

February 16, 2017

Community Update by Curt Watts Economic Development Director

The Next Step in Economic Development Plans for the City

At the City Council's January 28th Annual Goal-Setting Workshop, a draft Strategic Plan for Economic Development was presented for discussion and input. The Strategic Plan builds upon a recent analysis of the City's Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis) to help advance economic development projects and programs within the City.



The Major Elements of the Strategic Plan focus on:

- I. Business Attraction, Retention and Expansion
- II. City Image
- III. Land Use Regulations and Economic Development Incentives
- IV. Residential Development

I. Objective: Focus business attraction, retention & expansion efforts on targeted business sectors to grow the local economy and to diversify major sources of local tax generation, jobs and community shopping & services.

Targeted business sectors include:

- Hospitality
- Auto sales
- Retail & Professional Services
- Existing Small Business Operators
- Cannabis
- New Emphasis Areas: Health & Wellness (i.e. Medical) and Education

II. Objective: Improve and promote the City's image and identity within the Greater Palm Springs Area for the attraction, retention and expansion of businesses and encouraging economic development as a central or overarching City priority.

III. Objective: Reevaluate and modify land use zoning, specific plans and incentive programs to better accommodate the City's economic development goals for attracting and expanding targeted business sectors.

IV. Objective: Support development and diversification of residential housing options throughout the City including a range of owner and renter occupied multifamily and single family housing.

Provide market rate, affordable and higher-end housing options to help expand the customer base for local businesses with special emphasis to be placed on creation of “rooftops” in and around downtown.

Specific steps will be developed to accomplish these primary objectives with consideration given to market conditions, staffing and financial resources needed for implementation, competitive forces, etc.

CATHEDRAL CITY – LET’S BUILD IT TOGETHER!

News



Free Homebuyer Workshop - March 3rd - Cathedral City

Free Homebuyer Workshop - March 3rd - Cathedral City Cathedral City and Wells Fargo Home Mortgage are hosting a Homebuyer Workshop on Friday, March 3rd in the First Floor

Meeting Room of the City Administration Building (Study Session Room). Learn what you can expect, and what will be expected of you, in preparing for one of the largest purchases most ...

[Read more.](#)

Upcoming Events

**NCAA SOFTBALL RETURNS
TO CATHEDRAL CITY**



MARY NUTTER
CATHEDRAL CITY
COLLEGIATE CLASSIC
NCAA Softball
Big League Dreams • Cathedral City
MaryNutterClassic.com

February 17-19
February 23-26

[@NutterClassic](https://twitter.com/NutterClassic)

FEB. 17-19 & FEB. 23-26
MARYNUTTERCLASSIC.COM

Mary Nutter Collegiate Classic

According to the organizers, the Mary Nutter Collegiate Classic is the nation's largest and most prestigious preseason college softball tourney, featuring 50 top Division I teams. For the second year in a row, the Cathedral City, Calif., Event will span two weekends - Feb. 17-19 and Feb. 23-26, 2017 ... [Read more.](#)

"Pickford Presents" - La La Land

“Pickford Presents,” is a film series that features new theatrical releases along with special appearances by the films’ director(s), producer(s), writer(s), composer(s), and/or actor(s) for a LIVE Question and Answer session following the movie. The film series is being sponsored by the Cathedral City Public Arts Commission.

KESQ's Bianca Rae will host the second film of the "Pickford Presents" with the movie, "La La Land," along with Oscar nominated composer Justin Hurwitz. "La La Land" is a romantic musical comedy that has been nominated for fourteen Academy Awards, tying the records of "Titanic" and "All About Eve." "La La Land" ... [Read more.](#)



STARDUST Performing Arts Expo & California Jazz Foundation Concert

The Cathedral City High School is hosting a special music / arts event entitled, "STARDUST Performing Arts Expo" on Saturday, February 25, 2017 between 10:00 am and 5:00 pm, at

Cathedral City High School, 69274 Dinah Shore Drive , Cathedral City ... [Read more.](#)

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.

