

October 1, 2021

Community Update

by Charlie McClendon, City Manager



Happy New Year. I wish everyone in Cathedral City a healthy, safe and prosperous 2018.

Let me take this opportunity to review some of the highlights of the year we just completed. It was a busy year for the City, with some significant accomplishments.

1. Downtown Amphitheater – The City was awarded a \$1.4 million grant for the construction of a park and amphitheater in Downtown Cathedral City at the corner of Avenida Lalo Guererro and Cathedral Canyon Drive. A design contract was awarded in 2017, including a sound engineering study, and we anticipate that construction will begin in the first half of 2018.
2. Special Events – Our Cathedral City events continued to bring excitement to the community and attendance at all of our events reached new highs in 2017. New events were introduced, such as Snow Fest and the Tejano Music Festival and recurring events such as LGBT Days, Taste of Jalisco, Halloween Spooktacular, Easter Kidapalooza, and the Cathedral City Hot Air Balloon Festival rose to new heights in 2017.
3. CV Link – The first phase of this Coachella Valley wide transportation and recreation facility was initiated in Cathedral City in 2017 using funding from a grant awarded to the City several years ago and supplemented by regional funding from the Coachella Valley

Association of Governments. Look for the grand opening of the first segment, running along the Whitewater River from Vista Chino to Ramon, to occur in early 2018.

4. Street Improvements – Paving projects were completed in 2017 on Vista Chino, McCallum and 30th and slurry seal projects were completed in the Dream Homes, Cove and Rio Vista neighborhoods among others. Additionally, construction began on a project to widen the Date Palm bridge, which will be completed in late 2018. Construction will begin in 2018 on a new bridge over the Whitewater River on Cathedral Canyon Drive.
5. Financial Stability – Cathedral City completed the 2016-17 fiscal year with an increase in fund reserves for the fourth consecutive year. City fund reserves, the City's savings account, which insures us against emergencies or future economic hard times, grew to nearly \$29 million or 53% of general fund revenues.
6. Council Districts – Cathedral City completed the transition to holding Council elections by districts. In September of 2017 Council unanimously approved the new Council district maps following a public process that included 6 public hearings, 4 special "City Hall at Your Corner" meetings and an on-line mapping tool that allowed residents to submit their own maps for consideration – 35 maps were submitted.
7. Economic Development – In the summer of 2017, the Agua Caliente Band of Cahuilla Indians completed the purchase of a 12-acre site at East Palm Canyon and Date Palm and submitted the necessary paperwork to take the land into tribal trust, which will allow a future gaming and entertainment project on the property. The immediate benefit to the City will be the construction of a new Fire Station at Date Palm and Buddy Rogers to replace the aging station currently located just south of the new site. Construction will begin in 2018. Additionally, Shottenkirk Desert Lexus has acquired a five-acre site just to the west of the existing Volkswagen dealership on East Palm Canyon and will construct a new Lexus dealership on the site, likely starting construction in late 2018. Finally, CV Rep theatre announced plans in 2017 to accelerate their relocation from Rancho Mirage to the Desert Cinema building at Cathedral Canyon and East Palm Canyon. They have submitted their plans to the City and will start their improvements to the building in 2018.
8. Cannabis – Cathedral City took steps to develop a strong regulatory structure and welcomed this new industry to the City in 2017. Council and legal staff navigated through the changing state regulatory environment and developed code amendments to comply with the new state laws so that Cathedral City was ready when the new state laws took effect. The Community Development department worked with the industry to overcome some initial odor control problems, which have mostly been resolved, and the Council also adopted a resolution outlining priorities for the use of the revenue that will accrue to the City from this new industry. Most recently Sunniva began construction on a \$54 million facility in Cathedral City on Ramon Road after working with neighboring properties to insure compatibility with surrounding land uses.
9. New Management Staff – In 2017 the City was fortunate to welcome Travis Walker as the new Police Chief in Cathedral City and Stone James as the new Economic Development Director. They replaced retiring Chief George Crum and retiring ED Director Curt Watts. We also welcomed new Deputy Police Chief Anthony Yoakum who came to us from the City of Upland upon Chief Walker's promotion. Eugenia Torres was named Human Resources Manager upon the retirement of Sly Zelnys early in 2017.

As busy as 2017 was, I expect just as much activity to occur in 2018. Here's to another great and prosperous year for Cathedral City. It is my pleasure to serve you as your city manager.



The next City Council Meeting is January 10, 2018



Public Health

Seasonal Influenza Causes Emergency Medical Services and Hospital Surges

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service severely strained by an unprecedented number of flu-related visits to hospitals and emergency rooms, health officials in Riverside and San Bernardino counties are offering residents advice about the best ways to avoid the flu, when to call 9-1-1 and when to visit the emergency room. The Riverside County ...

[Read more.](#)

“Los Tiranos del Norte” Performing at 3rd Annual Taste of Jalisco Festival - February 10th

“Los Tiranos del Norte” Performing at 3rd Annual Taste of Jalisco Festival - February 10th LIVE Entertainment, Food, Tequila & Beer Garden, Outdoor Market, Kid Zone & Firework Finale The 3rd Annual Taste of Jalisco, presented by Sunniva, Inc., celebrates the sister city relationship between the cities of Cathedral City, California (USA) and Tequila, Jalisco (Mexico) through music, fashion, spirits, ...

