

October 1, 2021

Community Update

by Stone James, Economic Development Director

What's Developing Within Economic Development

A lot has gone on within the Economic Development Department since our last update! It is this activity, energy, and diversity of activities which makes our department an exciting place to be. Below is a brief update on the important initiatives myself and Leisa Lukes are working on:

1. AGUA CALIENTE DOWNTOWN

MIXED-USE ENTERTAINMENT & GAMING FACILITY:

In August 2017, the Agua Caliente Band of Cahuilla Indians acquired approximately 12 acres of land from the City. The property is located west of Date

Palm Drive, and north of East Palm Canyon at the entrance to our Downtown. Given the Tribe's success in Palm Springs and Rancho Mirage with two luxury destination-style casino resorts, the Tribe has recognized the tremendous potential our Downtown offers. The Federal entitlement process can take as little as two years. With the Tribe's "best-in-class" Planning and Economic Development team, they will ensure their third Coachella Valley based gaming facility will rise to meet their superior standards.

2. **BOB HOPE CROSSING:** The Final Map for the new Bob Hope Crossing retail development was approved by the City Council last night. The developer is anxious to move forward on what will be a dynamic new retail development servicing Interstate 10 travelers at the Bob Hope Interchange. The 9-acre property will offer travelers a variety of services include a 100+ room hotel, gas station, and several quick-serve restaurants. Construction will begin in Spring 2018.

3. **SUNNIVA:** The Sunniva project has broken ground and is already trenching! This \$50m project located on the south side of Ramon Road east of Date Palm Drive will be approximately 500,000 square feet at build out and provide 175 to 200 well paying full-time jobs.



4. **HIRE LOCAL PROGRAM:** Leisa Lukes is working closely with City Council to implement a “Hire Local” program. This program promotes major new businesses to offer all jobs to Cathedral City residents first, before opening the same opportunities to the rest of the Valley. The City and the Council are working hard to not only attract new businesses, but ensure our residents are given a first opportunity to land that great new position.
5. **DOWNTOWN CATHEDRAL CITY:** Truly exciting things are happening in Downtown Cathedral City. Recent or pending developments within Downtown include: (i) the casino entitlement process is underway; (ii) ground breaking will occur Spring 2018 on the \$2.8m Downtown Amphitheater project located adjacent the parking structure; (iii) purchase of the Desert Cinema building by CV Repertory is on schedule. This future Carol Channing Playhouse is tentatively scheduled to open in the Fall of 2018 and area residents can’t wait!; and (iv) Lyle and Associates continues to thoroughly market the 13.5 acres located on the south of Date Palm Drive and East Palm Canyon. The City is working on creating an attractive multi-use site to include retail, lodging, and residential.
6. **CVEP, SBA, & CATHEDRAL CITY ECONOMIC DEVELOPMENT PARTNERSHIP:** The Coachella Valley Economic Partnership (“CVEP”) and the Small Business Administration (“SBA”) will be partnering with the City to provide free monthly bilingual workshops on a variety of business and professional development related topics. Times, dates, and program topics will be available in the coming weeks. Be sure to check the City’s economic development website, CVEP’s, and SBA’s website for more information and a host of other valuable and free or low-cost services.

In future communications, we will 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 many hotels and resorts. It makes economic “cents” for you to keep your tax dollars within the City and help fund local community services and programs. 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.

Also, making a special effort to properly maintain your own properties (whether residential or commercial) shows pride in our 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 website www.DiscoverCathedralCity.com which highlights 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



CV Small Business Awards Emceed by Mark Carnevale and Held at DoubleTree Golf Resort in Cathedral City

The Coachella Valley Small Business Awards Program, hosted by the U.S. Small Business Administration, the Coachella Valley Small Business Development Center, and the Riverside County Economic Development Agency, was held on Thursday, December 14, 2017, in Cathedral City at the DoubleTree Hotel. Coachella... [Read more.](#)



