



our

town

AWARD WINNING COMMUNITY NEWSLETTER OF THE TOWN OF APPLE VALLEY

SEP-NOV 2011

INSIDE



Grants Help

PAGE 3



Fall is Great!

PAGE 4



0% Interest

Loans

PAGE 7

Town closes escrow on iconic golf course



After a long drive down the fairway and a lengthy stay on the green, the Town of Apple Valley finally sunk the game-winning putt on August 8, closing escrow on the former Apple Valley Country Club.

Described by many as an icon and an asset, the Apple Valley Country Club has always been a place to walk, play tennis, have lunch with friends or celebrate a wedding. It is a soothing green retreat in the desert. Overwhelmingly, the story is about much more than golf.

For the first time in the 64-year history of the club, the property, reversionary land rights and water rights are now held by the same owner – the Town of Apple Valley. As owner, the Town was able to negotiate a tariff deviation for water delivered by Apple Valley Ranchos Water Company. Effective five days after the close of escrow, the move will save \$85,000 per year based on historic average use.

Ownership also provides the Town with flexibility as staff reviews a list of recommendations developed

by a council-appointed task force. A number of the suggestions have already been implemented in part or in full, although some could not proceed until the Town closed escrow. Every element of the operation will be analyzed with an eye towards increasing awareness that the facility is open to the public, increasing revenue and decreasing operational costs.

One of the first items to look at will be a re-branding. The “country club” label, for some, implies membership requirements. However the golf course has been open to the public since the Town assumed operations and maintenance in December 2008. As a matter of fact, since 2008, rounds of golf played have increased by 62%, with over 28,000 played in fiscal year 2010-11.

Visit www.applevalleycountryclub.com for information on tee times, rates, banquet facilities, special events and more. ○

Grand re-opening planned

The Town is planning a grand re-opening celebration September 29 – October 2. Activities will include a VIP reception, open house, contests for golfers and non-golfers of all ages, and a charity tournament. During “Demo Day”, representatives from top golf equipment manufacturers will be on hand to demonstrate new products. Stop by for a tour or to try your hand on the putting green. Bring the kids for bounce house fun and golf games. More information will be posted as details are finalized.



MEETING CALENDAR

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

TOWN COUNCIL

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

PLANNING COMMISSION

1st & 3rd Wednesday, 6 p.m.

PARKS & RECREATION COMMISSION

1st Thursday of alternate months, 6 p.m.

EQUESTRIAN ADVISORY COMMITTEE

2nd Wednesday of alternate months, 7 p.m.

HISTORICAL ADVISORY COMMITTEE

3rd Thursday of alternate months, 2:00 p.m.

HOUSEHOLD HAZARDOUS WASTE

*Every Saturday, 10 a.m. - 2 p.m.
Hazardous Waste Collection Ctr.
13450 Nomwaket Road
Information: 240-7000 x 7522*


DISASTER COUNCIL

*Tuesday, October 11, 1:30 p.m.
Mojave Water Agency
13846 Conference Center Drive
Information (760) 247-7618*

Volunteers needed on Community Clean Up Day



As Kermit the Frog said, "It's not easy being green." But you can help make it easier by volunteering for Community Clean Up Day October 22. Pre-register to clean up streets, sidewalks, vacant lots and other properties in Apple Valley and score free lunch and a T-shirt for your efforts. The Town provides all of the clean-up supplies including gloves and trash bags (while supplies last). All we need is your time.

Community Clean Up Day is sponsored by Burrtec Waste, Sparkletts, and Keep California Beautiful 

New location for HHW collection center


Apple Valley is pleased to announce the opening of its new Household Hazardous Waste collection center located at 13450 Nomwaket Road between Powhatan and Ottawa roads. The new facility will accommodate the increased use seen since it first opened in the 1990s. More than 126 tons of materials were collected last year compared to 96 tons the previous year.