[Read more.](#)

3rd Annual Taste of Jalisco A Celebration of Our Sister City **Presented by: sunniva™**
February 10, 2018 11am - 9pm Downtown Festival Lawn
 68600 E. Palm Canyon Drive, Cathedral City

Sabor de Jalisco
 Cathedral City

FIREWORK FINALE 9pm
 Presented by sunniva™

Free Admission Admisión es Gratis **LIVE Entertainment** Música en Vivo para Bailar **Free Parking** Estacionamiento Gratis

www.TasteofJalisco.com

Supporting Sponsors who make the festival possible
 Apoyo a los patrocinadores que hacen posible el festival

Sponsors: sunniva, 13 NOTICIAS, Honda, T-Mobile, LA MICROCAMERA, daptotalcare, PHILIP H. FICKENS, GED, USbank, El Portal, FOREST LAWN, OUTRAGEOUS CITY.COM



Palm Springs International Film Festival Off and Running...

Cathedral City is proud to sponsor the 29th Annual Palm Springs International Film Festival for the third year in a row. The festival brings the

best films chosen from hundreds of entries from around the world. Best of all, you don't have to leave Cathedral City to participate in the film festival as the Mary Pickford Theatre in Downtown Cathedral ...

[Read more.](#)

Special Training Series Available for Women Entrepreneurs

Special Training Series Available for Women Entrepreneurs It's Your Time: An Entrepreneurial Training Series for Women (IYT) is an intensive business start-up program with the goal of helping women entrepreneurs become business owners.

Participants will attend a minimum of 10 workshops, work individually with a business counselor for at least two hours, complete a vision board, and write a business ...

[Read more.](#)



Become Part of Our Sisterhood!

- **Join the next cohort of women** who will be given the opportunity to launch or expand a business through our "It's Your Time" program.
- **Be a participant** in the program that has been a vital part of the Coachella Valley Women's Business Center's curriculum since 2007 and the guiding force behind many successful local women-owned businesses.
- **Develop your entrepreneurial abilities** through this extensive training, counseling, mentoring, and networking program and create the business that you've always dreamed about!
- **Apply Now**, available openings for our next cohort of women is limited and applications must be submitted by January 26, 2018.



For more information, visit our website www.cvwbc.org and click on the Special Events tab or call Kim Scanlan



The CVWBC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. CVWBC's programs and services are provided on a non-discriminatory basis. Language assistance services for clients with limited English proficiency will be provided, and reasonable accommodations for persons with disabilities will be made if requested two weeks in advance. Contact Kim Scanlan, 760-345-8000, 77-800 Flora Road, Suite A, Palm Desert, CA 92211.

Upcoming Events

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

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.

[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: 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

You're not limited to the items listed – bring all your sensitive documents.

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.

Cathedral City
DiscoverCathedralCity.com

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.](#)

Living Deeply, Dying Well - Cathedral City Senior Center

"Living Deeply, Dying Well" - a film about choices and better endings.

[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.](#)



**As a member of The Greater Coachella
Valley Chamber of Commerce
we invite you to a special
Ribbon Cutting/Networking Opportunity**



**January 18, 11:00 am
Radio Interview
KAJI/FM95.3
Live-Internet: Amjazzin.com
(American Jazz Institute)**

**w/Edythe Bronston, President &
Peter Gurfein, Board Member**

CJF is a nonprofit
dedicated to assisting jazz
musicians in crisis. We have
helped over 235 musicians and
are pleased to bring it to the
Coachella Valley.

Please RSVP: 760-567-2866 or
sue.townsley@gmail.com

www.californiajazzfoundation.org

Date: Thursday, January 18, 2018

Time: 4:00—6:00 pm

Mary Pickford Theatre

36850 Pickfair St.

Cathedral City

D'Place Entertainment is hosting

**a special introduction to the
California Jazz Foundation.**

**An afternoon of Jazz by the
spectacular Yve Evans, passed
hors d'oeuvres, no host bar**

FREE

Contact Sue Townsley: 760-567-2866

California Jazz Foundation Chamber Ribbon Cutting and Networking

California Jazz Foundation Chamber Ribbon Cutting and Networking

[Read more.](#)

Movies in the Park

Movies in the Park

[Read more.](#)



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 third year in a row, the Cathedral ...

[Read more.](#)

NCAA SOFTBALL RETURNS



FEBRUARY 17-19 & 22-25
MARYNUTTERCLASSIC.COM



Salton Sea and Salvation Mountain Day Tour

Salton Sea and Salvation Mountain Day Tour

[Read more.](#)

3rd Annual Taste of Jalisco Festival

Live Music, Food, Tequila/beer, Fireworks Show, Kid Zone and Outdoor Market! for More Information [Click Here.](#)

February 10, 2018

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



NCAA SOFTBALL RETURNS



FEBRUARY 17-19 & 22-25
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 third year in a row, the Cathedral City, Calif., event will span two weekends — Feb. 17-19 and Feb. 22-25, 2018...[Read more.](#)

4th Annual Cathedral City LGBT Days

The 4th Annual Cathedral City LGBT Days, presented by Volkswagen of Palm Springs, celebrates the lives, history, and wonderful accomplishments the LGBT community has contributed in making Cathedral City one of the "most livable" cities in America and a testament to its perfect equality score by the Human Rights Campaign Foundation. The festival provides an opportunity to recognize the strength in our diversity, appreciate our similarities, and stand united for the equal rights of all Americans. Don't miss out on the infamous LGBT Days Bed Race[Read more.](#)





Easter Kidapalooza

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