"Super Shawarma Mediterranean Grill" Featured as One of the Newest Businesses in Cathedral City

CCTV Host Conrad Angel Corral previews a new restaurant in Cathedral City called "Super

Shawarma Mediterranean Grill" located at 69185 Ramon Road between the Stater Bros. Grocery Store and Rite Aid... [Read more.](#)



Snow-Fest a Big Hit with an Even Bigger Crowd

Thousands from the community gathered to celebrate the holidays at Snow-Fest on Saturday, December 9th from 5 pm to 9 pm in Downtown Cathedral City. The festival included a very nice holiday light parade, LIVE entertainment from several groups, holiday merchants, food vendors, tree lighting ceremony with Mayor Henry, Santa Claus ...

[Read more.](#)



Deputy Police Chief Tony Yoakum Ceremoniously Sworn-In

Police Chief Travis Walker welcomed the Yoakum family, former and current Yoakum co-workers, city staff and members of the community as all came to witness the swearing-in ceremony of Deputy Police Chief Tony Yoakum. Deputy Chief Yoakum will serve as second-in-command of the Cathedral City Police Department and will oversee ...

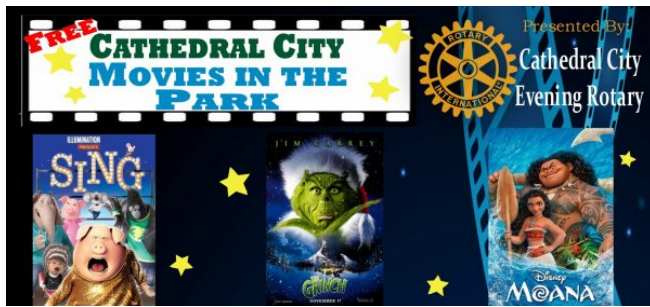
[Read more.](#)

Upcoming Events

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.](#)

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 third year in a row, the film festival will utilize the Mary Pickford Theatre in Downtown Cathedral City to showcase many of the films on multiple screens.

For tickets and all information about the festival, go to www.PSFilmFest.org

[Read more.](#)



CHILDREN'S ART PARTY FOR CHILDREN AND ELDERS

The SCRAP Gallery and the Agnes Pelton Society hosts the Children and Elders monthly Art Party at the Simeon Den Gallery, 68895 Perez Road, Suite I-27 (across from Frankie's Italian Bakery) on the First Saturday of each month from 1-3 PM. Admission is free.

Participants create art pieces made of recyclable materials and also meet and work with a local guest artist, who will share his/her work as well as conduct ...[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.](#)

A poster for the 2nd Saturday Art Walk on Perez Road. It features a stylized graphic of two footprints, one orange and one blue, with a black line connecting them. The text "2ND SATURDAY Art WALK ON PEREZ ROAD" is prominently displayed. Below this, it says "Every Second Saturday 5pm - 8pm". A list of participating galleries follows, including AT-HOM VINTAGE & MODERN, COLIN FISHER GALLERY, COLLIDING WORLDS FINE ART GALLERY, ELAN VITAL GALLERIES, GARY KOTT'S CREATIVE WAREHOUSE, KARIZMA DECOR, S.C.R.A.P. GALLERY, SHERRILL & ASSOCIATES, SIMEON DEN GALLERY, SPACES, STUDIO 111, THE ART ROOM, THE DESERT HOUSE, and THE MIX. At the bottom, it says "Cathedral City WHERE Art LIVES".

