

October 1, 2021

## Community Update

by Economic Development Director, Stone James

With the retirement of former Economic Development Director, Curt Watts, it is exciting to be stepping into Curt's shoes as the City's newest Director of Economic Development. I am looking forward to being a part of the City's team of dedicated professionals who are committed to serving Cathedral City's businesses and residents. That team includes seasoned Economic Development Manager, Leisa Lukes. Together, we will bring a renewed energy to, and interest in, identifying and implementing cutting edge best practices in the economic development ("ED") arena.



As a team, Leisa and I plan on leveraging our respective backgrounds to make the City an even better place to raise a family, run a business, or enjoy an exciting vacation. We will work to utilize my 25+ years of private industry and real estate development experience in order to promote new development, encourage the redevelopment of key areas, and grow City revenues. We will also work together to devote Leisa's deep experience based in planning and business development by helping to retain and expand current businesses which make up the character and vitality of our community.

While it is tempting to judge ED based solely on the number of new buildings or homes under construction, a successful economic development strategy involves so much more. In the immediate future, Leisa and I will be leveraging resources provided by organizations such as the Coachella Valley Economic Partnership (CVEP), SCORE, Coachella Valley Women's Business Center, and the Small Business Development Center (SBDC) to help educate our existing businesses so they may operate more efficiently, respond more quickly to changes in the marketplace, and pursue opportunities previously forgone. We will also work to attract new businesses and industries by educating these groups on the opportunities, resources, and the City's diverse population and employment base.

In future communications, it is my objective to keep you abreast of new real estate developments, resources, and other opportunities that will improve the City's quality of life, property values, and economic activity. All Cathedral City residents can help accelerate our economic development by making a commitment to "buy local" whenever possible and encouraging out-of-town guests to stay in one of our great hotels. It makes economic "cents" for you to keep your tax dollars within the City as your local dollars help fund local community services and programs - for you. Further, there is no better testimonial for attracting future new businesses than to make sure that our existing businesses are prosperous examples for other potentially interested enterprises to follow.

Businesses and residents that make a special effort to properly maintain their properties exemplify pride in the community. This is another important "selling point" when prospective businesses,

commercial real estate agents, and developers tour our City scouting out future business opportunities.

Please share with your friends and contacts the City's dedicated websites

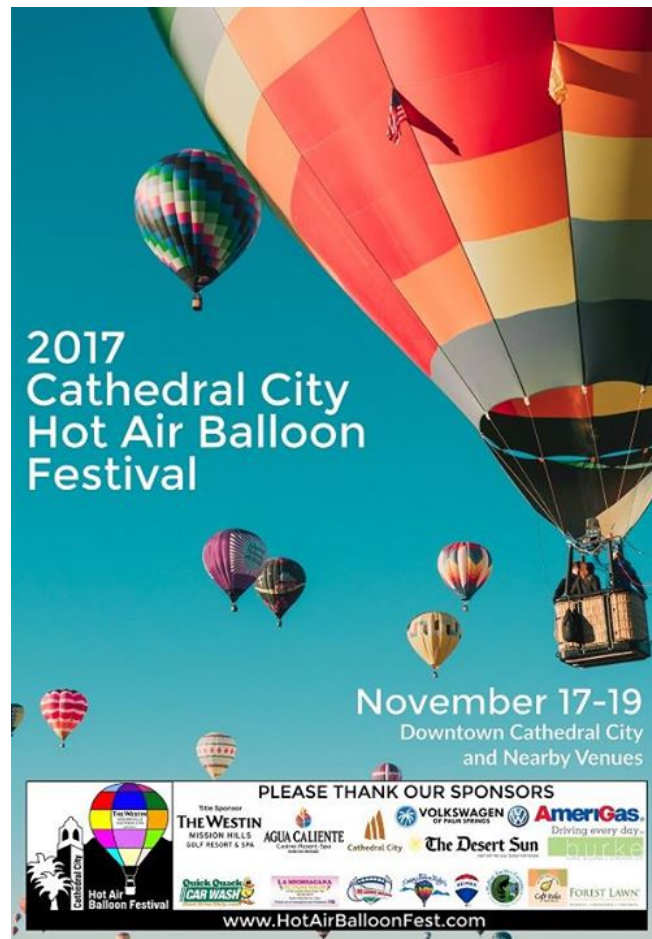
[www.DiscoverCathedralCity.com](http://www.DiscoverCathedralCity.com) and [www.ccedd.org](http://www.ccedd.org) which highlight many of our community attributes. As a team, we all play a part in the long-term success of the place in which we love to live, work, play and stay!

