

March 29, 2018

Community Update

by Stone James, Economic Development Director



WHAT'S DEVELOPING WITHIN ECONOMIC DEVELOPMENT

Much progress has been made since our last update. For those of you who were unable to attend the State of the City address, I have a little bad news, a little good news, and a lot of great news to share.

Lets get the bad news out of the way first. You missed an incredible event. Mayor Henry, Mayor Pro-Tem Pettis, Councilmembers Aguilar, Carnevale, and Kaplan described the accomplishments the City Council and City Staff have achieved over the few years.

Now, the good news. You can watch the entire State of the City Address online. Simply go to: <https://youtu.be/auUS7d6DEYI>. We are also in the process of putting the State of the City recording up on our new www.ccedd.org website.

Now for a quick summary of the great news:

- \$100,000,000 has been, and soon will be invested in the City's infrastructure in order to make our roads and bridges safer and smoother;
- The very first portion of the exciting new CV Link multi-purpose trail has been completed in our City;
- Agua Caliente Band of Cahuilla Indians is making progress on their plans for a new Downtown Cathedral City Casino;
- CV Repertory Theater's purchase of the Desert Cinemas theater, and the renovations which are *already* underway;
- The progress we are making on two new hotels, and one new commercial project within Downtown;
- The anticipated groundbreaking in June 2018 2.5 acre, \$3m Downtown Amphitheater;
- The hiring of a new Fire Battalion Chief, nine additional Firefighters/Paramedics, two additional Police Officers, one additional Code Enforcement Officer, and one additional Assistant Planner. With these additions to the Fire Department, each fire engine will now deploy on all calls with three firefighter/paramedics. This allows the fire engine first on scene of a structure fire to make immediate entry in order to begin saving lives without having to wait for additional units (a current OSHA mandate for all two-person fire engines);
- A cumulative drop in Part 1 crime of 54% since 2011;

- The fact that Cathedral City remains one of the safest cities in the Coachella Valley and has less than 7-minute response time to priority calls thanks to our dedicated Police Department;
- The \$17m renovation of the Doubletree Hotel and Resort; and
- The construction of the \$12m Staybridge Hotel.

Because there are so many more successes and developments, you really need to watch the full video online to completely understand.

Rather than taking a rest and celebrating these wins, the City Council and City Staff remain hard at work in order to build on our momentum. Just last night, the Economic Development Department rolled out the City's new Economic Development Strategic Plan. This plan lays out how the Economic Development Department plans on achieving a number of goals for the City. Two of the biggest goals include:

- 1) Attracting new business, new development, and new investment to the City; and
- 2) Help support, grow, and retain the existing businesses.

Despite the Economic Development Department only having two full-time professionals on staff, our Department will achieve these goals by strengthening and leveraging strategic partnerships, and focusing on a combination of both near-term and long-term goals. In subsequent articles we will go into more detail as to how we are contributing to our businesses, improving our economy, and, most importantly, improving the knowledge base of our community members.

Since knowledge is power, please routinely visit and bookmark our new Economic Development website <http://www.ccedd.org/>. On this website we offer a number of resources, to include information on the Coachella Valley Economic Partnership's ("CVEP") and the Small Business Administration's ("SBA") monthly bilingual workshops. These professional workshops discuss a variety of topics on both business and professional development. The classes are offered beginning at 6pm on the second Thursday of each month, and are held at the Palm Springs Motors dealership. More information is available on our [ccedd.org](http://www.ccedd.org) website. You can also check CVEP's website (<http://cvep.com/>), as well as SBA's website (<https://www.sba.gov/>) for other valuable 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 several hotels. It makes economic "cents" for you to keep your tax dollars within the City and help fund local community services and programs. Furthermore, 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, we need the community's commitment to properly maintain residential and commercial properties. Routine maintenance lets others know the respect and appreciation we have for ourselves, our neighbors, and our community. Property appearance is an important "selling point" when prospective homebuyers, businesses owners, and developers tour our City looking for the "perfect" location.

Please share with your friends and contacts the City's dedicated websites www.DiscoverCathedralCity.com and www.ccedd.org 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!



The next City Council Meeting is set for April 11, 2018



Cathedral City Planning Commission

Vacancy on the Cathedral City Planning Commission

The City of Cathedral City announces a vacancy on the Planning Commission with a term beginning immediately upon appointment. PLEASE SUBMIT YOUR APPLICATION NO LATER THAN THURSDAY, APRIL 12, 2018, to the Office of the City Clerk, 68-700 Avenida Lalo Guerrero, Cathedral City, CA 92234. Applications are available at the City ...[Read more.](#)



NAME YOUR PARK

Cathedral City will have a new amphitheater park at the corner of Cathedral Canyon Drive and Avenida Lalo Guerrero, adjacent to downtown parking structure. Our Mayor and City Council have asked the Parks & Community Events Commission to help coordinate the naming of our amphitheater park.

