NOTICE TO APPLE VALLEY VOTERS
INFORMATION ON MEASURE O

In July, the Apple Valley Town Council placed a 1% sales tax measure on the Nov 3, 2020 election for voters to consider. This information guide can help residents better understand the details of Measure O.

What is the current sales tax? The sales tax rate in Apple Valley is 7.75%. The Town receives 1% and the other 6.75% is allocated to the state and county. Measure O would raise the sales tax rate to 8.75% and the Town would receive 2%.

How much funding would the measure generate? Measure O is estimated to add $6-7 million annually to the Town's general fund.

What has the Town done to cut expenses? Over the last several years, the Council has made significant cuts in staffing, salaries, benefits and services. However, due to State takeaways of local funds, the rising costs of providing local services, and the recent financial impacts of the COVID-19 virus, the Town's expenses outpace revenues.

What is the Town's highest expense? The Town's cost for law enforcement is $15.5 million, representing 43% of the Town's general fund of $36.1 million, and will climb $1 million annually to $20 million by 2025.

What would happen if the measure does not pass? If the measure does not pass, the Town will not receive the additional 1% sales tax revenue. As costs rise, the Town Council will then have to consider cuts to Town services in order to balance the budget. This may include reducing law enforcement personnel, delaying or suspending road improvements, reducing aquatics and other recreational programs.

WHERE DO MY SALES TAX DOLLARS GO NOW?
The Town uses sales tax revenues to pay for general public services such as:

- Law Enforcement Officers
- Road Construction
- Parks and Ballfields
- Community Events, Concerts and Recreation Programs
- Reserves to pay for potential emergencies or revenue impacts

When did the Town last raise the sales tax rate? The Town has not raised the sales tax rate in its 32 years of incorporation. This will be the first time Apple Valley voters have considered a sales tax measure.

Can the Town raise revenues without raising taxes? Over the years, the Town has strived to build our economic base by attracting new retail and industrial development and by encouraging community support of local businesses through our Shop Local campaigns. These efforts all increase revenues, but not enough to offset rising costs. Revenues from Measure O could be used to close this deficit.

MEASURE O
Shall a measure to enact a sales tax at the rate of 1% in the Town of Apple Valley, providing approximately $7,000,000 annually until ended by voters, to fund general Town services, requiring annual independent audits with all funds remaining local, be adopted?
MEETING CALENDAR

Until state guidelines change, all meetings are available online at applevalley.tv or on Frontier channel 29 or Charter Spectrum channel 186. Public comments may be submitted to townclerk@applevalley.org.

TOWN COUNCIL
October 13 & 27
November 10 &
December 8
at 6:30 p.m.

PLANNING COMMISSION
1st & 3rd Wednesday
at 6 p.m.

PARKS & RECREATION COMMISSION
December 3
at 6 p.m.

HOUSEHOLD HAZARDOUS WASTE
Every Saturday from 10 a.m. - 2 p.m.
Hazardous Waste Collection Center
13450 Nomwaket Road
Facemasks required

CONNECT WITH US ON OUR REVAMPED APP

Need to report a pothole? Some Graffiti? Illegally dumped trash or tires? It is easier than ever now with the Town’s revamped mobile app.

Rebranded as Apple Valley Connect, the app combines the Town’s existing Citizen Request Management (CRM) system with the former Apple Valley Watch app to improve customer experience and backend support.

“We wanted to provide an improved and unified experience for our community,” said Innovation & Technology Officer Brandon Cales. “Current users can expect the same features they are accustomed to, but with an enhanced user interface and hopefully more capabilities in the future.”

Reports submitted through the app are sent directly to the assigned department allowing for a more efficient and timely response.

“WE OFTEN GET REQUESTS ON FACEBOOK AND OTHER SOCIAL MEDIA REGARDING LOST DOGS, BROKEN SPRINKLERS, GRAFFITI, WEEPS, AND MORE,” said Orlando Acevedo, Director of Business Development and Communications. “HOWEVER, SOCIAL MEDIA IS NOT AS EFFICIENT A TOOL FOR REPORTING AS USING THE APP. COMMUNICATION ON APPLE VALLEY CONNECT GOES DIRECTLY TO THE APPROPRIATE STAFF. COMMENTS ON SOCIAL MEDIA CAN BE LOST IN A SEA OF OTHER CONTENT.”