## News

### 4th Annual Cathedral City Hot Air Balloon Festival Happens November 17-19

4th Annual Cathedral City Hot Air Balloon Festival Happens November 17-19 Get ready for the best balloon festival in Cathedral City yet! Thanks to our major sponsors (Westin Mission Hills Golf Resort and Spa, Agua Caliente Casino Resort and Spa, Volkswagen of Palm Springs, the Desert Sun, Fantasy Balloon Flights, City of Cathedral City and Burke Williams & Sorensen) the ...

[Read more.](#)



### Cathedral City Administrators Practice Earthquake Safety for the Annual “Great ShakeOut”

Cathedral City Administrators Practice Earthquake Safety for the Annual “Great ShakeOut” At 10:19 am today, Cathedral City’s administrators practiced earthquake drills during its weekly departmental meeting with the city manager. This



[Read more.](#)

drill was part of the annual “Great ShakeOut” earthquake preparation and awareness program started in 2008. Each year, ShakeOut participants in schools, businesses, non-profits, government agencies, neighborhoods, organizations, and ...

## Cathedral City Proudly Supports the Annual “Día de los Muertos” Festival as the Title Sponsor

Cathedral City Proudly Supports the Annual “Día de los Muertos” Festival as the Title Sponsor On Saturday, October 28th from 11 am to 3 pm, enjoy mariachi bands, folkloric dancers, an art contest for students, a children's craft area supervised by S.C.R.A.P. Gallery, community resource tables and delicious food at the annual Día de los Muertos located at the Desert ...

[Read more.](#)







## Cathedral City's 3rd Annual Halloween Spooktacular - Sunday, October 29th

Cathedral City's 3rd Annual Halloween Spooktacular - Sunday, October 29th The City of Cathedral City celebrates its 3rd Annual Halloween Spooktacular on Sunday, October 29th from 1:00 pm to 3:00 pm in Downtown Cathedral City in front of City Hall. Presented by Volkswagen of Palm Springs, Halloween Spooktacular is a safe communities, Halloween event for the entire family featuring trick ...

[Read more.](#)



**Councilmember Shelley Kaplan Provides a**



## Budget Update for Cathedral City

Councilmember Shelley Kaplan Provides a Budget Update for Cathedral City In this week's Council Report by Councilmember Shelley Kaplan, he explains the process on how the City produces a budget, attempts to achieve council goals, and the systems in place to audit the City's budget. For the recently released Year-End Review of 2016-17 Cathedral City Budget, the revenues increased while ...

[Read more.](#)

## Upcoming Events

**It's A Spaghetti Dinner! Benefiting the CC Senior Center "Deliziosa Pasta"**

**Sponsored by :**  
 Nicolino's Restaurant  
 Specialty Cellars of Santa Fe Springs  
 Inter Valley Health Plan  
 Desert Legal Aid  
 Bones 'n' Scones  
 The Shelley Kaplan Trust  
 RivCo Supervisor Manny Perez  
 Senior Advocates of the Desert  
 Burrtree Waste & Recycling Svcs.  
 Coca Cola  
 Palm Springs Motors  
 City of Cathedral City

**Prizes**  
 40" Flat-Screen TV  
 Travel Packages  
 Theater Tickets  
 Massage from Body Concierge  
 Of Cathedral City

**Music, Fun & Surprises!!!**  
 \$25 per person  
 Tickets & Reservations  
 Call the Senior Center  
 760-321-1548

**CATHEDRAL CITY SENIOR CENTER**  
 Since 1980 - Redefining What It Means To Be A Senior

The Cathedral City Senior Center is a nonprofit corporation 501(c)(3). A portion of the ticket price is tax deductible.

## Cathedral City Senior Center - Spaghetti Dinner Fundraiser

Come and enjoy an array of pasta, friends, and music at the 2nd Annual Spaghetti Dinner on Friday, October 20, starting at 6 p.m. and located at the Cathedral City Senior Center. Nicolino's Italian Restaurant, one of Cathedral City's signature eateries, will present an elegant pasta bar with an array of sauce choices... [Read more.](#)

## Cathedral City Historical Society Meet and Greet

Come learn about the area's past and the importance of preserving the community's cultural history. Special guest speaker is Mr. Steve Lech who will take you on a visual journey along the Pines-to-Palms Highway.

Light refreshments and displays.  
Free admission and open to the public.

[Read more.](#)



## Dia de los Muertos (Day of the Dead)

Cathedral City is proud to sponsor the annual "Día de los Muertos" featuring: mariachi bands folkloric dancers an art contest for students a children's craft area supervised by SCRAP Gallery information tables food vendors Día de los Muertos Day of the Dead A Celebration Honoring the Memory of Loved Ones Saturday, October 28, 2017 11:00 am ~ 3:00 ...