Please fill in the Name you think would be perfect for our new park below and place it in the Park Naming Box located at City Hall or at the Cathedral City Library. You may also submit your suggestion online at www.DiscoverCathedralCity.com

Name suggestion

Deadline for entries is April 20, 2018.



www.DiscoverCathedralCity.com

Name the New Amphitheater Park in Downtown Cathedral City

Cathedral City will have a new Amphitheater Park being constructed at the corner of Cathedral Canyon Drive and Avenida Lalo Guerrero, adjacent to downtown parking structure. Our Mayor and City Council

have asked the Cathedral City Parks & Community Events Commission to help coordinate the naming our Amphitheater Park. ... [Read more.](#)

Comedian Lady Bunny Headlines Cathedral City LGBT Days' Opening Night Kick-off Celebration

Cathedral City's LGBT Days, scheduled for Easter Weekend, March 30 – April 1 and presented by Volkswagen of Palm Springs, will honor the LGBT community and celebrate the diversity of Cathedral City. The weekend festival includes an opening night kickoff party, the 4th annual community LGBT Days bed ...

[Read more.](#)

VOLKSWAGEN OF PALM SPRINGS PRESENTS
CATHEDRAL CITY LGBT DAYS
MARCH 30 - APRIL 1, 2018
CATHEDRAL CITY, CA 92234

Friday, March 30
6pm - 8pm
Free Admission / Free Parking

Saturday, March 31
Starting at 11 am
Free Admission / Free Parking

FRIDAY HEADLINER
New York City drag legend
LADY BUNNY
Drag Show Cabaret

THE BED RACE
OUR PRIDE PARADE
WITH DRAMA AND SUSPENSE

THE 2 FASTEST TIMES
WILL COMPETE IN A
DRAW RACE
FOR FIRST PLACE!

Friday Events
Opening Night Kick-off Party, 6 pm to 8 pm
Downtown Cathedral City

Evening Host - RuPaul's Drag Race alumni, Delta Work
City Council Welcome, 6:00 pm
Modern Men - 6:05-6:25 pm
An evening of Drag, Drama and Cabaret
Headliner - New York City drag legend, LADY BUNNY 7:30 pm
Featuring nightclub icon Aurora Sexton, celebrated female illusionist

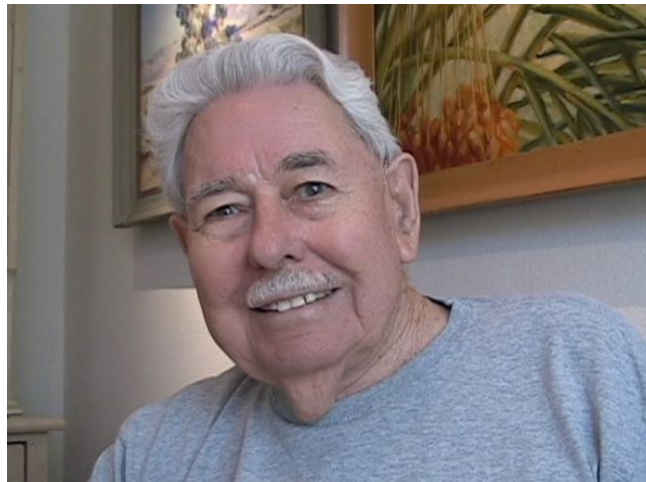
All weekend at CCBC Resort Hotel
Splash-splash and soak up the sun at Western Exposure's
Palm Springs Bear Camp, a free-flowing bear event, at the
CCBC Resort Hotel.

FOR RACE ENTRY AND FESTIVAL INFORMATION:
www.CathedralCityLGBTDays.com



Easter Kidapalooza - This Sunday, April 1st – 25,000 Eggs!