Household hazardous waste is any material generated from normal household activity that may threaten human health or the environment when disposed of improperly. For example, one gallon of motor oil can contaminate a million gallons of drinking water. Left over chemicals and cleaners, medicines or hobby supplies can sicken animals or people. Dumping oil or any other chemical is a crime, both legally and environmentally.

The collection center is open every Saturday from 10 a.m. to 2 p.m., weather permitting. This service is free to Apple Valley residents and proof of residency is required. No business waste is accepted. The Town contracts with San Bernardino County Fire HHW which arranges for safe recycling or disposal of the waste as well as training workers.

For safe transport, make sure the amount of waste does not exceed five gallons per container

and a total of 15 gallons or 125 pounds per trip. Check that the waste containers are properly sealed. Keep the waste in its original container if possible. Otherwise, label the contents clearly. Place the waste securely in the vehicle for safe transport to the collection center.

Call (760) 240-7521 for more information or visit www.GreenAppleValley.org. 



Acceptable Waste

Pesticides & poisons
Batteries
Fertilizers
Medications
Paint/thinners
Medical Sharps
Gasoline/Diesel
Motor Oil & Filters
Fluorescent Tubes
Televisions/Monitors
Photography Chemicals
Household Chemicals & Cleaners and more!

Visit www.GreenAppleValley.org for a complete list.



GREEN APPLE TIP Did you know that tires collected during Tire Amnesty Day events don't end up in the landfill? They are taken to the nearby Mitsubishi Cement plant where they are used as alternative fuel for the daily operation of the plant! Information: (760) 240-7560 or www.AVCode.org

A Better Way of Life


Grants help make Apple Valley a cleaner way of life

There is a lot less trash, fewer old tires and reduced debris in Apple Valley thanks to two grants used by the Town's Code Enforcement Department to hold environmentally friendly Green Apple events.

This past year, through the "Government Waste Tire Clean Up and Amnesty Event Grant", the department collected 5,633 tires at four public collection events and removed 866 tires that were illegally dumped.

Likewise, the "California Department of Conservation Neighborhood Litter Removal and Recycling Grant" provided the financial support for Apple Valley to host five events for residents to dispose of trash, debris and recyclables at no cost. A total of 361 residents participated in properly disposing or recycling more than 122 tons of trash, debris and materials. This is an increase of 297% over the previous year, when we did not have the grant funding to pay for the workforce, supplies and marketing required to make the events successful.

These events were sponsored by Cal Recycles with support from Burrtec Disposal that provided the collection bins.

Join in making Apple Valley a cleaner way of life by participating in the next Tire Amnesty Day, September 17 at Lions Park from 9 a.m. to 3 p.m. or Community Clean Up Day on October 22 from 8:30 to noon. For more information about Code Enforcement in Apple Valley visit www.AVCode.org. 



Ten most common code enforcement violations*

- 1) Graffiti – 2,273
- 2) Trash and debris – 1,321
- 3) Illegal dumping – 1,059
- 4) Shopping cart abandonment – 747
- 5) Business license delinquencies – 325
- 6) Inoperative vehicles on private property – 270
- 7) Overgrown vegetation – 265
- 8) Skate park user violations – 221
- 9) Parking – 195
- 10) Fence Maintenance – 88

*Number of cases reported in the 2010-11 fiscal year.


Property owners responsible for tenant actions

In Apple Valley, as in other communities, property owners are ultimately responsible for unpaid trash and sewer bills and code violations arising on their property, even when occupied by someone other than the owner. The Town recently went through the annual process of placing liens for unpaid delinquent trash and/or sewer bills and fees, such as those from Code Enforcement or Animal Services. Some homeowners were surprised to find they were responsible for fees that went unpaid by a tenant who may have already moved out.

Landlords and property owners should take steps to insure tenants are following Town municipal codes concerning things such as animal licensing and cleaning trash and debris from yards. Inspect the property regularly. Before a tenant moves out, contact the Town Finance Department to check on any unpaid utility bills or filings against the property. In addition, property owners are always

notified along with the tenant of any violations. Please follow up immediately with your tenant or the appropriate department if you should receive one of these notices. The Town's Finance Department can be reached at (760) 240-7000.