[Read more.](#)

## Halloween Spooktacular

The Cathedral City Police Department, Cathedral City Fire Department, City of Cathedral City's Special Events and many non-profit organizations bring to you the Halloween Spooktacular, Sunday, October 29, 2017 from 1-3 pm. The



event will occur in downtown in front of City Hall, 68-700 Avenida Lalo Guerrero. Halloween Spooktacular will include free admission as well as exhibits sponsored by non-profit organizations, the Cathedral City Police Department and Cathedral City Fire Department.

Families are encouraged...

[Read more.](#)



**The City of Cathedral City**

## Stop Identity Theft Program

To help STOP identity theft and as a service to its residents, the City of Cathedral City is hosting FREE Document Shredding Events. The Shredding Events are the first Saturday of the month October thru May each year.

**WHEN:** 2017 **Saturday, October 7, November 4 and December 2**  
2018 **Saturday, January 6, February 3, March 3, April 7 and May 5**

**TIME:** 8:00 a.m. – 9:00 a.m.  
Arrive early – once the shredding truck is filled to capacity the event will end.

**LOCATION:** 68-510 East Palm Canyon Drive

**EXAMPLES OF DOCUMENTS:**

- Legal documents
- Medical records
- Financial statements
- Accounting files/records
- Personnel files
- Payroll records
- Bank statements
- Tax records
- Contracts
- Receipts/invoices
- Cancelled checks
- Photographs
- Credit card documents

**TIPS:**

- You do not need to remove paper clips, staples, file folders, report covers, envelopes or binder clips from your documents.
- You can bring your documents in boxes or plastic bags.

**RESTRICTIONS:**

- Limited to Cathedral City RESIDENTS only.
- Be prepared to show proof of residency or bring this postcard to the event.
- Limit 5 banker sized boxes per resident or household.
- No businesses allowed.**
- Remove all trash items from your boxes or bags!
- Items like pens, pencils or regular household trash cannot be shredded.

**FOR MORE INFORMATION**  
CALL (760) 770-0369  
EMAIL [dpressgrove@cathedralcity.gov](mailto:dpressgrove@cathedralcity.gov)

**YOU'RE NOT LIMITED TO THE ITEMS LISTED – BRING ALL YOUR SENSITIVE DOCUMENTS.**

**7th ANNUAL CALIFORNIA SHREDDING PROGRAM**

**Cathedral City**  
DiscoverCathedralCity.com

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[Read more.](#)

"Healing Field" is a tribute to the men and women of uniform who gave the ultimate sacrifice to our country since September 2001. The event is organized by the Cathedral City Rotary and sponsored by the City of Cathedral City. Located in Patriot Park next to Big League Dreams Sports Park at the corner of Date Palm Drive and Dinah ...

[Read more.](#)



**Two for Tuesday**  
at  
**DESERT ICE CASTLE**  
1st Tuesday of Every Month



Cathedral City residents can ice skate for half-price on the first Tuesday of every month (excluding holidays) at Desert Ice Castle. Just bring proof of being a Cathedral City resident, such as an Driver's license, copy of a utility bill, or any other form of residential proof. Ages 3 years and up.



**DESERT ICE CASTLE**  
68-600 Perez Road  
Cathedral City  
(760) 324-0400  
info@deserticecastle.com



[www.DiscoverCathedralCity.com](http://www.DiscoverCathedralCity.com)

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[Read more.](#)

## 2nd Saturdays Art Walk on Perez Road

Every 2nd Saturday, come to Cathedral City's Art & Design District for "2nd Saturdays Art Walk on Perez





Road” where you will discover special art exhibits, museum quality art as well as cultural art to brighten your soul, meet other like-minded people, and maybe get a little exercise going from art gallery to design gallery to art gallery. It will be ARTtastic!

