



our

town

AWARD WINNING COMMUNITY NEWSLETTER OF THE TOWN OF APPLE VALLEY

DEC-FEB 2012

“King of the Cowboys” celebrated in Apple Valley

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Apple Valley was international news on November 5, when we hosted a weekend-long celebration of the centennial of the birth of Roy Rogers – legendary western star of radio, film and television. Known as the “King of the Cowboys”, and arguably the most famous resident of Apple Valley, Roy left an enduring legacy of integrity and family values that still resonates around the world.

Roy’s son, Roy “Dusty” Rogers Jr., and grandson, Dustin Roy Rogers, performed in a free concert at Civic Center Park, along with the High Riders band, from Branson, MO. Their classic cowboy and western music is reminiscent of the Sons of the Pioneers, the group founded by Roy. “As Roy’s son, it is not my job to stand in my father’s shadow; but it is my job to lengthen it,” said Dusty.

RFD-TV covered the concert as part of their day-long coverage of Roy Rogers, and kicking off a countdown to the Rose Parade. Tune in on Monday, January 2, to see the 75-foot RFD-TV float honoring Roy Rogers, and preceded by 100 golden palominos!

Roy Rogers and Dale Evans moved to Apple Valley in 1965 and lived here until their passing in 1998 and 2001 respectively. They are buried at Sunset Hills Memorial Park and many fans still make the trek to Apple Valley to visit. They were both known for their humble and unassuming manner. Apple Valley was their home – where they lived, played, shopped and attended church.

Roy made 104 movies, with his first starring role in *Under Western Stars* in 1938. He was a recording artist spanning five decades, with several top ten singles on the country charts. The Roy Rogers Show ran six seasons. In a day where “instant celebrity” can be attained through the most questionable of actions, it is sometimes difficult to put Roy’s international fame in the context of today, yet his reach was vast:

- **20 million** Weekly listeners of his radio show, on 500 stations
- **400** Roy Rogers licensed products in 1950s Sears Catalogs
- **2.5 billion** Post cereal boxes with Roy’s picture
- **25 million** Roy Rogers comic books sold per year
- **4** Stars on the Hollywood Walk of Fame
- **6,000** Charitable appearances
- **29** Consecutive sold-out performances at Madison Square Garden
- **2** Elected to Country Music Hall of Fame (only performer to do this)

Visit www.AppleValley.org for links to more information on Roy Rogers and Dale Evans, as well as photos from the Centennial Celebration. ○





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, January 10, 1:30 p.m.
Apple Valley Fire Station #336
19235 Yucca Loma Road*

Apple Valley chosen as Heart Chase competition location

The American Heart Association has teamed up with the Town of Apple Valley to offer HeartChase, an innovative community event that provides a fun, new way to promote healthy living and support a great cause.

Heart Chase is a wacky team building event that is a cross between The Amazing Race and Minute to Win It. If you like friendly competition with a healthy focus and a charitable benefit, consider getting a team of family, friends or coworkers together to participate on February 18 at Apple Valley Civic Center Park. Participants will work in teams of 3 to 5 people to uncover clues, solve puzzles and complete challenges in a race to the finish line.

The Town of Apple Valley is one of only 50 cities in the nation to host one of these innovative community events. The activity is a perfect addition to the growing list of classes, materials and events offered through Healthy Apple Valley,



My Heart. My Life.™

HeartChase™

a grant-based program focused on helping local residents eat smart, be active and live better.

Registration is available through the Town of Apple Valley Parks and Recreation Department and is only \$10 per person. Contact the Parks and Recreation Department at www.AVRecreation.org or call (760) 240-7880. Proceeds benefit the American Heart Association. For a comprehensive description of HeartChase visit www.heartchase.org. ○

Town Hall Holiday Closures

Thanksgiving: November 24, 25, 28

Christmas/New Year's: December 23 – January 2

Martin Luther King Jr. Day: January 16

President's Day: February 20

For emergencies pertaining to sewer, water, flooding, traffic sign and signals, or a Town facility please call our 24-hour emergency dispatch number at (760) 961-6001. ○