GET THE APP!
The app can be found on both the Apple App Store and Google Play Store by searching “Apple Valley Connect.” Residents can also access Apple Valley Connect via the Town’s website under Let Us Know, or at applevalley.org/AVConnect.

In addition to the app, residents can continue to use the “Let Us Know” feature on the Town’s website to report similar issues.

TOWN HOLIDAY CLOSURES

October 12 – Columbus Day
November 11 – Veterans Day
December 24 to January 3
Winter closure

We are closed on alternating Fridays. Upcoming closures are:
Oct. 16 & 30, Nov. 13 & 22, Dec. 11.

Our Town OCTOBER – DECEMBER 2020
Response time to illegal dump sites and roadside cleanups is much shorter now that the Community Enhancement team has expanded from one full-time staff member working on Saturdays, to four people working additional days per week.

Town Maintenance Workers assigned to these cleanups assist with homeless encampment abatement, court-ordered abatements, property cleanups and board-ups. They will participate in and help facilitate our community events including the Tire Amnesty and Neighborhood and Community Cleanup days.

“So far it has been highly successful, and we are getting a ton of positive feedback with how quickly we are able to get to a location and have it cleaned,” said Code Enforcement Manager Guy Eisenbrey.

Keeping Apple Valley beautiful is a community effort. Join the Code Enforcement and Public Works departments for monthly activities to eliminate blight, reduce illegal dumping and offer recycling opportunities.

▶ Community Enhancement Program: See graffiti, blight, damage to public parks and streets? Let us know via the Apple Valley Connect App or visit www.AppleValley.org and click on the “Let Us Know” link at the top of any page. Using this feature creates a case that can be handled by staff.

▶ Bulky Item Pickup: Burrtec Waste offers single family residences two curbside pickups per year for large appliances such as refrigerators, washer/dryers, mattresses, furniture and TVs. Call Burrtec at (760) 245-8607 to schedule a pickup.

▶ Household Hazardous Waste collection facility: Open every Saturday except holidays, 10 am to 2 pm, to accept hazardous waste such as paint, medications, batteries, chemicals, televisions, and more, for free. Visit www.AVCode.org for a complete list of what is accepted.

▶ Neighborhood Cleanups: Discard your yard waste, furniture, mattresses, small appliances, metal, household trash and more at Lion’s Park on Oct. 17 and Nov. 7. The Code Enforcement Department will be stationed at the park from 8 a.m. to 2 p.m. to accept these items free of charge. Visit www.AVCode.org or call (760) 240-7560 for more information.

▶ Tire Drop Off Day: Discard up to nine tires for free at Lion’s Park from 8 a.m. to 2 p.m. on Dec 5. Passenger tires only. No rims or commercial dealers please.
The world looks a lot different now than it did a year ago. One description of 2020 goes something like:

“I heard that we are all in the same boat…but it’s not like that. We are in the same storm, but not in the same boat. One person might shipwrecked, another taking on water, another sailing safely at a distance on calm seas. We are all on different ships during this storm experiencing a very different journey.”

Hosted by the Apple Valley Chamber of Commerce, the annual State of the Town Address was presented virtually by Mayor Nassif and the Town Council. The 30-minute video presentation provided an overview of Town accomplishments, and challenges, during the last year, including through this unprecedented time. The nautical-themed presentation explained how the Town is continuing to provide its residents a better way of life by:

- **Steering** through the stormy weather – by communicating with residents regularly with updates on what was happening in regards to COVID-19, where testing was available, what safety measures the Town had put in place, and executive orders made to ensure food and supplies were not being hoarded, for example.

We moved forward through the court trial to acquire the water company. Still in process, the Honorable Judge Donald Alvarez will ultimately decide later this year whether the Town has the right to acquire the water system by eminent domain.

Staff also continued on major infrastructure projects, street maintenance, economic development projects and more. When we couldn’t do business as usual, we:

- **Adjusted our course** – by transitioning to virtual resources like accepting electronic plan check submittal, and online recreation opportunities.