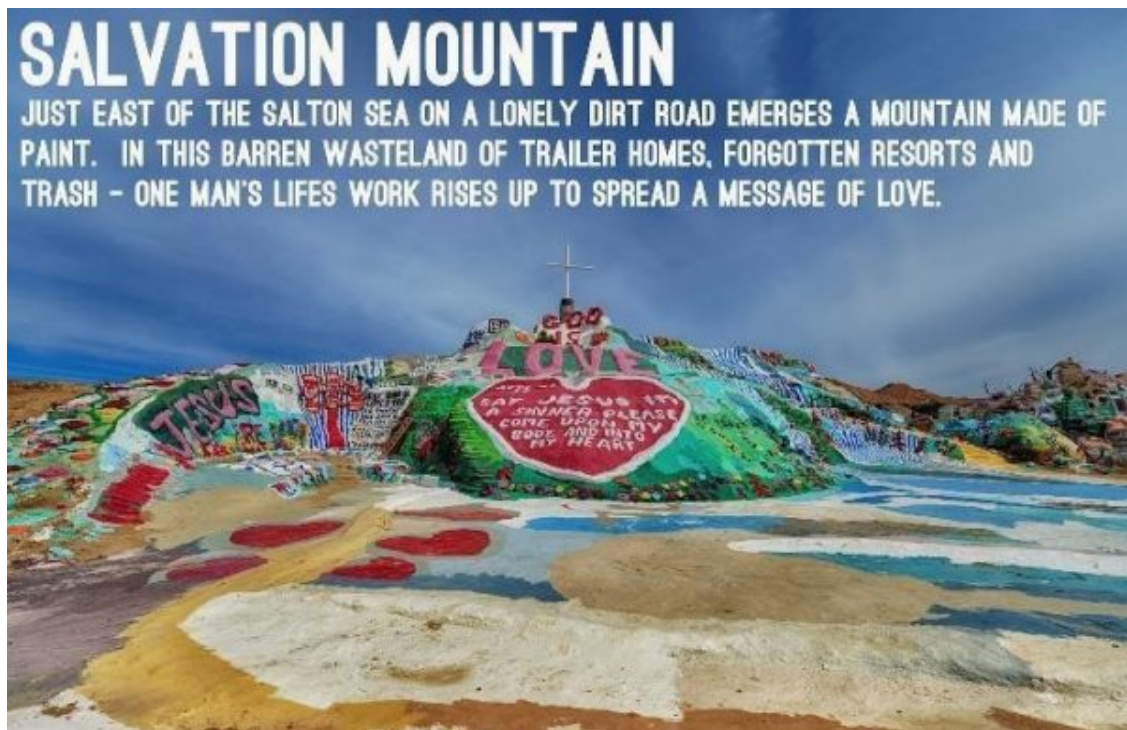
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Every Second Saturday
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Participating Galleries

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COLLIDING WORLDS FINE ART GALLERY • ELAN VITAL GALLERIES
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SIMEON DEN GALLERY • SPACES • STUDIO 111
THE ART ROOM • THE DESERT HOUSE
THE ART ROOM • THE MIX • TRENZ GALLERY

Cathedral City
WHERE *Art* LIVES



Salton Sea and Salvation Mountain Day Tour

Salton Sea and Salvation Mountain Day Tour

[Read more.](#)

Taste of Jalisco

A Celebration of Our Sister City TEQUILA, JALISCO - MEXICO

Presented by:
sunniva™

February 10, 2018

11am - 9pm Downtown Festival Lawn
68600 E. Palm Canyon Drive, Cathedral City



Free Admission
Admisión es Gratis

LIVE Entertainment
Música en Vivo para Bailar

Free Parking
Estacionamiento Gratis



Food / Comida



Mariachi Limon de Javier Hernandez



Vanessa "Damita" Martinez



Zable Norteno



Kid Zone / Zona Para Niños



Tequila Tasting / Paleadar Tequila



Benjamin Flores



The MYX



Melodia Versatil



Horse Show / Exhibición de caballos



Aztec Dancers / Danzantes Aztecas



Hindsite



Nacho Bustillos



Los Tiranos del Norte



VIP Seating / Asientos para VIP

www.TasteofJalisco.com

3rd Annual Taste of Jalisco Festival

LIVE MUSIC, FOOD, TEQUILA/BEER, FIREWORKS SHOW, KID ZONE AND OUTDOOR MARKET!

FOR MORE INFORMATION, CLICK HERE

[Read more.](#)