Free community calendars available in December



Calendar Cover Art

When the request for submissions from talented artists, photographers and writers went out earlier this year, more than 400 people answered the call! From those submissions, 19 entries were chosen to be featured in the 2012 Town of Apple Valley Community Calendar that will be available free at Town Hall beginning in December. The calendar includes listings of Council and Commission meetings, special events, Town Hall closures and a two-page Town services guide that will make this a resource you won't want to be without. We are grateful to Burrtec Waste Industries for their significant contribution toward this project, as well as Apple Valley Ranchos Water Company for their support. For a list of contest winners, visit www.GreenAppleValley.org. ○

A Better Way of Life

Mark your calendars for these upcoming events

Celebrate the season at Winter Wonderland



Winter is calling and snow will be falling at Apple Valley Civic Center Park December 3 from 2 to 6 p.m. when the Town of Apple Valley hosts its Winter Wonderland celebration. Bring the family and a helping of good cheer to this event that will feature train rides, inflatables, crafts, local information, giveaways, live entertainment and falling snow! Bring the kids along for a picture with Santa from 2 to 5 p.m. The event will end with the NEW tree of lights ceremony at 6 p.m.

Local clubs and businesses are encouraged to spread some holiday cheer at the same time by hosting a booth to give away goodies in lieu of a booth fee. The Apple Valley Fire Department will collect donations for the Spark of Love Toy Drive and Girl Scout Troop 357 will collect toiletries, non-perishable snacks, and emergency supplies for Kits of Compassion that will be distributed to the needy. Admission and parking are free. Civic Center Park and Town Hall are located at 14955 Dale Evans Parkway in Apple Valley.

For more information call Special Events at (760) 240-7000, x7071 or visit www.AppleValleyEvents.org. ○



Events brought to you by Parks and Recreation:

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

December 2: Apple Valley's Most Talented Kid Contest – Boys and girls ages 3 to 18 will perform at the James Woody Community Center Auditorium from 6 to 9 p.m. The top three performers in each category will receive an award. Cost: \$3 admission per person

December 7 & 14: Santa in the Park – Join Santa after school at James Woody Community Center Park. He will drop by from 3 to 5 p.m. to listen to children's wish lists and be available for photos. Don't forget your camera! Cost: FREE

December 16: Cocoa and Carols with Santa – Enjoy a night with Santa and get into the spirit of Christmas by singing carols, reading stories and sharing hot cocoa and cookies with



your friends and loved ones from 7 to 8:30 p.m. at the Town Hall Recreation Center. Bring a wrapped gift for Santa to present to your child. Cost: \$7 per person

February 11: Special Apples Valentine's Dance – Dress in your best evening wear for the Special Apples Valentine's Day Dance and enjoy an evening of music, socializing, party games and fun from 6 to 8 p.m. in the Town Hall Conference Center. Refreshments will be served. The Special Apples Program is designed for individuals with disabilities. In addition to fun, the program offers opportunities for physical fitness, self-confidence, cooperation and positive use of leisure time. Check out our Recreation Guide for additional Special Apples programming. Cost: \$3 per person

February 21: Tri-Star Basketball Skills Contest – Sponsored by the Apple Valley Optimist Club, girls and boys compete in dribbling, shooting and passing contests at James Woody Community Center Gym from 6 to 8 p.m. Winners receive awards and can advance to higher levels of competition. Cost: FREE ○

Animal Services Events

Information/Registration: (760) 240-7000 x7555 or www.AVAnimals.org

January 22: Chili Cook Off – Dig out your secret chili recipe and compete for prizes at this all-day competition sponsored by Froggies on Highway 18. Registration proceeds will benefit the animals at the Municipal Shelter. Cost: \$5 to \$10 per entry

February 26: Flapjack Fundraiser – Eat all the pancakes and fixings your stomach can hold at Applebee's in Apple Valley from 8 to 10 a.m. Tickets are available at the shelter. All proceeds benefit the animals. Cost: \$10 per person ○

Year-round opportunities leave no excuse for illegal dumping

Illegal dumping continues to spoil our desert's beauty and run up costly cleanup bills for property owners and tax payers. These illegal acts are senseless, considering the numerous opportunities the Town of Apple Valley offers to dispose of yard debris, trash, household materials and other items. In addition to the semi-annual community Clean-Up Days, the Town offers the following events:

- Tire Amnesty Days – Passenger vehicle and light truck tires are accepted without the rims. The next two are scheduled for January 28 and April 21.
- Appliance Collection – February 25, 2012 at Lion's Park. Eligible appliances include washers, dryers, refrigerators, water heaters, stoves and ovens. No televisions or computers.
- Mattress Collection – March 10, 2012 at Lion's Park. Unwanted mattresses are collected free of charge.
- Household Hazardous Waste Drop Off – Located at 13450 Nomwaket Road between Powhatan and Ottawa roads, Apple Valley residents may properly dispose of a variety of household hazardous waste items free of charge every Saturday from 10 a.m. to 2 p.m. Visit www.GreenAppleValley.org for a list of accepted items.
- Shred Fest Events – Held the first Saturday of February, May, August and November from 8 a.m. to noon at the Materials Recovery Facility (MRF), 17000 Abbey Lane in Victorville off of Stoddard Wells Road. Bring up to four "bankers boxes" of confidential documents to shred at no cost.
- Neighborhood cleanups – Held once per year in each of seven geographic locations within the town limits. All residents in the selected area are provided a flyer and advised of any code violations that may be present. Citizens may then dispose of trash and debris items from their property at no charge. Participants must be able to unload their own vehicles or trailers.



Illegal dumping is a misdemeanor crime. Violators receive a fine and any vehicle used in the act of illegal dumping is subject to immediate impound. A \$500 reward is offered by Burrtec Waste for information leading to the arrest and conviction of anyone guilty of illegal dumping. Report illegal dumping to Code Enforcement at (760) 240-7560, the police department immediately at (760) 241-4211 or call WeTip at 1-800-78-CRIME. ○

Green Apple News: Community Clean Up Day results are in!

On October 22, a mighty force of community volunteers picked up trash during National Make A Difference Day. Event Sponsor Burrtec Waste reported more than 28 tons of trash and nearly two tons of metal were bagged up and disposed of in three short hours. You can help by joining in our next Clean Up Day on April 14, 2012 or help year round by being an Adopt-A-Street participant. ○

Speak up...share your thoughts on the neighborhood

Is everything good in your neighborhood...or is there room for improvement? Let us know what you think on December 15 from 6:30 to 8:30 p.m. at a public workshop at the Town of Apple Valley Conference Center.

We are planning where Apple Valley's share of federal funds should be distributed in the next year, and what our community's

needs are for the next five years. You can help decide what assistance should go toward community facilities, infrastructure, neighborhood improvements, community services, economic development, special needs services, housing and more.

Log on to www.applevalley.org and take the surveys at the link you'll find on our front page. For questions or additional information contact Shar Toler at (760) 240-7000 x7900. ○

Property Maintenance Inspection Program provides annual safety inspection

The Town of Apple Valley created the PMI (Property Maintenance Inspection) program that has set the standard for all single family and multi-family rental properties in Town. The annual inspection ensures that basic maintenance of all rental properties is being done and the unit or house is safe to occupy.

There are 1,982 rental properties divided into seven geographical areas. A Code Enforcement Officer conducts an annual inspection to assure compliance with the provisions of the Town of Apple

Valley Municipal Code, Development Code and the Health and Safety Code.

Information packets are mailed to property owners and/or property management companies the month prior to the inspection, and a certificate is sent to the property owner when the property passes. Rental properties may not be occupied until the owner obtains a property maintenance certificate. ○

Code Enforcement complaints welcome

Have you ever wondered why Code Enforcement hasn't addressed issues at your neighbor's property? Although Code Enforcement is proactive in searching for municipal code violations, 78 square miles is a large area to cover, and Code Enforcement Officers will not see everything. This is where you can help make Apple Valley a "Better Way of Life." If you see a violation, report it to Code Enforcement using one of the many available options.

When filing a complaint, your name, address and phone number is required. This information remains confidential and is used only for the Code Enforcement Officer to contact you for additional information or to update you on the case.

There are several methods available to file a complaint:

- Call Code Enforcement at (760) 240-7560
- Go to www.AppleValley.org and click on "Let us Know" at the top of every page
- Go to www.AVCode.org and click on "Let us Know"
- Use the Government Outreach app for smart phones. Search the App Store or Marketplace for "GORquest" ○



Want to find out what's going on in Code Enforcement?

