers often won't release a tenant until the ink is dry on the lease. That means if it isn't listed in our Project Files, we cannot confirm the rumor. It also means that the lists are only partial, as developers continue to negotiate with tenants, and with restaurants in particular. Just be patient a little while longer – dinner is almost served!

Town Information

Rick Roelle, Mayor
 Tim Jasper, Mayor Pro Tem
 Peter Allan, Councilmember
 Scott Nassif, Councilmember
 Bob Sagona, Councilmember
 Bruce Williams, Town Manager

How To Reach Us

Emergencies.....911
 Police (business calls).....240-7400
 Police Dispatch after hours.....245-4211
 Town dispatch after hours.....961-6001

Town Hall..... 240-7000
 Department EXTENSIONS – Dial: 240-7000, plus:
 Animal Control.....240-7000 x 7555
 Building & Safety.....x 7101
 Economic Development.....x 7900
 Finance.....x 7000
 Personnel.....x 7600
 Planning.....x 7200
 Public Information.....x 7072
 Public Works.....x 7500
 Town Clerk.....x 7800
 Town Manager.....x 7051
 Transit.....x 7522

Other Town Departments & Services (dial direct)
 Code Enforcement.....240-7560
 Parks & Recreation..... 240-7880
 Trash (AVCO)..... 245-8607
 Emergency Preparedness 247-7618

E-mail: applevalley@applevalley.org
 Websites: www.applevalley.org
www.applevalleyprojectfiles.com

AV E-News: Have news from Apple Valley delivered right to your inbox. Just visit www.applevalley.org and click on the "Sign Up!" link in the top right corner. You will receive news two to four times a month on council agendas, events, announcements and more.

Our Town is published bi-monthly by the Public Information Department. Questions or comments on the newsletter should be directed to Kathie Martin, Public Info. Officer, at 240-7000 x 7072.

Finance 101- the Town budget explained

Most people celebrate the start of a new year in January, but for Town Hall, it's New Year's in July! A new fiscal year, that is, with a new budget taking effect on July 1. For 2007-08, the Town has adopted a \$117 million budget, a 63% increase over last year. Of this, the general fund accounts for \$19.4 million dollars.

The general fund represents the only unrestricted funds that can be used for the day-to-day operations of the Town. The primary source of general funds is local taxes – property, sales and vehicle license fees. Many people do not realize, though, that for each \$1000 you pay in property taxes, the town receives only \$4.65 of unrestricted funds and \$4.06 for parks and recreation. For sales tax, we receive only one cent

The primary expenditure is the law enforcement contract with the San Bernardino Sheriff, accounting for 49%. We added one new deputy this year, following the addition of six deputies last year, bringing our total to 55 sworn officers.

The majority of the Town's budget is in restricted funds. For example, money accumulated through development impact fees on construction can only be spent to mitigate those impacts. Sewer impact fees are being used to update the sewer master plan, as well as expand sewer infrastructure. Traffic impact fees are spent on road improvements.

This year the Town will spend \$31 million on roads.

Major projects include:

- Apple Valley Road: completion of widening between
- Kiowa Road: widening from Sitting Bull to Yucca Loma, to include center turn lane and bike lanes.
- Navajo Road: widening to include center turn lane and bike lanes from Highway 18 to Waalew Road.
- Annual Pavement Management: variety of slurry seal and overlay projects, according to the prioritized pavement management program.

The complete budget is available for viewing on the Town's website: www.applevalley.org.



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Official Community Newsletter of the Town of Apple Valley

SEPTEMBER / OCTOBER 2007

Apple Valley Round-Up Days Returns!



"Stir-rup Some Fun" at the Town of Apple Valley's annual Round Up Days - yeehaa! From stirrups to steak fry, from horses to honky-tonk, fill up on the rich western heritage of the Town of Apple Valley at this historic event, first held in 1947. It kicks off Friday, September 7 with a steak fry. Saturday features a 5/10K, pancake breakfast and parade, plus day-long festivities at Horsemen's Center. Sunday wraps up with a cowboy breakfast and trail ride. Be sure and check out the Town's website for a minute-by-minute listing of all the fun and activities at: www.applevalley.org

Steak Fry

We kick off this 61-year Apple Valley tradition with an old-fashioned Steak Fry on September 7, from 5:30-9 p.m. The Historic Apple Valley Inn is just the place for you to gather together for a hootin', hollerin', good time! A delicious, stick-to-your ribs steak dinner will be accompanied by live country music by Charlie Ray (K-Frog) & Linda Washington. You just can't help but kick up your stir-rups or swirl your petticoat! If donating to a good cause is more your style, then make a quick draw for your wallet. During band breaks, you can choose to join in on a brief live auction fundraiser for the Mojave Aquatics Coalition, raising money to build a cover for our swimming pool. Cost for the event is \$25 for adults, \$15 for kids 11 and under. Advance tickets are now on sale at Town Hall.