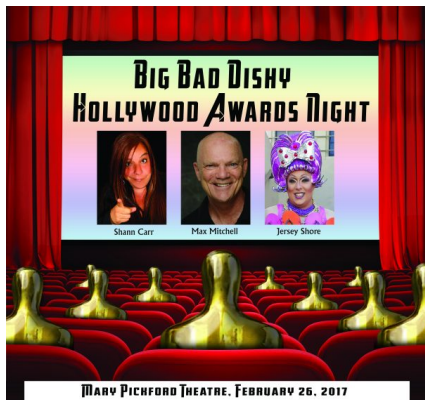
You are welcome to bring snacks or non-alcoholic drinks, but you can also purchase them from the movie organizers at the park's concession stand. Great Family FUN!

[Read more.](#)



Big, Bad, Dishy Hollywood Awards Night

Celebrate Hollywood's biggest, baddest, dis awards night hosted by killer comedians at the Mary Pickford Theater, and raise money for The LGBT Center and Desert AIDS



Project. Enjoy a live-hosted, interactive evening of hot Hollywood dish and watch your favorite stars win and lose on a gigantic movie screen! Not a stuffy, hushed awards party! A wild and gossipy bash!

[Read more.](#)

When We Rise Live Screening

“When We Rise” is an 8-hour miniseries produced and directed by Gus Van Zant that will air on ABC starting on Monday, February 27, March 1-3 for 4 nights during prime time. Not since the miniseries, Roots, has ABC blocked out four nights on Prime Time to air a miniseries. The show is about the LGBT movement and to a degree the women’s rights movement in San Francisco starting in 1971 to 2015 focusing on three LGBT civil rights activists ...[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.

2016 Dates: October 1, November 5, and December 3

2017 Dates: January 7, February 4, March 4, April 1, and May 6

Time: 8:00 am to 9:00 am, please arrive early – once the shredding truck is filled to capacity the event will end.

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

Location: 68510 East Palm Canyon Drive (adjacent to the Festival Lawn)... [Read more.](#)

City Hall at Your Corner

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, Stan Henry and Shelley Kaplan.

"City Hall at Your Corner" is scheduled once a month at various locations throughout the City and at different times of the day to make it accessible to most schedules and close to all residents. It is your opportunity to share your ideas, let the council know your concerns, and also hear the latest news. Best of all, the discussion is free!

[Read more.](#)

CITY HALL AT YOUR CORNER

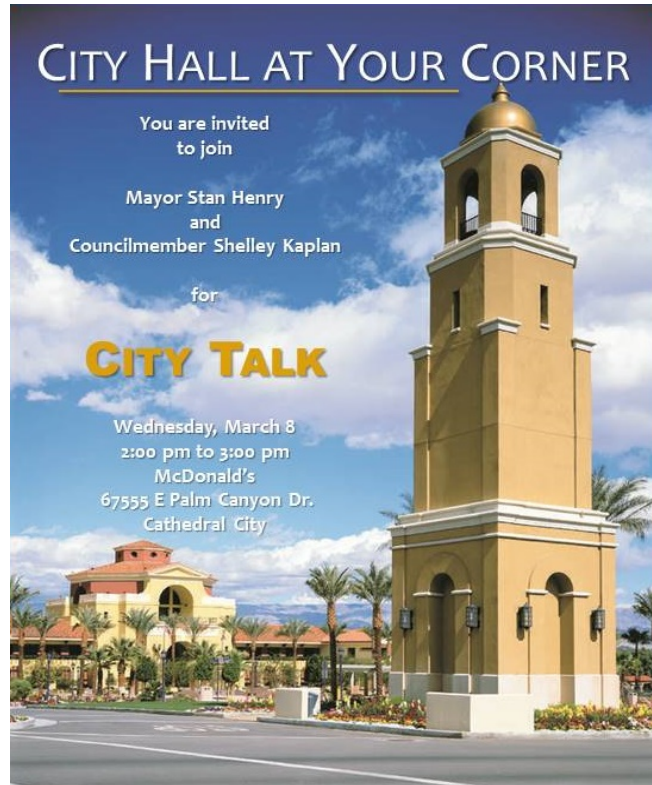
You are invited to join

Mayor Stan Henry
and
Councilmember Shelley Kaplan

for


CITY TALK

Wednesday, March 8
2:00 pm to 3:00 pm
McDonald's
67555 E Palm Canyon Dr.
Cathedral City



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 18th, 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 cars 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.