- How to file a complaint
- Community enhancement events
- Graffiti abatement program
- Code Enforcement's monthly report
- Foreclosure Registration Form for real estate agents

Visit us or contact us @ www.AVCode.org / code@applevalley.org ○

Town Clerk's Office offers extended hours for passport processing

Since 2003, the Town Clerk's Office has processed more than 5,500 passports, generating approximately \$150,000 for the Town and earning an award for Performance Excellence by the Department of State for its outstanding service as a Passport Acceptance Facility.

To meet the growing demand, and for the convenience of those who cannot come in during the day, the office will extend passport processing hours until 7 p.m. on the third Thursday of each month, beginning in January.

Normal passport office hours are Monday through Thursday from 8 a.m. to noon; and on afternoons and Fridays by appointment only at (760) 240-7000 x7800.

Standard passports for adults are \$110 plus a separate \$25 processing fee.

Passports for children age 15 and under are \$80 plus a separate \$25 processing fee. Wallet-sized U.S. Passport Cards are valid for land and sea crossings between the U.S. and Canada, Mexico, Bermuda and the Caribbean. Fees including the Town processing fee are \$55 for adults and \$40 for children 15 years and younger. Application fees and processing fees must be paid separately.

Passports can be expedited within two to three weeks for \$60 per application. Emergency passport information can be obtained by contacting the United States Department of State Los Angeles Passport Agency at (877) 487-2778 or visit www.travel.state.gov.



2012 Blood Drives Scheduled

Five opportunities to give blood and help save lives have been scheduled for 2012.

Mark your calendars to visit us and help give life on:

- January 3
- March 6
- July 3
- September 4
- November 6



Donors must weigh at least 110 pounds, be at least 15 years old, be in good health and free of illness or infection on the day of donation. Donors must bring a current photo identification such as a LifeStream donor ID card, a valid driver's license or other valid photo identification with date of birth.

Blood drives are held in the Apple Valley Conference Center at 14975 Dale Evans Parkway from 11 a.m. to 4 p.m. Walk-in appointments are available, but participants may register for a convenient time-saving appointment at www.lstream.org.

Cash for Grass program returns

Thanks to a grant from the State of California Department of Water Resources, the Cash For Grass program funding has returned for rebates of 50-cents per square foot and are available for residential customers who remove or replant turf with desert and drought tolerant plants.

Every square foot of turf removed and replaced with desert or drought tolerant plants saves 55-80 gallons of water per year. This means a small patch of grass could easily require as much water as your family does all year long!

Residential customers can submit a program application to their local water provider to begin their landscape conversion, and can take up to six months to complete the project and receive a rebate check up to \$3,000. Commercial, industrial and institutional users may be eligible for up to \$10,000 if 20,000 square feet of turf or more is removed.

For more information on the Water Conservation Incentive Program and the Cash-for-Grass component, contact your local water agency first, or Tamara Alaniz, Water Conservation Program Manager at (760) 946-7038 or by email at talaniz@mojavewater.org or visit www.hdawac.org.

A Better Way of Life



New rates offer great deals at the Golf Course

Special rates for walkers, juniors and the military are just a few of the options available as of November 1 thanks to the new rate structure recently approved by the Apple Valley Town Council.

Apple Valley Resident Card Program: To continue receiving the resident rate, golfers residing within the incorporated boundaries of the Town will need to purchase a resident ID card. At only \$50, the card includes one free round of golf, and then continued discounts offered at the published resident rate. Just two to four rounds in a year will earn the money back. Anyone without a resident ID card will pay the non-resident rate.

Monthly Golf Pass Program: The popular monthly golf pass program, which allows unlimited golf and shared cart for the holder, will see a slight increase. An individual pass will go from \$175 to \$199 per month. The family pass will increase from \$225 to \$249 per month. In addition, golfers may receive another 5% discount by paying for the pass for 12 months at a time, a savings of \$120 for singles and \$150 for families.

Cart Fees: A cart fee of \$5 will now be separated from the green fees, to allow golfers a choice to save money if they prefer to walk.

Military Discount: A new "Active Duty United States Military" rate provides a discount of \$2 over the established resident rate for those with appropriate identification. The rate applies to all Active Duty United States Military, whether they are residents of the Town or from elsewhere and whether they are playing weekends, weekdays, or twilight hours.