Pancake Breakfast

On Saturday, September 8, plan to wake up early 'cause day's a-breakin' and there's grub to be had! Bring your whole posse for the Kiwanis Club Pancake Breakfast, another long-standing Round Up tradition. Apple Valley Kiwanians will be flipping hotcakes from 7 – 10 a.m. in the parking lot of Mollies, corner of Highway 18 and Pawnee. Cost is just \$5. For reservations or tickets call Town Hall.



Horseman's Center Park Festivities

Don't slouch in your saddle yet! Next stop is Horseman's Center for a full day of family-friendly fun. Gates are open from 11 a.m. to 10 p.m., and parking and admission are free. The buckaroos will love the giant inflatable mazes, bounce houses, games and crafts. A rock wall and bungee jump will satisfy the thrill seekers. Plus enjoy live music all day long, chainsaw carving, pony rides, a traveling zoo and the Pistols & Petticoats western town front, complete with shoot-outs and robberies! And be sure to come hungry 'cause you won't find better tasting grub east of the Mojave!

Don't forget our Equestrian activities throughout the weekend; this is a round-up after all! Our Stick-Horse Rodeo for the pint sized cowboy starts at 11:30 a.m. followed by team sorting in the rodeo arena. Even beginners can compete by drawing numbers and 'cutting' the assigned cow out of its herd. Want to learn how, or jump in and join the competition? Just give a holler to Michelle Williams at (760) 247-8756.

You can also explore the beauty of Horsemen's Center with the return of "Hunt for the Golden Horseshoe!" Throughout the park, bandits have hidden ten silver horseshoes, and ONE golden horseshoe that will be worth \$150. cash to the lucky scout who discovers it! So grab Granny, Pa and your whole gang for a family friendly shindig!

Cowboy Breakfast & Trail Ride

When the dust settles on Sunday, the Apple Valley Equestrian Association will get up with the rooster to host a cowboy breakfast at 7 a.m. at Horseman's Center. A two to three hour trail ride through the local hills follows at 9 a.m. B.Y.O.H. (Bring Your Own Horse that is) and RSVP to Nicky Johnson at 559-7392. Cost is \$6.

That'll call it a weekend, then. Hit the trail back home and hang up the reigns until the next Round Up Days in Apple Valley. Until then, "stir-rup some fun"!

Round Up Days 5/10 K Run/Walk

Get into the spirit of the Apple Valley Round-Up Days by running in the annual Round-Up Run! Separate awards for men and women in age divisions ranging from 12 and under to 60 and up. Liability release is required for all participants. Commemorative t-shirts will be available for only \$10. Check in 6:45 a.m. on Saturday, September 8, at Brewster Park. Cost is \$13 on or before September 6 and \$15 after.



Meeting Calendar

Meeting Calendar

Unless otherwise noted, all meetings take place in the Council Chambers at 14955 Dale Evans Parkway

Town Council

2nd & 4th Tuesdays, 6:30 p.m.

Planning Commission

1st and 3rd Wednesdays, 6 p.m.

Parks and Recreation Commission

1st Thursdays, 7 p.m.

Equestrian Advisory Committee

2nd Wednesday, 7 p.m.

Historical Advisory Committee

3rd Thursday, 2 p.m.

Disaster Council

Fire District Headquarters
1:30 p.m., October 9

Household Hazardous Waste Collection Center

1st & 3rd Saturdays
10 a.m. - 2 p.m.
Public Works Yard
22411 Highway 18
Information: 240-7000
(ext. 7522)

Event Calendar

Information: 240-7000

August

23 Concert in the Park
25 MudFest
25 Rockin' Flea Market

September

7 Steak Fry
8 Round-Up Run
8 Round Up Days Parade
8 Round Up Days Event
27 Concert in the Park

October

10 Senior Flu Shots
13 Inclusive Community Market Night
19 Halloween Pool Party
26-27 Haunted House
27 Community Clean Up Day

What's going on?

... in Park & Recreation 240-7880

Haunted House: Do you enjoy being scared out of your wits? Do you get squeamish at the sight of blood? Then Apple Valley's Haunted House is guaranteed to give you the fright of your life! Not recommended for children under 8, or the faint of heart! Join us on October 26 and 27, 6-9 p.m., in the James Woody Community Center Mini Gym. Cost is \$2.50 per person; \$1 for repeat trips on the same night.

Halloween Pool Party: Come join us at Civic Center Aquatic Center Pool for a spooky time...if you're not too scared! Dress up in your scariest costume (and your swim suit!) and join us for fun and games including bobbing for apples in the pool, and a spider hunt. All ages are welcome but everyone must sign a liability waiver. Children age 10 and under must be accompanied by an adult, with a waiver signed by a parent or legal guardian. It's Saturday, October 19, 8 p.m. at the Civic Center Park Aquatic Center. Cost is \$6.

Paws n' Claws Pet Fair 2007!