- **We used Instruments** such as our annual budget, as well as our mission, vision and values, to ensure we were providing needed amenities and services our residents and businesses, even during the pandemic:

- **The Council and staff strive to be a Lighthouse during a time that can seem very dark.**

To see the presentation visit [av.town/SOT](http://av.town/SOT)
MOVING? CHANGE OF OWNERSHIP?

Please be sure to provide your new contact information to the Town to expedite final billing of trash and sewer services. The Town has recently hired a vendor to assist with the collection of unpaid bills or closed service accounts. In many cases, collections could have been avoided if the Town had been provided a change of address. Like any credit or service account, the customer is responsible to close out the account and/or inform the agency of the new mailing address.

APPLE VALLEY HONORS FALLEN SOLDIER

TYLER SHELTON

As the sun set below the horizon of the High Desert on Sept. 14, friends, family, former teachers, classmates, the Mayor and members of the Town Council bid farewell to one of Apple Valley’s native sons, Tyler Shelton, who was killed in a Blackhawk training exercise in San Clemente on August 27.

A graduate of Granite Hills High School in Apple Valley, Shelton enlisted in 2016 and earned the rank of U.S. Army Sgt. He met his wife, Alex, in 2017 and the pair were married on Dec. 26, 2019.

Hundreds gathered and waved flags along the way as the funeral procession escorted his body from Ontario International Airport to Sunset Hills Memorial Park in Apple Valley where the procession crossed under an American flag that was attached to the extended ladder of an Apple Valley Fire Protection District engine.

Apple Valley’s Mayor, Town Manager, and members of the Town Council were among those present to pay their respects, acknowledging that Shelton’s legacy would live on through the tragedy. The Town Council closed its Sept. 1 meeting in Shelton’s memory.

Shelton will posthumously receive the Meritorious Service Medal, which is awarded to members of the armed forces “who distinguished themselves by outstanding non-combat meritorious achievement or service to the United States,” according to the Army’s Institute of Heraldry.

According to his Army record, Shelton served in Afghanistan and earned the Army Good Conduct Medal; Afghanistan Campaign Medal (Campaign Star); Global War on Terrorism Service Medal; Noncommissioned Officer Professional Development Ribbon; Army Service Ribbon; and the Basic Aviator’s Badge.

The Town of Apple Valley is grateful to all local military heroes and recognizes both active duty and veterans on the Town’s web page. To be included in this tribute, submit name and branch of service to kkelley@applevalley.org.
EMERGENCY RENTAL ASSISTANCE PROGRAM

ASSISTS NUMEROUS APPLE VALLEY RESIDENTS

Have you experienced a loss in employment wages since March 13, 2020, due to the stay at home order? Staying home with your children for distance learning? Have you lost 20% or more of your wages because you are a hospitality or food service worker for a restaurant that has transitioned to a primarily to-go order model, or a beauty industry employee who has lost clients during the closures? These are all eligible qualifications to receive rent, security deposit or utility assistance.

When COVID-19 began to financially impact Apple Valley, the Town Council approved grant funding to assist qualifying residents up to three months. Using federal Community Development Block Grant (CDBG) dollars, the Emergency Rental Assistance (ERA) program provided rental and utility payments directly to a the landlord or property management company and/or the utility provider on behalf of the eligible participant, for up to three consecutive months and security deposits for up to two months.

“The need for assistance was so great we received 500 applications within the first week and we are actively qualifying applicants,” said Assistant Town Manager Lori Lamson. “In total, the Town has been awarded $678,423 through CDBG CARES Act funding to prevent, prepare and respond to COVID-19.

Prospective participants must provide documentation to be added to the waitlist. For a complete list of qualifications visit av.town/housing, email housing@applevalley.org or call the Housing Division at (760) 240-7000 x7900 for more information.

VILLAGE PUBLIC/PRIVATE PARTNERSHIP CONTINUES

In September, the Town Council partnered with the Village Property and Business District Association to commission the development of a Village Specific Plan. If you’ve been to Mama Carpinos or Las Brisas or the Post Office, this is the area that will be studied to create this planning tool that will cultivate a unified character and architecture, enhance development flexibility and expand opportunities, improve infrastructure, accessibility, and more.