Junior Rate: Golfers 17 years of age or younger can play at the reduced rate of \$12 during twilight hours if playing alone or anytime when playing with a paying adult. The rate does not include a cart. ○

Layers key to cool weather golfing

In Southern California we can play golf nearly all year long. On the rare frigid days that dedicated golfers must bear, it is helpful to layer clothes for warmth, without impeding the ability to swing freely. Try wearing a loose, cotton, long-sleeved shirt, layered with a normal short sleeve shirt. For additional warmth, add a sweater and then a light windbreaker. These four layers will allow golfers to peel off layers if necessary as the weather warms during the course of play. To protect the head, wear a good knitted hat, or at least a non-vented cap to help keep in the heat. Keep hands warm to retain feeling throughout the round by using disposable hand warmers, wearing mittens with pockets for hand warmers, or wearing winter golf gloves. For the lower body, invest in a pair of thick socks and a good pair of waterproof shoes. Additionally, cut the feet off of a pair of pantyhose to wear under your pants...yes, men as well! Use these tips and stay warm on the course all winter long. ○



Winter season turf maintenance

The growing season is coming to an end. Winter in the high desert means very cool temperatures in the evening and early morning, causing the turf to slow growth, lose color and turn brown. This does not mean the turf is dead, just dormant. When the turf goes into dormancy we do not water, mow, fertilize or do any regular maintenance to the turf, because those activities could actually have a negative effect. Our main objective during winter is to apply as little stress to the dormant turf as possible, because we want that turf to pop out of dormancy as early as it can in the spring time.

One of the main things we protect the course from is frost. Frost has to be one of the biggest annoyances to golfers, because it delays tee times. The reason that tee times get delayed however is simple. Turf is ninety percent water and when the temperatures get low enough to cause ice crystals, it also freezes the cells of the turf. If pressure is applied by foot prints, cart traffic or maintenance operations the cells inside the turf rupture and cause the contents of the cell to leak out. When this occurs, the damaged turf dies. You can always spot frost damage, because the turf where the pressure was applied once defrosted will turn black and could remain visible for the entire winter. ○

Golf Course Grand Opening nets \$6,000 for Healthy Apple Valley



The Town of Apple Valley recently celebrated ownership of the Apple Valley Golf Course with a multi-day line-up of events that benefited the Town's Healthy Apple Valley program.

The festivities kicked off with a mixer and ribbon cutting at the club house. This was followed by a golf tournament that raised nearly \$6,000 to support

the Healthy Apple Valley program that is helping residents and neighbors "Be active. Eat smart. Live better."

The success of the event can largely be attributed to the major sponsors that supported the event including Burrtec Waste Industries and Valley Slurry. Additional key sponsors were Apple Valley Communications, America's Tire, Landmark Golf Management and Charles Abbott Associates. Tee sponsors included B.R. Tinsley Construction, Little Caesars Pizza and ShredYourDocs.com. The Town is also grateful for the in-kind donations from The Daily Press and Y102.

The celebration concluded with a "Demo Day" and open house that featured free golf lessons, children's activities and displays from major golf equipment manufacturers such as Titleist, Taylor Made and Cleveland.

The Apple Valley Golf Course is located at 15200 Rancherias Road at Highway 18 in Apple Valley. The course celebrates its 63rd anniversary under new ownership by the Town of Apple Valley and has played host to stars like Bob Hope, Desi Arnaz and championship golfers Arnold Palmer, Mike Souchak and others. For more information call (760) 242-3653 or visit www.avcc.com.



From left – Mike Cambridge, Don Caffey, Jerry Siegel and Mike Yates take first place at the Golf Course Grand Opening Tournament.



APPLE VALLEY COMMUNICATIONS INC.

21845 HWY. 18, P.O. BOX 787 APPLE VALLEY, CALIFORNIA 92307
PHONE: (760) 247-0868 FAX: (760) 247-0867
CA CONTRACTORS #962942 C-10 ALABAMA LIC. #A00018809



Book your party or get together at the clubhouse



For your holiday events, look no further than the Apple Valley Golf Course for competitive prices and customized event activities. Have a casual buffet or upscale plated luncheon for gatherings that range from office parties to family get-togethers. For more formal settings we offer cocktail and dinner gatherings. Our main dining room can accommodate up to 200 people. Our smaller private rooms can accommodate up to 56 people each and can be set up with easels and audio/visual equipment for first-rate presentations. These are great for last minute corporate meetings or luncheons. Call today and join the growing list of organizations using our facilities.