Honda of the Desert presents Easter Kidapalooza featuring 25,000 Easter Eggs on Sunday, April 1, 2018 from 12 noon to 3:00 pm. Bring the kids to Cathedral City's Town Square Park in front of City Hall for an event that is all about Kids. You will enjoy DJ music, an ... [Read more.](#)



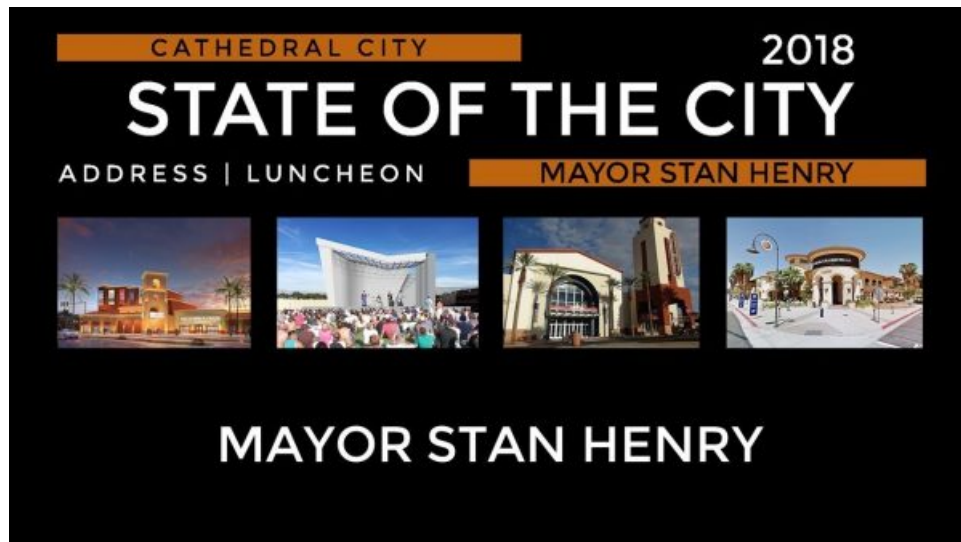
Cathedral City's First Elected Mayor Robert "Bob" Hillery Has Passed Away

Mayor Stan Henry has been informed that Cathedral City's first elected Mayor Robert "Bob" Hillery passed away this morning, he was 89 years old. The Honorable Hillery served on the City Council from 1986 to 1992. He was elected mayor in 1990 and served one term ... [Read more.](#)

New Police Officer Joins Cathedral City's Police Department

Please welcome Officer Christopher Acosta to the Cathedral City Police Department (CCPD). Officer Costa was sworn-in at City Hall in front of family, friends and fellow officers on Monday. Prior to serving for CCPD, Officer Acosta received a bachelor's

degree from University of California, Riverside. While at UCR, Officer Acosta served as ... [Read more.](#)

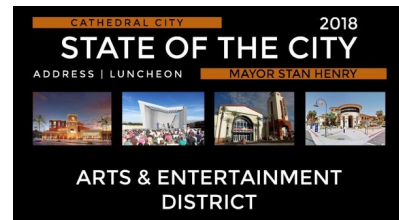


State of the City - Mayor Stan Henry

On Tuesday, March 20, 2018, Mayor Stan Henry provided the State of the City Address. Hosted by the Greater Coachella Valley Chamber of Commerce, this event provides information about the progress Cathedral City has made in the last three years. You can view the State of the City video at: [A common theme from the guests who made up ... Read more.](#)

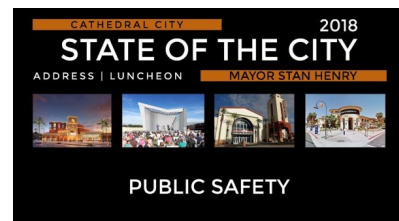
State of the City - Arts and Entertainment District

Do you know four anchors are the foundation to creating Cathedral City's Arts and Entertainment District in its downtown? Watch this video presented by Mayor Pro Tem Greg Pettis presented at the State of the City 2018 to learn more: [Read more.](#)



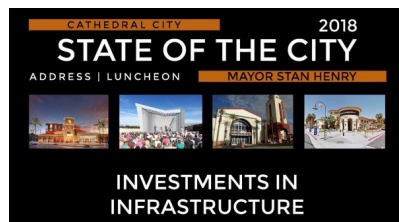
State of the City - Public Safety

Did you know that in past several years Cathedral City has hired 9 additional firefighters / paramedics or that crime was reduced by 27% in the last year? Watch this video on public safety presented by Councilmember Mark Carnevale presented at the State of the City 2018: [Read more.](#)



State of the City - Investments in Infrastructure in Cathedral City?

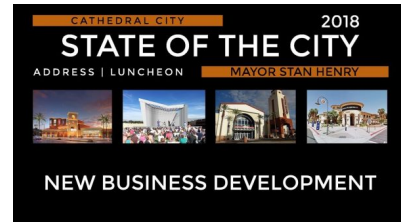
Did you know that more than \$100,000,000 has been dedicated to investments in infrastructure in Cathedral City?