In addition, the Town is also partnering with the Village PBID to fund a Village Accessibility Project that will improve sidewalk, ADA and pedestrian accessibility on the northside of the Outer Highway 18 area. This follows Phase 1 of the project, completed in 2018, that included the repaving of John Glenn Road and ADA sidewalks in the Village area, connecting sidewalks in the area and to the Victor Valley Transit bus stops near the Apple Valley Post Office.
ROAD RECONSTRUCTION BEGINS
AT APPLE VALLEY RD AND HWY 18
REDESIGNED INTERSECTION WILL IMPROVE TRAFFIC FLOW

The Town will partner with CalTrans to reconstruct the intersection of Apple Valley Road and Highway 18. The $9.6 million dollar project will improve traffic movement in all directions of the intersection that sees approximately 46,000 vehicles daily.

“The whole goal is to move more cars in less time, said Town Engineer Brad Miller. “This is one of the busiest intersections in Town and the first intersection travelers come across on Highway 18 after entering Town limits through the area known as “The Narrows.”

This busy corridor is lined with retail stores, restaurants, service businesses, gas stations and is the major throughway to the Town’s many medical offices and St. Mary Medical Center.

Additionally, the project will widen the intersection, reduce the slope approaching the intersection from the north, improve the drainage system, replace traffic signals, add sidewalks with ADA improvements and retaining walls in both directions of Highway 18.

Although there will always be a way through the intersection during construction, motorists should avoid the area if at all possible and use caution when traveling through. Traffic controls will be in place and driving patterns will change throughout the different phases of the project.

This is not the first significant work that has been done on this intersection. In 2008 the southwest corner of State Route 18 and Apple Valley Road was modified to create the free-right-turn and remove the old outer highway; however full funding was not available for the additional work that will now be done with this project.

“This is a very ambitious project logistically and financially. As such, it will be paid for with cooperative agreements between the Town, county and state,” said Miller, who noted the agreements include funding from Measure I 2010-2040 Major Local Highways Program, Local Traffic Impact Fees and the SB1 Local Partnership Program.

For more information on this project visit av.town/avroads.
As Volleyball coach Courtney Ebmeyer took to the court with her team in the Mike Martin Gymnasium at the James Woody Community Center, she noticed the scoreboards had seen better days and decided to do something about it.

Within a few weeks, she had secured a donation from Ebmeyer Charter and coordinated the labor to install a new scoring system for all teams to use for many years to come. Ebmeyer is just one of the community partners who have touched lives in Apple Valley and beyond with a generous donation to the S.A.V.E. program.

Although S.A.V.E. stands for Support Apple Valley Events, our partners fund more than just music. Donors save the lives of local pets by helping support our Animal Shelter, others enhance our community by contributing to Community Clean Up Day; and more.

We can hardly wait for Civic Center Park to be filled with music and dancing again, but even with the absence of our concerts this year, many of our donors sustained their support for the 2020 campaign. This enabled us to delight thousands of socially distanced spectators with fireworks this year, despite the cancelation of this year’s Freedom Festival.

When you are out and about in the community or looking for a service provider, please keep our patrons in mind. Businesses and individuals who’d like to help future campaigns may contact Lori Lamson at llamson@applevalley.org for more information on the S.A.V.E. Program.
THANK YOU TO OUR 2020 SPONSORS

Cooley Construction Inc.

Adscot Inc.

Mitsubishi Cement Corporation

EB Meyer

Ebmeyer Charter

Walmart

Armstrong Fairway Insurance Agency

Arizona Pipeline Co.

Agio Real Estate

KoF C

1 All American Fence Erectors

The Village in Apple Valley

info@applevalley.org

www.AppleValley.org
Being homeless isn’t a crime. However, homelessness can cause an increase in crime as loitering, panhandling, theft, vandalism and illegal camping are often by-products of homeless persons in the community. To address the issue, the Apple Valley Police Department suggests residents and business owners avoid giving money and items to the homeless.

The Homeless Outreach and Proactive Enforcement (HOPE) program uses a proactive community policing approach intended to reduce calls for service and resources required in addressing the homeless population. HOPE links homeless persons with resources and service providers throughout the County.