- Weight Watchers
- Rotary Club of Apple Valley
- St. Mary Medical Center
- Apple Valley Kiwanis
- Colonial Dames
- Soroptimist
- American Association of University Women
- Daughter of the Union Veterans of the Civil War
- Apple Valley Chamber
- Las Comrades
- Third Annual Turkey Dinner
- Daughters of the American Revolution
- Victor Valley Ladies Club Fashion Show
- Thanksgiving Day Buffet
- Golf tournaments
- Wedding ceremonies and receptions
- Political and charitable fundraisers
- Other special events

The Official Apple Pie recipe – just in time for the holidays



With a pinch of pecans and a coating of caramel, Cheryl Sease took the top honors at this year's Apple Valley Fall Festival pie baking contest with her crunchy caramel single-crust concoction that was named the official apple pie of Apple Valley.

Sponsored by Mollie's Kountry Kitchen on Highway 18, the contest has become an annual tradition. Janet Forcinel won first place for her double crust pie submission.

Try Sease's recipe below.

Pie Crust - Mix together and put into pie plate:

| | |
|-----------------------|-------------------------|
| 2 cups flour | 1 teaspoon of salt |
| 2/3 cup of shortening | 6 tablespoons ice water |

Crumb Topping

½ cup quick cooking rolled oats
1 cup brown sugar, packed
½ cup flour
½ cup butter or margarine

Stir together the oats, brown sugar, and flour. Cut in the butter until mixture is coarse. Set aside.

Filling

| | |
|---------------------|--------------------------------------------|
| ½ cup sugar | 6 cups thinly sliced, peeled baking apples |
| 3 Tablespoon flour | ½ cup chopped pecans |
| 1 teaspoon cinnamon | ¼ cup caramel ice cream topping |
| 1/8 teaspoon salt | |



Winner - Cheryl Sease

In a large mixing bowl, stir together sugar, flour, cinnamon and salt. Add apple slices and toss together until coated. Transfer apple mixture into pie plate. Sprinkle crumb topping over apple mix. Cover edges of crust with foil. Bake at 375 degrees for 25 minutes. Remove foil. Bake another 25 to 30 minutes or until top is golden. Remove from oven. Sprinkle pie with pecans and then drizzle with caramel top. Cool on a wire rack. ○

Apple Valley on the go

Do you recognize this jumble of black squares? It's a QR, or Quick Response, code. Download a QR code reader on your smart phone, scan the symbol, and you will be taken immediately to our brand new mobile-friendly Town website. Now it's easier than ever to check out the events calendar, find a phone number for Town Hall, or view the latest YouTube videos on our channel.

On both the mobile site as well as the traditional website at www.AppleValley.org, easy links take you right to our Facebook, Twitter and YouTube accounts. We also have a mobile app for reporting issues like potholes, graffiti or an illegal dump. Snap a photo and submit, and we will do the rest. Just search for "GORrequest" for both iPhones and Android. ○





This newsletter is printed on recycled paper using soy ink.

14955 Dale Evans Pkwy.
Apple Valley, CA 92307



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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

Sponsorships available to ensure full schedule of 2012 events

The Town of Apple Valley understands the importance special events can play in providing our residents and neighbors "A Better Way of Life." While other cities are scaling back special events and recreation programs as a result of the economy, we are seeking partners to help us maintain our commitment to providing affordable opportunities for family fun close to home.

These events and programs help meet the educational, cultural, social and recreational needs of our residents and visitors, serving all demographics; and provide opportunities for residents to gather in a positive environment and foster a sense of community.

Because this is so important, we offer an entire summer of concerts, activities, recreation programs and the best fireworks show in the high desert; not to mention our popular fall and winter events.

St. Mary's Medical Center has already committed \$1,000 to fund the 5/10K runs this

fiscal year, as well as offering free nutrition and health workshops through Healthy Apple Valley. Agio Real Estate is sponsoring the 2011 Winter Wonderland.

To fully fund the schedule of activities we have planned, we need help. We encourage our business community to consider being a community partner by sponsoring one or more of these events. In turn, sponsoring entities earn valuable public exposure with print, radio, electronic and on-site advertising to thousands of event patrons. Contact Marketing and Public Affairs Officer Kathie Martin at (760) 240-7000 x 7070 to discuss sponsorship opportunities. ○

