

Apple Valley's retail no. 4 in state

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The town of Apple Valley is ranked No. 4 in California for the strength of its retail market, a new survey says, with sales that have grown 533 percent faster than the average California city over the last five years.

"I'm extremely proud of the fact that Apple Valley is in the top five statewide," Apple Valley Mayor Peter Allan said, crediting town staff for the boom in retail over the past few years. "I think we've attracted shoppers from other communities based on the strength of our retail market and our diversity in retail. People have to shop somewhere

and they want to shop where it's a pleasant shopping experience."

Barstow is ranked No. 25 on the 2010 California Retail Survey, growing 231 percent faster than the statewide norm.

Hesperia is ranked No. 27, down from No. 10 on the list two years ago. But Hesperia still logged sales over the last five years that grew 215 percent faster than state averages. And sales tax in the city was up 5.3 percent during the first quarter of this year compared with the same period last year, jumping from \$1.3 million in 2009 to \$1.37 million in 2010.

Victorville, which ranked No. 16 on the list in 2008, fell off the list altogether this year.

Beaumont took the No. 1 spot on the survey, with growth that's 895 percent above the state average. Auburn and Brentwood were the only other of California's 480 cities to beat out Apple Valley, which made its debut on the California Retail Survey at No. 12 in 2008.

For the full story, read Thursday's Daily Press. To subscribe to the Daily Press in print or online, call (760) 241-7755, 1-800-553-2006 or click [here](#).

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