Take a look at the following video by Councilmember Shelley Kaplan presented at the State of the City 2018: [Read more.](#)

State of the City - New Business Development

Wanting to know what's happening in Cathedral City? Here is the video regarding new business development in Cathedral City presented by Councilmember John Aguilar at the 2018 State of the City. Video link: [Read more.](#)



Vacancy on Park and Community Events Commission

The City of Cathedral City announces a vacancy on the Parks and Community Events Commission with terms beginning immediately upon appointment. PLEASE SUBMIT YOUR APPLICATION NO LATER THAN THURSDAY, APRIL 4, 2018, to the Office of the City Clerk, 68-700 Avenida Lalo Guerrero, Cathedral City, CA 92234. Applications are available at the City ... [Read more.](#)

Upcoming Events

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 of the LGBT community has contributed to 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 ... [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.](#)

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.

TIME: 8:00 a.m. – 9:00 a.m.

Arrive early – once the shredding truck is filled to capacity the event will end.

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

• ~~There is no charge to shred.~~ **Read more.**

Examples of documents:
Legal documents
Medical records

LOCATION: 68-510 East Palm Canyon Drive

- 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.

Cathedral City Senior Center's Chili Cook-Off

Come join in the fun, cook some chili, eat lunch, sponsor or donate items for the Silent Auction. The proceeds go to benefit the programs at the CC Senior Center which relies upon donations, gifts and grants for its funding. Help our seniors “THRIVE” and take part in the new and fun event. Contact Bob@CathedralCenter.org or 760-321-1548 for details. **Read more.**

CHILI

COOK OFF

Saturday, April 7, 2018
11:00am - 3:00pm
Cathedral Gateway Plaza
69026 E. Palm Canyon Drive,
Cathedral City 92234
Northeast corner of Date Palm & East Palm Canyon next to Big Lots



Benefiting
CATHEDRAL CITY SENIOR CENTER

For more information to to compete, sponsor or attend please contact the Senior Center at 760-321-1548
Or Ralph Thompson at 952-276-3477

SCRAP Gallery & Agnes Pelton Society

Childrens

Artes para Los Niños

Art Party!



FREE

First SATURDAY

of each month!

Simeon Den Gallery
68895 Perez Rd, I-27 Cat City
info: 310-801-6538

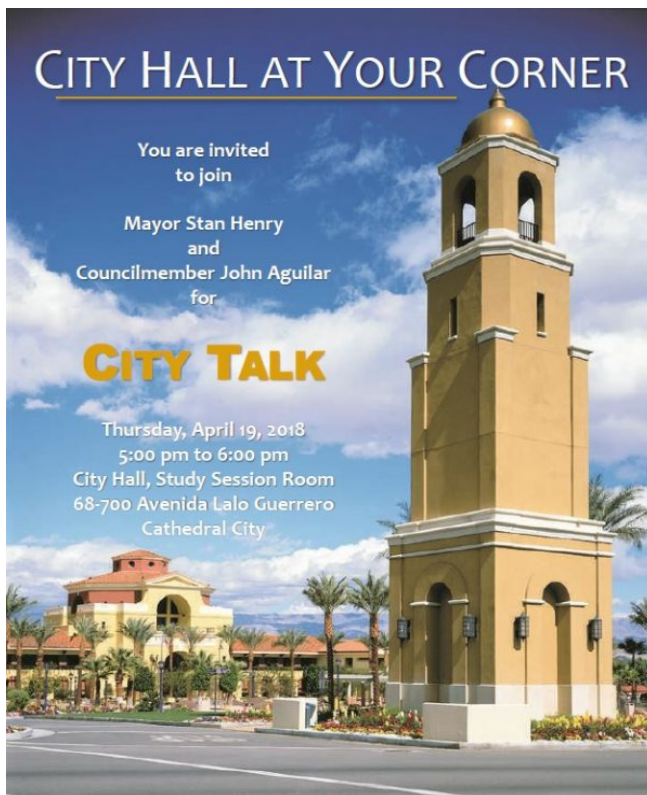
CHILDREN'S ART PARTY FOR CHILDREN AND ELDERS

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 an art making activity in their style discipline. Light refreshments, games, and entertainment.... **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

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 John Aguilar.

The forum will take place on Thursday, April 19, 2018 from 5:00 pm to 6:00 pm at City Hall, Study Session Room, 1st Floor, 68700 Avenida Lalo Guerrero in Cathedral City.

"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... [Read more.](#)

Battle of the Badges Boxing Event

Come watch police officers and firefighters box in the main ring on the Festival Lawn in Downtown Cathedral City.

Doors open at 5:00 pm

1st boxing match starts at 6:00 pm

[Read more.](#)