The Apple Valley Police Department offers a free Crime Free Housing program for both multi- and single-family residences. Property owners are encouraged to sign up to receive resources and training to help them identify and manage issues with tenants. For information on this program, call (760) 240-7600.

On a related note, Animal Services has begun to see a rise in reports of pets being left behind at vacant homes. If you see any animals, with no signs of occupants, please call Animal Services at (760) 240-7000 x7555. 

Celebrate autumn at these special events

Information/Registration/Vendor Inquiries:

(760) 240-7000 x7071 or www.AppleValleyEvents.org

September 1, 8, 15, 22 & 29: Concerts in the Courtyard – Bring a chair, grab some food from one of The Courtyard eateries and enjoy bands playing Thursdays in September from 5:30 to 7:30 p.m. in the Apple Valley Commons Courtyard on Dale Evans Parkway just north of Highway 18.

October 15: Equine Festival – Enjoy a day dedicated to the equestrian lifestyle at Horsemen's Center from 10 a.m. to 5 p.m. The event showcases many aspects of owning,

showing, riding and enjoying horses. From dressage to trail riding, equine dentistry to first aid, and everything in between, take part in seminars, exhibits and clinics to learn about services and products available for the equestrian lifestyle. Admission: FREE.

November 12: Holiday Craft Fair – Complete your holiday shopping from 9 a.m. to 3 p.m. in our new home at the Apple Valley Conference Center, 14975 Dale Evans Parkway adjacent to Town Hall. ○



Fall is great! Go out and recreate!

Information/Registration: (760) 240-7880 or www.AVRecreation.org

October 11, 18 & 25: Healthy Living Workshops – A registered dietitian will teach the art of healthier living through grocery shopping, balanced eating and fun exercise during these weekly workshops at the Apple Valley Conference Center from 6 to 8 p.m. Pre-registration is required. Cost: FREE.

October 28 & 29: Haunted House – We dare you to visit this frightfully awesome experience at James Woody Community Center from 6 to 9 p.m. Not recommended for children under the age of 8 or for the faint of heart! Cost: \$3/person (Repeat visits on same night are \$1).

October 29: Kiddie Carnival – Children and families can enjoy games, face painting, music, costume contests and food from 4 to 7 p.m. at James Woody Community Center Auditorium. Cost: Admission is FREE, but tickets for games are 25¢ each. (Some games require 2 or more tickets.)

November 2: Scuba Santa – Sponsored by the Sea Stallion and the San Bernardino County Sheriff Dive team, participants will take a brief safety course and then dive into Civic Center pool to have a picture taken with Santa. Kids who do not wish to dive can talk to Santa from the surface. Tours of police and fire vehicles will be offered. Cost: \$1 per picture in addition to an unwrapped toy valued at \$10 or more that will be donated to Toys for Tots.

November 19: 9th Annual Turkey Run – Pre-register and submit the liability waiver for the 5K/10K Run and 5K Walk by November 17 for the reduced rate. First 50 paid registrants receive a T-shirt. Separate awards for men, women and children in various age divisions. Check in at 7 a.m. at the Town Hall Recreation Center for the 8 a.m. race. Cost: \$15 before Nov. 18. \$18 on race day.