“We want to remind our residents that one of the things they can do to help reduce homelessness is to avoid giving money and other items to homeless persons, which only encourages more panhandling and loitering,” said Code Enforcement Manager Guy Eisenbrey. “Instead, residents may consider supporting a local nonprofit or faith-based organization that is already serving this community. For example, the Town helps fund local nonprofits including the High Desert Homeless Shelter and Feed My Sheep food bank, to name a few, and actively works with the County Sheriff’s HOPE program.”

To learn more about HOPE visit: https://wp.sbcounty.gov/sheriff/programs/h-o-p-e/, where you can find a helpful Resource Guide and list of nonprofits providing services in mental health, transitional youth, shelters, domestic violence, and more.

To report homelessness in Apple Valley, please contact the Town’s Code Enforcement Department at (760) 240-7560 or email code@applevalley.org or call Sheriff’s Dispatch at (760) 956-5001 or use the Town’s mobile app “Apple Valley Connect” to send location information and photos.

Once the presents are unwrapped and the needles start to drop, it’s time to give your Christmas tree a proper retirement. You don’t have to haul it off to a local drop-off point or dump it in the desert. Apple Valley residents can simply put their tree by the curb and Burrtec Waste will pick up Christmas trees until January 9 on regular trash service days.

There are three simple steps to take:
1) Remove all decorations, tinsel and stands
2) Cut the tree in half if over 6-feet tall
3) Place it curbside on your regular trash service day

The clean trees will be collected for grinding and composting. This practice conserves landfill space and reduces greenhouse gas emissions. Please note that flocked trees cannot be composted. Residents must schedule a bulky item pickup for flocked trees. Questions may be directed to Burrtec Waste at (760) 245-8607.
The upcoming holiday season is the perfect time to keep your hard-earned dollars local and support local business. Now more than ever they still need our support and we encourage you to shop local and click out of Amazon when you can and check in to a local and small business.

Recent additions to our local economy include the opening of the high desert’s first Corky’s Kitchen and Bakery, a new Starbucks across from St. Mary Medical Center, Chase Bank’s newest location at the corner of Bear Valley and Apple Valley roads, and the groundbreaking of the High Desert’s first Dutch Bros Coffee along with several fuel stations in key areas of Town.

Near Town Hall, the former Lowe’s building has been converted into a large indoor RV and boat storage facility.

Brightline’s XpressWest is expected to break ground in 2020 and could begin moving passengers in late 2023.

Construction of the rail line will add more than 10,000 jobs and more than 500 permanent jobs to our regional economy.

Similar to their south Florida rail stations, the Apple Valley station is expected to attract transit-oriented commercial and residential development in the surrounding area. The project will create more than 1,200 housing units and will inject $2.13 billion into California’s economy including $275 million in federal, state and local tax revenue.

The high-speed electric train will move passengers from Apple Valley to Las Vegas in about 90 minutes at speeds greater than 150 miles per hour removing as many as 4.5 million cars from traveling 811 million miles on I-15 annually.

To learn more about this project visit our special webpage av.town/train.

The Apple Valley Animal Shelter is open to the public with modifications in place. Adoption and Rescue services are available by appointment only, with an approved application.

If you are missing a pet, please be sure to check our website at AVanimals.org.

Located at 22131 Powhatan Road in Apple Valley, the shelter also serves the High Desert region of unincorporated San Bernardino County. For after-hours emergencies call (760) 961-6001.

You may also complete a lost/missing report over the phone by calling (760) 240-7555.

Normal hours of operation:
Tuesday -Saturday 9:00 a.m. to 4:00 p.m.
Kennel viewing closes at 3:00 p.m.
Closed Sunday, Monday and Designated Holidays.
COMMUNITY RALLIES TO KEEP PARK OPEN

One social media post can make a difference.

That is all it took for the community to band together and keep Horsemen’s Center Park open after the Town announced it would be closing the public amenity temporarily due to an inoperable water well.

Although the Town’s Public Works and Parks crews have worked with contractors to keep the 46-year-old water well operational to service the park’s irrigation and restrooms, it was deemed inoperable in August.