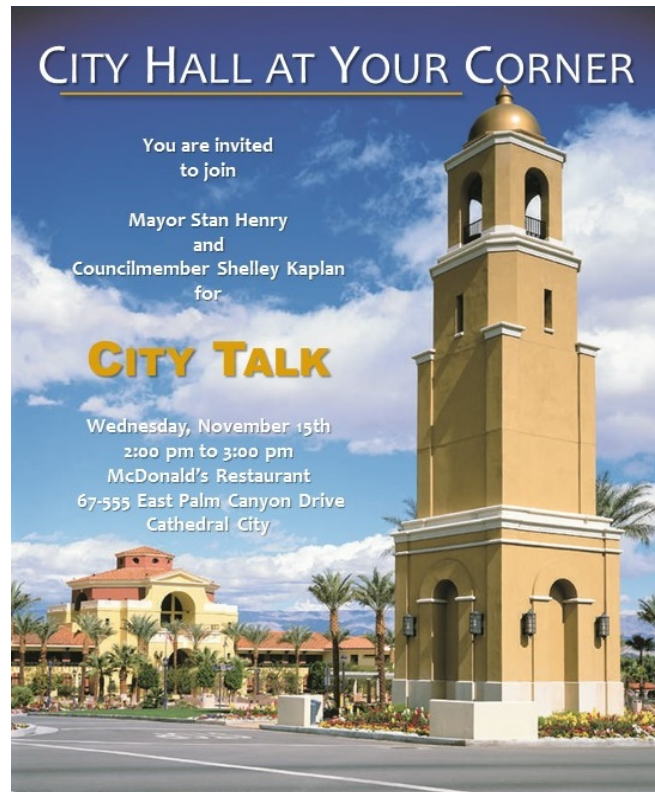
[Read more.](#)

## City Hall at Your Corner

Mayor Stan Henry and Councilmember Shelley Kaplan Host “City Hall at Your Corner” – Wednesday, November 15th

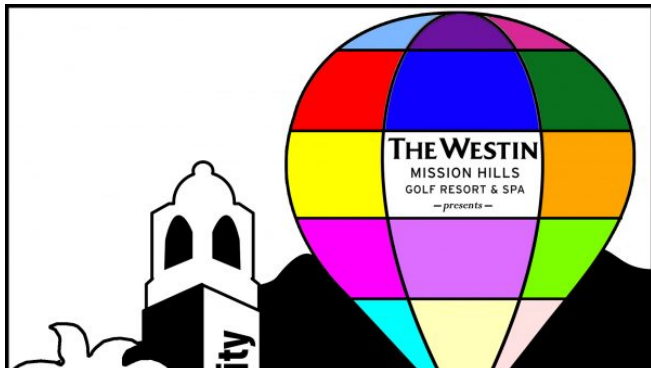
Have an issue you would like to speak to your city councilmembers about or learn what is happening in Cathedral City? Then join us for “City Hall at Your Corner” hosted by two members of the City Council, Mayor Stan Henry and Councilmember Shelley Kaplan.

[...Read more.](#)



## Cathedral City Hot Air Balloon Festival

Cathedral City Hot Air Balloon Festival 2017



[Read more.](#)

## Movies in the Park

Gather the family, blankets and/or chairs for “Movies in the Park” located this season at the Downtown Festival Lawn, 68600 East Palm Canyon Drive (HWY 111) in Cathedral City.

The free event, hosted by the Cathedral City Evening Rotary and sponsored by the City of Cathedral City, happens once a month on a Saturday evening every month between November and May, at 7:00 pm, except for the month of May, which begins at 8:30 pm due to daylight savings time.

You are welcome to bring snacks or non-alcoholic drinks, but you can also purchase them from the movie organizers at the concession stand.

Great Family FUN! [Read more.](#)

**FREE CATHEDRAL CITY MOVIES IN THE PARK**

Presented By Cathedral City Evening Rotary

<b>SING</b> Nov. 25th	<b>GRINDHOUSE</b> Dec. 30th	<b>MOANA</b> Jan. 27th
<b>Oz the Great and Powerful</b> Feb. 24th	<b>ZOOTOPIA</b> Mar. 24th	<b>BEE MOVIE</b> Apr. 21st
<b>MARY POPPINS</b> May 19th		

**Come For The: Special Events, Raffles, And So Much More**

**Bring Your: Chairs, Blankets, Family & Friends**

Bring the Whole Family!

For more information Like us on facebook.

**CathedralCityMoviesInThePark**

Meet Us At: **Festival Lawn Cathedral City**

\*Movies subject to change due to availability.

renova.solar

# SNOW-FEST

5pm - 9pm

Saturday, December 9, 2017

Civic Center Plaza - Cathedral City

Holiday Light Parade • Santa Claus • Tree Lighting  
Holiday Vendors • Entertainment • Great Fun & Prizes

[SnowFest.DiscoverCathedralCity.com](#)

**Holiday Light Parade**





## Snow Fest

Bring the entire family for this brand new event that shall become a tradition for Cathedral City! Snow Fest captures all the holiday spirit and places it at one event. You will enjoy an outdoor market featuring holiday arts & crafts, food, treats, and beverages including hot chocolate. At 5:30 pm, the night-time holiday lights parade begins at the corner of Date Palm Drive and Perez Road and winds its way back to City Hall where the festival portion is held... [Read more.](#)