December 2: Most Talented Kid Contest – The Town of Apple Valley wants to showcase our most talented kids ages 3 to 18. Sign up by Nov. 17 and attend the Nov. 30 rehearsal to perform at the Dec. 3 showcase at James Woody Community Center Auditorium. Enjoy an evening of fun entertainment and good old-fashioned root beer floats from 6 to 9 p.m. Cost: \$3 event admission. ○



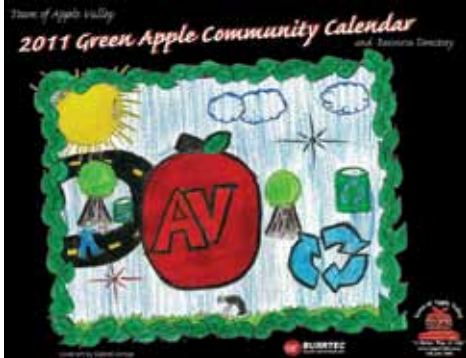
A Better Way of Life

Warm apple pie and a cool breeze

Say good bye to the scorching days of summer and say hello to a fantastic fall at the Apple Valley Fall Festival Saturday, September 24 from 10 a.m. to 4 p.m. at Civic Center Park. Enjoy live music while you enter our apple pie baking contest. Enter or cruise by our classic car show, or paint some artwork on a 1972 Ford F250 truck donated by Desert Valley Towing. Children can play in the Kid's Zone or strut their stuff in the Little Apples on Parade that welcomes all stick horses, tot bikes, wagons, K-9 pals and strollers. Learn about healthy pets in our hay maze and spend some time with the local wild life in the petting zoo. Get to know some of the Town departments that serve our residents by stopping by some of our informational booths. Retail vendor space is still available. Contact our Special Events department at (760) 240-7000 x7071 or visit www.AppleValleyEvents.org for more information. ○



Art, photos and essays sought for 2012 calendar



Budding and seasoned artists alike are encouraged to enter this year's Green Apple Valley Art & Essay Contest for a chance to be featured in the 2012 Green Apple Valley calendar. Residents, business owners/employees and students in Apple Valley are eligible to submit drawings, photos and essays for consideration. Awards will be offered in categories based on the types and quantity of submissions.

Selected contest entries will be published in the 2012 calendar. Entries demonstrating

the themes of leading a healthy and active lifestyle, pride in our community, ecologically friendly habits, Apple Valley landmarks and pet friendly practices are encouraged.

Entries are due September 26 by 5:30 p.m. at Town Hall. Winners will be awarded at the Town Council meeting on October 25. Submission forms must be turned in for each entry and are available for download at www.GreenAppleValley.org or by request at Town Hall or by calling (760) 240-7000 x7072. ○

Get CERT-ified to help in a disaster

By Laura Whitehead, Apple Valley Emergency Services Officer

Are you and your family prepared for a disaster? Do you have a disaster supply kit in your home and one in your car? Do you know how much water you should have on hand for emergencies? Do you know how many days you should be prepared to be without utilities in the event of a large earthquake? If the answer is no to any of these questions, then get prepared by becoming C.E.R.T. (Community Emergency Response Team) trained.

C.E.R.T. is a nationwide 20-hour program designed to teach citizens how to take care of themselves, their families, their neighbors, and their community during a disaster. Participants learn about disaster preparedness, basic first aid, fire safety, light search and rescue, terrorism awareness, disaster psychology, and team organization.

Training is free to Apple Valley residents. Attend three consecutive Saturdays beginning October 1 to learn vital skills you need to know in an emergency. For more information on the C.E.R.T. program, or emergency preparedness in general, visit www.ReadyAppleValley.org or contact Emergency Services Officer, Laura Whitehead, at (760) 247-7618 x106, or emailwhitehead@applevalleyfd.com. ○





Siamese cats relinquished and rescued


The Municipal Animal Shelter was recently overflowing with felines after an Apple Valley resident turned in more than 70 cats. Unlike typical hoarding cases, the animals were turned in voluntarily, and were healthy and well socialized, which made them available for immediate adoption to good homes.

The intake of these animals brought the shelter's cat count to about 200, many more than normal. Animal Services staff knew they had to rally to get more cats adopted.

"Fortunately, they were beautiful cats. Many of them were Siamese or simply stunning mixed breed cats," explained Animal Care Specialist Cassandra Jensen. "We also received donations that allowed us to adopt them out at a reduced rate. The response was overwhelming."