“We put in a new motor, pump, and column pipe in 2018, but sand continued to infiltrate the pump,” said Public Works Manager Mike Molinari. “We replaced the pump again this year, but it didn’t improve the water flow enough to serve the park’s irrigation and sanitation needs. Unfortunately, the well has come to its useful end-of-life.”

When word got out that the park would close until funding was secured for a new well, the public feedback was loud and clear! “Keep the park open!” The beautiful property draws visitors from far beyond Apple Valley for its scenic views, rock outcroppings, trails, barbecue pits, and camping opportunities.

Fortunately, thanks to the generous support of two local companies, critical irrigation needs at Horsemen’s Center Park are temporarily being met, which allows the park to remain open for “dry use” only.

Arizona Pipeline Company CEO and President, David Syfrig, contacted the Town to offer a water truck and driver, at no cost to the Town, for the next few months to manually water the trees at the park.

“I grew up riding bikes in this park. I have fond memories of this place and hope boys and girls don’t miss out on the same fun and adventure that I experienced here,” said Syfrig. “Apple Valley is my hometown and I’m glad Arizona Pipeline can support this community.”

Likewise, local business owner, Ben Cooley of Cooley Construction, also provided a company water truck at no cost to the Town, for the Public Works division to fill the water tank at the park.

The Town does not possess a vehicle capable of watering the trees quickly and has had to rent water trucks or hire water delivery trucks to deliver water to the park intermittently for irrigation and sanitation purposes. The cost to drill a new well in a new location on the property has not been identified at this time. The Town is working to find a permanent solution to the water needs of the park.

For more information, please email Parks and Recreation Manager David Coleman at dcoleman@applevalley.org.
What do dragons, falcons and starships have in common? They are all names of SpaceX rocket ships that have launched recently, and children in the Town’s day camp program got to learn all about them thanks to a partnership with the Lewis Center for Educational Research.

The “Out of this World Wednesday” space-themed programming is included through the end of October in the weekly schedule offered through the Parks and Recreation Department’s Day Camp, an extension of the summer program.

“The Town’s Summer Day Camp typically ends in August when school begins. However, with so many children ‘distance learning’ at home, the program was extended to assist families that have no place for their school-aged children to go during working hours,” said Parks and Recreation Manager David Coleman, who noted that the day camp will continue as long as distance learning is still required due to COVID-19 safety measures.

Day camps are one of the few programs the State of California has allowed to open. The Town’s Distance Learning Day Camp serves parents and guardians who need additional support and a safe environment for their children during the workday. Town staff are not offering tutoring services and are not intended to replace a child’s primary educational instructor.

Day Camp was developed in accordance with all state and county public health regulations. Capacity has been reduced to ensure safe physical distancing and staff members have been trained on proper cleaning and sanitizing procedures, which will be conducted throughout the day.

Camp is offered in the \Town Hall Recreation Center from 7 a.m. to 6:15 p.m. Experienced staff assist children during school hours and facilitate games and activities for them when classes are over. Wednesdays are reserved for the new and innovative program offered by the Lewis Center for Educational Research that has a long-standing partnership with NASA and JPL.

Programming includes videos, games, activities and science/technology/engineering/art/math (STEM) based projects shared on-line with staff assistance; as well as activities that go beyond the screen. Every week will focus on a different space-related subject.

For example, the first week’s content about human exploration featured information, games and activities about the first moon landing and the most recent SpaceX launch. After watching videos on these historic events, the children learned how to draw the Orion Crew capsule, competed in the Agility Astro Course and finished off the day by building and designing a Crew Exploration Vehicle.

The “Out of this World Wednesday” curriculum is included in the cost of Day Camp. Limited space is still available. If you have any questions about our Camp or its COVID procedures please contact (760) 240-7880 or recreation@applevalley.org.
The Town of Apple Valley will serve as an early in-person voting site for the upcoming general election, Oct. 26-30, 2020, from 10 a.m. to 6 p.m. in the Town’s Recreation Center, located at Town Hall at 14955 Dale Evans Parkway.

Voting at all Apple Valley polling locations will also be open Oct. 31-Nov. 2, from 10 a.m. to 6 p.m., and on Election Day, Nov. 3, from 7 a.m. to 8 p.m.

To register to vote, to find your polling place, or for general voter instructions, visit www.sbcountyelections.com or call (909) 387-8300.

