



# CATHEDRAL CITY WEEKLY NEWSLETTER

December 15, 2016

## Community Update by Curt Watts Economic Development Director

### The Year in Review

As we approach the end of 2016, it's an opportune time to remind ourselves of some of this past year's most noteworthy economic development highlights for Cathedral City, and to renew our commitment to progress in 2017.

#### January 2016

**DoubleTree by Hilton Golf Resort Hotel** started the New Year having just completed its \$12 million refurbishment & rebranding of the former Desert Princess Hotel at Vista Chino & Landau.

**Angel View Resale Store** relocated to its new expanded store location at 67625 E. Palm Canyon doubling the size of Angel View's presence in Cathedral City. The much larger space is used for retail sales, administrative offices, and expanded programs for its clients living with disabilities.

#### April 2016

**Sleep Train** opened its newly built mattress showroom building on the western end of the City on East Palm Canyon Drive across from Trader Joe's & Target.

#### May 2016

**The Crossings** at I-10 & Bob Hope Drive, a 9-acre hotel & retail project including a 97-room Best Western Plus Hotel and freeway-oriented retail businesses, was approved by the City's Planning Commission for future construction.

**Mary Pickford Movie Theatre** began extensive renovations on the 14-screen theater complex in Downtown including all new seating (including rockers and loungers), new carpeting, paint and installation of the Barco Escape experience – a new three-screen immersive format available in less than 20 theaters nationwide. The renovations were fully completed in 2016.

#### June 2016

**Pizzeria Bambino's** opened in Cathedral Gateway Plaza (i.e. Big Lot's Center) at E. Palm Canyon & Date Palm Drive and **Aaron's** relocated to its new stand-alone "lease to own" retail location on the north end of Date Palm Drive between McCallum Way and 30th.

**Citywide Wayfinding Signage Program** approved by the City Council including street signs to direct motorists and City visitors to major destinations throughout the City, an electronic reader board located Downtown along E. Palm Canyon Drive to promote special events, Downtown pedestrian-oriented kiosks highlighting Downtown destinations and City boundary entry signs. The initial phase of the new signs was implemented during the City's 35th Anniversary Celebrations in November.

## August 2016

**Coachella Valley Repertory Theatre** signed a Letter of Intent to purchase the Desert Cinema theatre building in Downtown. After related fundraising, CV Rep plans to relocate from The Atrium in Rancho Mirage to its new Cathedral City home by 2018.

**La Michoacana Ice Cream Parlor** opened its first Coachella Valley location in Cathedral City with a special ribbon cutting event at the Stater Brothers shopping center at Vista Chino and Landau.

## October 2016

**Umami Seoul**, a new Cathedral City restaurant offering Japanese and Korean cuisine, was featured as the lead article in the Food & Drink section of The Desert Sun.

**The Club Saxony Downtown Hotel** received design approval from the City's Planning Commission. The 312-room luxury hotel project is proposed to be built on a 14-acre site on E. Palm Canyon Drive at the south end of Date Palm Drive.

## November 2016

**Regency 10 Theatres** opened at the Cathedral City Marketplace (in the former CineMark Theaters location) at Date Palm & Dinah Shore offering a new & improved bargain movie experience.

**The District** residential community opened its new model homes north of E. Palm Canyon Drive at Cree Road (north of the Target Center), for an upscale 47-home development of modern homes.

## December 2016

**Honda of the Desert** completed its façade upgrade and showroom expansion in the ever-popular Cathedral City Auto Center.

## Looking Forward to 2017

**Staybridge Suites Hotel**, a new 200-room extended stay hotel overlooking Cimarron Golf Course, which was under construction throughout 2016, is scheduled to open in early 2017 at 30th Avenue west of Landau Blvd.

## News

### New Statue of the Late Lalo Guerrero Unveiled in Downtown's Town Square Park

New Statue of the Late Lalo Guerrero Unveiled in Downtown's Town Square Park As part of the Cathedral City's 35th Anniversary Celebration, the Cathedral City Public Art Commission unveiled the Lalo Guerrero Sculpture in honor and tribute of the late iconic artist. Eduardo "Lalo" Guerrero (December 24, 1916 – March 17, 2005) was a Mexican-American guitarist, singer and farm labor ... [Read more.](#)





## Mayor Pro Tem Greg Pettis Appointed to the National League of Cities Human Development Committee

Mayor Pro Tem Greg Pettis Appointed to the National League of Cities Human Development Committee Cathedral City's Mayor Pro Tem Greg Pettis has been appointed to the National League of Cities (NLC) 2017 Human Development (HD) federal advocacy committee. This committee has the lead responsibility for developing NLC federal policy positions on issues involving social services, children and learning, poverty ...

[Read more.](#)

## Warm Centers During the Valley's Cold Months

County of Riverside Community Action Partnership is coordinating Warm Centers to provide drop-in sites for vulnerable individuals, seniors, the disabled, and others in need of temporary relief from the cold. Warm Centers will open to the public, in affected areas, when a "Cold Warning" is issued due to temperatures falling below 40°. Watch or listen for the "Cold Warning" on your television, radio, social media and local newspaper. .. [Read more.](#)



and receiving the highest vote totals, ...