While there are only a few of the Siamese cats left available at the special adoption fee of \$10, there are many other cats available for only \$35. The fee includes a veterinary check-up, a bag of food and the spay or neuter surgery. A refundable deposit will be required for kittens that are too young for surgery at the time of adoption.

"This special adoption event supported our 'Save a Life Campaign' by making it affordable for adopters to provide a permanent loving home for these adorable felines," adds Gina Schwin-Whiteside, animal services manager. "Our goal continues to be increasing the number of live releases from our shelter."

For more information regarding animal adoptions or making a donation to help adopt animals at reduced fees, contact the Town of Apple Valley Municipal Animal Shelter at (760) 240-7000 x7060 or visit www.AVAnimals.org. 

Apple Valley Animal Services

Call or visit for adoptions, information or event registration:

22131 Powhatan Road
(760) 240-7000 x7060
www.AVAnimals.org

Calling all volunteers! Animal Services is looking for volunteers to help make a "Better Way of Life" for our pets. We need teachers to help with our "Me & My Shadow" and "Night at the Shelter" programs, volunteers skilled in construction trades to help with basic shelter needs, graphic designers, event planners and more! The shelter will also soon launch a pet pantry for families in need. Donations of canned pet food or funds to purchase dry food are greatly appreciated.


Animal Services Events:

Information/Registration: (760) 240-7000 x7060 or www.AVAnimals.org

September 10: Paws n' Claws Pet Fair – Count the ways to a healthy pet on 9/10/11. Low cost vaccines, licensing, vendors and more will be offered at this fun-filled, furry event held at Civic Center Park from 10 a.m. to 3 p.m. Sponsorship opportunities and vendor spaces still available. Admission & parking: FREE.

October 12: Pet Vaccination Clinic – Apple Valley residents can get their pets vaccinated for rabies at the Municipal Animal Shelter from 5 to 7 p.m. for \$6 (cash only).

October 21: Night at the Shelter – Have you ever wondered what happens at the animal shelter when the lights go out? Spend the night at the shelter and find out during this fun, educational activity for children 10 years or older and their chaperone. To maintain a safe environment there must be one chaperone per five children. Continental breakfast is included. Pre-registration required. Cost: \$20 for adult and child. Each additional child \$8.

November 14-18 or 21-23: Fall Camp – Students ages 8+ will have fun getting certified as a Junior Pet Keeper while learning all the basics of pet care from animal specialists and seasoned volunteers who will teach animal grooming, health care, local animal laws and more. Special projects include creating a 2012 pet calendar and participating in a community doggy wash. Participants completing either session will earn an Animal Services certification and credit for community service. Call the shelter for program hours. Cost: \$30 includes T-shirt, afternoon snacks, crafts and program materials. 

A Better Way of Life

Town offers 0% loans to first time homebuyers

The Town of Apple Valley offers two programs to assist low, moderate and middle income homebuyers purchase their first home.



The CalHome program is funded through the Housing and Emergency Shelter Trust Fund Act of 2006 to reduce the blight of vacant homes and expand the supply of affordable housing. Town assistance is provided to low-income homebuyers as a 0% interest loan, deferred for a maximum of 30 years.

The Neighborhood Stabilization Program Down Payment Assistance Program helps families buy foreclosed or abandoned homes within eligible Town areas. Town assistance is provided to low, moderate or middle income homebuyers as a 0% interest loan, deferred for a maximum of 45 years. Funding is provided through the Housing and Economic Recovery act of 2008.

There are no monthly payments made on the deferred loans. Interested buyers should contact a Town approved participating lender to be pre-qualified for a conventional fixed-rate first mortgage. The lender will calculate the level of assistance to be provided by the Town before buyers meet with their realtor to select a home within an allowable price range in an eligible area.

Buyers and realtors can obtain program information or view a list of the Town's participating lenders by visiting www.applevalley.org or by contacting Christopher Moore at (760)240-7000 x7921 or cmoore@applevalley.org.