Celebrate pets! Fast becoming a family favorite, this event features everything from a doggy fashion show to a barking contest - for the owner, not the dog! Also find low-cost vaccinations, micro chipping, information booths, merchandise vendors, food, and dog agility and rally demonstrations. Contest winners will receive prizes. Admission is free, and includes a ticket for raffle prizes! Bring your leashed pets to Lions' Park on September 22 from 10 a.m. - 2 p.m. To pre-register for the contests or sign up as a vendor, call and ask for Becky or Donna at 240-7000 x 7555.



Round Up at a glance:

Friday

5:30 - 9 pm Steak Fry

Saturday

6:45 am 5/10K Run/Walk

7 - 10 Kiwanis Pancake Breakfast

9 am "Stir-rup Some Fun" Parade

11am-10pm Round Up at Horsemen's Center*

11:15-12 Shenanigans

11:30 Stick Horse Rodeo

12:30-4:20 Ron Ely (Bluegrass, Country, Folk)

5:00-6:30 Jeff McCasland (Country, Classic Rock)

7:00-10:00 Charlie Ray & Linda Washington (Country, Folk, Classic Rock)

All day: Chainsaw sculpting, Pistols & Petticoats, magic shows, recreation class performances, crafts, demonstrations, games, pony rides, animal talks, shopping, eating, and lots more!

Sunday

7am Cowboy Breakfast followed by trail ride at 9am

*Horseman's Center: 24320 Hwy.18, 3 Mi. East of Central.



... in Special Events 240-7000 x 7071

The Town of Apple Valley Special Events program is proud to have the generous annual support of the following businesses: Charles Abbott Associates, Target, Clear Channel, It's Showtime Productions, and Burrtec.

Sunset Concert Series

Our Sunset Summer Concert presented by Target wraps up the season with the crowd pleasing cowboy heart throb Buck McCoy. You'll do a double take, wondering if it isn't Tim McGraw up on that stage! The concert features top-of-the-line entertainment accompanied by your favorite foods and a spacious beer garden. Parking and admission are free! Join us September 27 from 6-9 p.m. at Civic Center Park Amphitheatre

Market Night

Enjoy a concert, shopping, food and classic cars at our last market night of the season. We wrap up with our very special Inclusive Community Market Night featuring music by Latin Express, along with salsa, Polynesian and belly dancing and other multi-cultural performances. Vendors will offer a mouth watering array of food and drink with coffee, smoothies, kettle corn, a beer garden, hand crafted wooden furniture, candles, sports items, fleece blankets, a magic show and more! We welcome classic cars and motorcycles to come show their stuff for the opportunity to win our People's Choice prize. Attendance and parking are free! Join us on Saturday, October 13 from 6-9 p.m. at Civic Center Park Amphitheater.



Community Clean Up Day

In partnership with national Make a Difference Day and in celebration of "A Better Way of Life," the Town of Apple Valley is calling for volunteers for our fall clean up day. Organizations, schools, clubs and individual volunteers are invited to participate. (con't)

All volunteers are sent out in teams to clean an area of Town. Each will receive a t-shirt made possible by Wal-Mart and plenty of water from Service Master Clean of the Victor Valley. The Town provides lunch and the thousands of trash bags needed to make the event a success. Volunteers must sign up in advance, and then check in at Town Hall October 27 at 8:30 a.m. for assignments.



Flea Market

You won't break the bank but you might bust a groove at the reinvigorated Rockin' Flea Market. A new and improved version of the community yard sale, we're still hosting individuals, families, businesses and organizations as they sell their wares but we've added a little kick - music to shop by! Enjoy live music by Jeff McCasland as you hunt for treasures among new and used items on August 25 from 8 a.m. - 1 p.m. at Lion's Park.



General Plan Update Continues

The Town of Apple Valley is updating the Town's General Plan, our basic planning document. It provides the blueprint for development throughout the community, addressing housing, traffic, natural resources, open space, safety, land uses and public facilities. Updates are necessary to keep the General Plan current with the Town's goals and objectives for our future.

The Town encourages everyone to be involved in the General Plan Update process and to attend the upcoming workshops. Your opinion matters in the future of Apple Valley. It takes the participation of the entire community to create a "Better Way of Life". General Plan Update workshops will take place in the Town Hall Recreation Center. Enter on the east side of Town Hall.

- Wednesday, September 24, 7:00 p.m. Residential/General Community:
- Thursday, September 25, 10:00 a.m., Business Community: 2:00 p.m., Development Community
- Then on Wednesday, October 3, the Planning Commission will discuss land use issues at their regularly scheduled meeting: 6:00 p.m. in Council Chambers. For more information contact the Planning Department at 240-7000 x7200.

ABC's of Water

"Recycled and Reclaimed Water-Meeting Our Growing Demands," is part of an ongoing series by Mojave Water Agency to educate and inform the public about our vital water supply. RSVP by September 20. The event is free and open to the community on Tuesday, Sept. 25, from 5:30 - 7 p.m. at Mojave Water Agency: 22450 Headquarters Dr. in Apple Valley. For registration call Gloria Golike at (760) 946-7001 or email: ggolike@mojavewater.org.