## New City Councilmembers Sworn Into Office

New City Councilmembers Sworn Into Office At last night's special city council meeting, Mayor Stan Henry, accompanied by his wife Julie, took the oath of office to remain Cathedral City's mayor for his second two-year term. He ran unopposed in November's general election. Re-elected for the 7th time by the voters of Cathedral City

[Read more.](#)

## City Council Honors Volunteers for Healing Field and Cathedral City's 35th Anniversary Celebration

City Council Honors Volunteers for Healing Field and Cathedral City's 35th Anniversary Celebration At last night's city council meeting, volunteers from two events held in November were honored for their contributions. Pictured are most of the members of the Cathedral City 35th Anniversary Celebration and Hot Air Balloon Festival held November 18-20, 2016. This group of dedicated individuals met on ...



[Read more.](#)

## Upcoming Events

### Movies in the Park

Gather the family, blankets and/or chairs for "Movies in the Park" located this season at Ocotillo Park, 33300 Moreno Road in Cathedral City. The free event every month 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 park's concession stand. Great Family FUN!

[Read more.](#)



28th Annual Palm Springs  
International Film Festival





The Palm Springs International Film Festival is a portal for the very best in world cinema, welcoming more than 136,000 enthusiastic filmgoers. For the second year in a row, the film festival will utilize the Mary Pickford Theatre in Downtown Cathedral City to showcase many of the films.

For tickets and all information about the festival, go to [www.PSFilmFest.org](http://www.PSFilmFest.org) [Read more.](#)

## Shred Event - Stop Identity Theft

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 each month, October thru May of each year.

[Read more.](#)

**The City of Cathedral City**  
**Stop Identity Theft Program** **FREE!**

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:** 2016 **Saturday, October 1, November 5 and December 3**  
 2017 **Saturday, January 7, February 4, March 4, April 1 and May 6**

**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

**You're not limited to the items listed - bring all your sensitive 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.

**MORE:**  
 > Your documents will be shredded on site - you will be able to witness the entire process.  
 > Arrive early - once the shredding truck is filled to capacity the event will end.  
 > This is a free event - there is no charge to shred your documents.

For more information  
 Call (760) 778-0300  
 Email [dp@cityofcathedralcity.gov](mailto:dp@cityofcathedralcity.gov)

OR VISIT THE CITY'S WEBSITE AT  
[www.cathedralcity.gov](http://www.cathedralcity.gov)  
 UNDER DOCUMENTS/ABOUT THE  
 BUDGETING, TRASH & ENERGY PAGE

**Cathedral City**



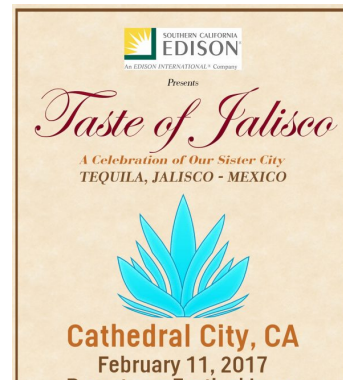
## Town Square Art Affaire-Art Show


"Town Square Art Affaire" presented by West Coasts Artists comes to Cathedral City on January 21 and 22, 2017 from 10 am to 5 pm. This event showcases high quality art from more than 70 artists. It will also be located on the new Festival Lawn along East Palm Canyon Drive. [Read more.](#)

## 2nd Annual Taste of Jalisco Festival


Taste of Jalisco celebrates the relationship between Cathedral City and its sister city, Tequila, Jalisco (Mexico) through music, fashion, spirits, culture and cuisine. It is a time to recognize the strength in our diversity, appreciate our similarities, and stand united as one community for the betterment of our great city.

For Sponsorship or Booth Rental Opportunities, contact: Eric Davis, City of Cathedral City (760) 770-0340, Ext. 134  
[SponsorshipSpecialist@cathedralcity.gov](mailto:SponsorshipSpecialist@cathedralcity.gov) [Read more.](#)



  
**Treasures from the Attic: Antiques Appraisal Day**  
\*Hosted by the Cathedral City Historical Society and Cathedral City Senior Center\*




**Saturday, March 18, 2017**


 Have you always wanted to go to an antiques road show event? Are you ready to discover the value of your family heirloom?  
Join us **Saturday, March 18<sup>th</sup> 9 am - 2 pm.**  
Certified appraisers will be on hand to offer their expertise, road show style.

**Cathedral City Senior Center**  
37-171 West Buddy Rogers Avenue  
Cathedral City, CA 92234

General audience fee is \$10. Appraisals cost \$15 for one item (includes admission) with a limit of three items per person. Must be able to carry in your items. Items may include jewelry, silver objects, antiques & collectibles, small furniture, paintings and other artwork, art glass and art pottery. No coins or firearms. All appraisals are on a "first-come, first-serve" basis.

Free refreshments and restaurant "samplings" will be offered throughout the event.  
"Classic cars will be on display in front of the Senior Center."

  
For more information or directions contact: 760-321-6577 (Cathedral City Historical Society) or 760-321-1548 (Cathedral City Senior Center).

## Antiques Appraisal Day at the Cathedral City Senior Center

Have you always wanted to go to an Antiques Roadshow event? Are you ready to discover the value of your family heirloom? Join us on Saturday, March 18th, 2017 where certified dealers and appraisers will be on hand to offer their expertise, *Roadshow style*, at the Cathedral City Senior Center, 37-171 West Buddy Rogers Avenue. Appraisals on your items from 9am to 2pm ...[Read more.](#)

## 3rd Annual Cathedral City LGBT Days

For all information, [CLICK HERE](#)

[Read more.](#)