We've launched our own YouTube Channel where you can see all the latest events and happenings. Visit www.youtube.com/TownOfAppleValleyCA and be an Apple Valley "In-Cider."

Hit the trail for the Town of Apple Valley
Equestrian Advisory Committee

Trail Ride

Sunday, September 18
Meet at 9 a.m. at Lions Park * Ride out at 10 a.m.

- Bring your horse for this free event.
- Please pre-register.
- Riders and horses must be experienced.
- Ride is limited to 30 riders & subject to weather.
- Liability waiver is required— available online at www.AppleValley.org

For Information
or to RSVP call Sherry Regner
(760) 240-6239

Development Briefs

First quarter sales tax was up 9.2% over first quarter last year! Here is a list of just a few new things happening on the commercial front around Apple Valley.

- Susie's Deals just opened in Apple Valley Commons
- Drive-thru Starbucks is set to open this fall in Apple Valley Commons
- Carnival Hot Dogs opened in Jess Ranch Marketplace
- Dollar General was approved on Navajo Rd. in the Village
- The Auto Fair, relocated from Victor Valley College, is now open weekends in the K-Mart shopping center
- O'Reilly Auto Parts to take over former Hollywood Video in front of Walmart
- Recently approved: 75,000-sf medical distribution facility in North Apple Valley; 10-acre solar farm by Avalon Development at Navajo and Otoe roads



Create a new tradition

Need a place for an employee birthday lunch? How about family breakfast on Sunday morning? Keep Apple Valley Golf Course in mind as an excellent destination for all your event needs. We specialize in daily dining, banquets, weddings, charity and corporate outings and business meetings.

For casual dining we offer lunch service in the Grill Room Tuesday through Sunday; along with breakfast on the weekends. For meetings that require a more traditional setting, Apple Valley Golf Course offers the elegant, yet relaxed ambiance of its' meeting rooms. For larger gatherings, our main dining room can accommodate banquets and events with up to 180 people. Our smaller private rooms can accommodate up to 60 people each and can easily be set up with easels and audio/visual equipment for first-rate presentations. Let us help you plan your event.

Our accommodating packages, competitive pricing, and customized event activities make it hard to say no to this unforgettable location. An exceptional round of golf before or after your dining experience is always a great way to spend a day. ○



Find us on Facebook at www.facebook.com/avgolf to be kept up to date on what is going on at the Club and for Facebook only specials and promotions.

Swing barefoot for balance during practice

This tip is for everyone, whether you are a scratch golfer or a 36 handicap golfer. Balance and footwork are paramount when attempting a golf swing. Without proper balance and footwork you cannot achieve your maximum power and distance. A balanced finish means that your belt buckle, chest and eyes face the target, with the majority of your weight on the front foot, not hanging back on the rear foot.

In your bare feet you will have a much better feel of the balance and weight shift as you swing. Focus on keeping your feet “underneath”


your body. The first thing you’re going to realize is that you can’t just whale at the golf ball, and that you’re going to have to swing within yourself, which in turn will maximize your distance. When you lace up your shoes try to remember how you were swinging without your shoes. You should see a big difference in your shots.

NOTE: Due to the maintenance practices of golf courses, players should never be barefoot at the golf course. Do these drills in your backyards, garage, or anywhere you will have enough room to swing a club. ○



Keeping the Greens

By Nick Hanson, Superintendent Class-A

Summer is more than half over and fall is around the corner. The days will continue to get shorter and the evenings are really starting to cool off. Plant life on the golf course is already beginning to prepare for the winter. Growth will slow down as turf and other plants build their carbohydrate reserves for coming out of dormancy the following spring. Leaves will begin to change color and drop. The turf will also change from green to a straw color as it enters dormancy as well. Golfers enjoy playing during the winter time because the golf course is firmer. You get more roll from your shots, the lines are tighter and the greens are generally faster. The nice thing about golf in the high desert is no matter what condition you prefer – green, hot, cool or dry - at some point in the year you will play in that condition. I was informed by a golfer recently that he enjoyed playing at Apple Valley Golf Course because even though the holes are always the same, the way you play changes throughout the year; like having four golf courses in one! 