JESSUP **FOREST LAWN** **Cathedral City**

Cathedral City Senior Center

For more information or directions contact: 760-321-4677 (Cathedral City Historical Society) or 760-321-1948 (Cathedral City Senior Center).

Antiques Appraisal Day at the Cathedral City Senior Center

Have you ever 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.](#)



STATE OF THE CITY

State of the City 2017 ADDRESS & LUNCHEON

March 21, 2017 | DoubleTree Golf Resort | 11:30A

The Cathedral City Chamber of Commerce presents the annual "State of the City" featuring remarks by Mayor Stan Henry and video captions by Councilmembers.

The lunch portion begins at 11:30 am. Tickets for the luncheon are available at www.CathedralCityCC.com

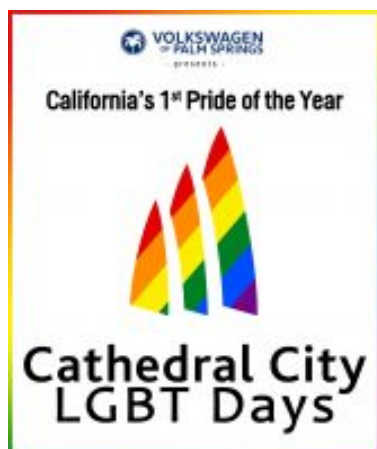
The State of the City address begins at 12:30 pm and is free to the public.

[Read more.](#)

25th Annual Senior Inspiration Awards Luncheon

25 th Annual Senior Inspiration Awards Luncheon to be held **Friday, March 24, 2017** at the JW Marriott Desert Springs Resort & Spa in Palm Desert. This valuable event promises to be a tribute to our community's valuable volunteers who have continued their community involvement in their senior years

The Senior Inspiration Awards recognizes and honors 11 unsung heroes from each Coachella Valley city and the County of Riverside, who are role models to us all. This year's honorees are: ... [Read more.](#)



3rd Annual Cathedral City LGBT Days

California's first "Pride" of the year Come celebrate diversity at the Cathedral City LGBT Days, March 24-26, 2017 in Downtown Cathedral City as well as Cathedral City businesses. All non-ticketed events are free and open to the public.

For all information, [CLICK HERE](#)

[Read more.](#)

Easter Kidapalooza

Bring the kids to Cathedral City's Town Square Park in downtown for an event that's all about Kids! From 12 (noon) to 3:00 pm, kids will enjoy the fun of multiple bouncy houses around Cathedral City's Fountain of Life area.

At 12:30 pm - there will be an Easter Egg Hunt with 10,000 eggs! ... [Read more.](#)



CATHEDRAL CITY 🏰 CALIFORNIA
APRIL 1ST 2017

MASQUERADE 7pm

RED & BLACK ROYAL

CAVIAR FESTIVAL 2pm

ROUTENSTEIN.COM

A close-up photograph of two white plastic spoons against a black background. The spoon on the left is filled with bright orange caviar, and the spoon on the right is filled with dark, black caviar.

Red & Black Royal Caviar Festival

*** ROYAL CAVIAR FAMILY FESTIVAL from 2 PM – 5 PM !**

Family Festival: Caviar Tasting included, Gourmet Food, Bar, HUGE PRIZES & FUN COMPETITIONS for Families & Kids, Magicians and Acrobats, Show-Acts, DJ, Fun Music, Dance, little Mister and little Miss Popular, Great Food & Great People.

*** MASQUERADE PARTY 18+ from 7 PM – OPEN END !**

Dresscode: Red & Black preferred eg. Venitian Costumes and Masks.

Evening Party Adults only: Caviar Tasting included, Bar, Gourmet Food Catering, HUGE PRIZES & FUN COMPETITIONS (Mister and Miss Red & Black Royal Elegance, Mystery Prince Search, Mister and Miss Popular), Entertainment Acts and a FUN NIGHT TO MEET GREAT PEOPLE ... [Read more.](#)



Battle of the Badges Boxing Event

Come watch police officers and firefighters box in the main ring on the Lawn Festival in Downtown Cathedral City. Doors open at 5:00 p.m. 1st boxing match starts at 6:00 p.m.

[Read more.](#)