Residents are encouraged to register to vote by Oct. 19. However, residents can still conditionally register to vote and cast a provisional ballot in person at any time up to and including Election Day. Provisional ballots will be counted when the County Elections Official verifies the voter registration.

This year, all California registered voters will receive a Vote by Mail ballot beginning Oct. 5. However, voters can still cast a ballot in person at their polling place. If you have not received a Vote by Mail ballot by Oct. 13, please call (800) 881-VOTE.

Vote by Mail ballots can be returned in the prepaid postage envelope or dropped off at one of the following outdoor locations:

- Town Hall (a drop box is also located inside the Town Clerk’s Office), 14955 Dale Evans Pkwy
- Victor Valley Museum, 11873 Apple Valley Rd
- James Woody Community Center, 13467 Navajo Rd

To learn more visit av.town/vote
Let's be safe:
* All ghouls and goblins in a car should be from the same household
* Please bring one container with a large opening to share with your family
* Wear your costumes and don’t forget your face mask!
Trunks will be socially distanced and candy will be safely distributed

*This event will follow COVID-19 County guidelines

**This event will follow COVID-19 County guidelines**

We will be using a lottery system to select the participants for the limited parking event.
Selected participants will be notified beginning Friday, October 23rd.

**OCTOBER 30TH 2020**
**HORSEMEN'S PARK**
Parking Begins at 7 pm
Movie Starts at 8 pm
Later parking available if participating in the Trunk or Treat
For more information, see other side or call the Town of Apple Valley

**FREE EVENT**
**Register at AVRecreation.org**

**EASTERN BAJA RV REPAIR**
**RV REPAIR**
**PRE & POST SEASON INSPECTION SPECIAL**
**149.99**

**760-247-8727**

**BRACKES**
**A/C & HEATING**
**ELECTRICAL SYSTEMS**
**ENGINE DIAGNOSTICS & REPAIR**
I wrote here in July that difficult budget challenges lie ahead that will have significant impacts on Apple Valley residents. Rising costs of services, particularly for law enforcement, and shrinking revenues brought on by the lingering economic impacts of COVID will cause us to cut or delay many public services.

The cost to provide these services has increased as a result of our growing population and rising demand for services. Apple Valley has voted to add the Best Place to Live for nine years running. More and more people want to live here and enjoy our amenities and partake in our Better Way of Life. As more children use our ball fields and more drivers travel on our roads, maintenance and repair costs climb. More people also mean more calls for police services.

Over the years, the community has called on us to improve ball fields, add parks and playground amenities and restrooms, repair potholes faster, add more police coverage to neighborhoods, attract more job opportunities to Apple Valley, and more. In the last year, the Sheriff's contract increased over $1.5 million and is projected to increase one million dollars annually over the next three years.

As a bedroom community, with fewer major retail centers and a lack of retail frontage along Interstate 15 that would have generated higher sales tax revenues like our neighboring cities of Hesperia or Victorville, the Town’s revenues have not kept pace with these demands for service. Making matters worse, in 2012, the State balanced its budget on the backs of cities and counties, including Apple Valley, by dissolving redevelopment agencies and siphoning millions of dollars in future tax increment revenues away from the Town. This action impacted our ability to build infrastructure that would have laid the groundwork for future retail centers and industrial parks that would have also interjected more tax revenues and jobs into our local economy. This was a major economic loss to the Town and impaired our ability to provide many of the services and amenities that our community demands today.

The Town’s leadership has made substantial cuts to expenses. Further cuts could include closing parks and ballfields, cancelling youth sports programs or summer concerts, delaying and deferring community cleanup and graffiti removal programs, and potentially reducing police services.

The Town wants residents to have a voice when it comes to whether they want the Town to reduce service levels or to raise revenues in response to the rising costs. As many of you know, the Town Council voted unanimously to place a sales tax measure, Measure O, on the November ballot for residents to consider. If adopted, the sales tax would be paid by anyone shopping in our stores or eating at our restaurants, including those visiting us from other communities. The proposed additional sales tax is 1%. For example, it would amount to an additional 3 cents on a $3 cup of coffee. If it is not approved, the Council and I will work to balance the budget through elimination or reduction of services.