Golf Calendar

Contact the Apple Valley Golf Course for information on these upcoming events:

September:

09/13- Cactus Chicks Golf Tournament and Luncheon
09/16- St. Timothy's Golf Tournament
09/17- Church of Whosoever Golf Tournament
09/21- Apple Valley Chamber Monthly Meeting

October:

10/01- Grand Opening Tournament
10/08- Rogone Classic Tournament
10/09- Ryan Cambridge Memorial Tournament
10/12- Boy Scouts of America Golf Tournament
10/22- Smart and Final Tournament
10/29- Santa Fe Railroad Golf Tournament

November:

11/13- L.A.G.A Golf Tournament
11/19- Victor Valley Ladies Club Fashion Show
11/19- Eastern Area Golf Tournament
11/24- Thanksgiving Day Buffet

Weekly or Monthly regular meetings

- Apple Valley Kiwanis Club
- Apple Valley Ladies Club
- American Association of University Women
- Colonial Dames
- Daughters of the American Revolution
- Daughters of the Union Veterans of the Civil War
- Las Comrades
- Rotary Club of Apple Valley
- Soroptimist
- Weight Watchers



This newsletter is printed on recycled paper using soy ink.

14955 Dale Evans Pkwy.
Apple Valley, CA 92307



PRSR STD
US POSTAGE
PAID
VICTORVILLE, CA
PERMIT #82

TOWN INFORMATION

TOWN COUNCIL

Ginger Coleman
Curt Emick
Scott Nassif
Rick Roelle
Barb Stanton

HOW TO REACH US (All numbers 760)

Emergencies911
Police (business calls)
.....240-7400
Police dispatch after hours
.....245-4211
Town dispatch after hours
.....961-6001
Town Hall.....240-7000

DEPARTMENT EXTENSIONS

DIAL (760) 240-7000 PLUS:

Animal Services.....x7555
Building & Safetyx7101
Economic Developmentx7900
Financex7000
Human Resourcesx7600
Planningx7200
Public Informationx7072
Public Worksx7500
Town Clerkx7800
Town Managerx7051
Transitx7522

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

Website: www.applevalley.org

Get AV E-News: Just visit our website and click on the link at the top of the homepage. You can sign up for as many or as few subjects as you like.

WS-RT SORT **CR
Postal Customer
Apple Valley

State of the Town emphasizes planning

The Town of Apple Valley is “Building a Foundation for Success”. With vision and planning, we are taking advantage of a slower economy to build a firm foundation - one that will support economy, community and family.

This was the message delivered by Apple Valley Mayor Scott Nassif when he presented the annual “State of the Town” address in July. The video presentation shared the challenges and successes of the past year and gave a glimpse of what our future holds.

Among the highlights were:

- The Town’s ability to meet its budget goals without any layoffs or furloughs
- Achieving sales tax growth in four consecutive quarters
- Expanding recreational opportunities for residents and neighbors
- Offering a development-friendly environment to attract new retailers
- Successfully partnering with multiple agencies to move forward on the Yucca Loma bridge

Looking ahead, Apple Valley is anticipating additional transportation and infrastructure improvements as well as opening the new Public Safety Training Campus, a Victor Valley College facility that is nearing completion in north Apple Valley.

The event was held at the Town’s new Conference Center, utilizing the facility’s state of the art audio visual capabilities to show the presentation. The video can be viewed on the Town’s website at www.applevalley.org. Click on “About Apple Valley” then “State of the Town”.

Hosted in conjunction with the Apple Valley Chamber of Commerce and sponsored by Burrtec Waste Industries, IRC Staffing and Little Caesars Pizza, the new venue made the State of the Town address more accessible to the public. 