

May 17, 2018

Community Update

by Stone James, Economic Development Director

WHAT'S DEVELOPING WITHIN ECONOMIC DEVELOPMENT

Opening and operating a business can be a rewarding, but daunting task. From consistently providing customers high-quality service (or products), to bookkeeping, and to advertising, don't forget managing the never ending social media accounts, there are so many things to juggle. We haven't even covered staying abreast of safety requirements, laws, and municipal codes.

A business license is little more than the public notification to the City and the broader community that you intend to operate a business within City limits. Since it is the City's job to serve and protect its community's stakeholders¹, a business license enables a City to help:



1. **PROTECT YOUR BUSINESS:** Being an expert in your business area is tough enough. With a business license in place, the City can offer annual inspections and other information designed to keep business owners abreast of the many laws and safety requirements. Since many safety hazards are not obvious, wouldn't it be best to allow experienced professionals to point out potential hazards before you, one of your employees, or a customer gets seriously injured or worse?
2. **KEEP YOU INFORMED:** If the City doesn't know you exist, they can't keep you abreast of networking opportunities, new or changing laws, or free resources which may help grow your business.
3. **LETS YOUR CUSTOMERS KNOW YOU MEAN BUSINESS:** Each month the City receives dozens of requests from private citizens and businesses inquiring about the status of a company's business license. Consumers are well informed, and we often find consumers conduct company research before making an important purchasing decision.
4. **LETS THE IRS KNOW YOU MEAN BUSINESS:** I am sure the folks at the IRS are a great group of people. That said, I imagine you'd rather spend your free time catching up with family and friends, or enjoying a hobby as opposed to wading through business records with a detailed-focused auditor. Fail to file a business license, and you could be inviting unnecessary attention, or worse, an audit, from the IRS or California Franchise Tax Board.
5. **LETS YOUR BANKS AND INSURANCE COMPANIES KNOW YOU MEAN BUSINESS:** Want to borrow money to grow your business, or get through challenging financial times? Reputable banks and insurance companies will require a business license.

So, with 250,493 attorneys² in the State, don't expose your business, your family, your employees, or your customers to unnecessary risk. Contact City Hall's Business License Administrator at 760-770-0353 or by going online at: <http://www.cathedralcity.gov/services/business-license> for more information and an application.

Additionally, thanks to the generosity of the Coachella Valley Economic Partnership, Natalie Orta at the Small Business Administration, and Scott Simmers at Palm Springs Motors, the City is continuing to host free monthly bilingual workshops on a variety of business and professional development topics. The classes are held at the Palm Springs Motors dealership on the second Thursday of each month. Times, dates, and program topics, in addition to recordings of previous classes, are available on our Cathedral City Economic Development website (<http://www.ccedd.org/>). Be sure to check CVEP's (<http://cvep.com/>), SBA's (<https://www.sba.gov/>) website for other valuable and free or low-cost services.

1. *City stakeholders: Residents, business owners, employees, visitors, and anyone else affected by decisions and activities within a City.*
2. *State Bar of California: Number of active and in-active attorneys*

News



The next City Council Meeting is set for May 23, 2018



City Receives Protective Gear for Our Six New firefighters Thanks to Agua Caliente Grant

Mayor Stan Henry and Councilmember Mark Carnevale welcomed and thanked the tribal councilmembers of the Agua Caliente Band of Cahuilla Indians on Friday morning, May 17th as the two councils celebrated the new protective equipment given to our new firefighters. Tribal leaders in attendance were Vice Chairman Larry N. Olinger, Councilmember Reid D. Milanovich, Council member Anthony W. Purnel, and Secretary / Treasurer Vincent Gonzales III.

The donation provides for firefighter protective clothing and gear including six structural sets and six wildland sets. Each set includes helmets, hoods, goggles, coats, pants, gloves and boots for the firefighters...[Read more.](#)

Bike Rodeo, Hula Hoop Contest and a Free Movie – This Saturday – Downtown Cathedral City

Bring the kids for several fun activities this Saturday, May 19th starting at 6 pm in Downtown Cathedral City's Festival Lawn, 68-600 East Palm Canyon Drive. The City of Cathedral City has teamed up with Riverside University Health System, S.C.R.A.P. Gallery, California Office of Traffic Safety, and the Cathedral City Evening Rotary for a night of family-friendly fun, including: [Read more.](#)

Saturday, May 19
Let's Go Ride A Bike!
Free Activities at the Festival Lawn in Cathedral City
68700 Avenida Lalo Guerrero, Cathedral City, California 92234

The City of Cathedral City and S.C.R.A.P. Gallery invite you to celebrate National Bike Month



Bike Rodeo from 6-8 p.m.
Children & Adult Hula Hoop Contest 7:30 p.m.
Free Movie *Mary Poppins* 8 p.m.

- **Riverside University Health System – Public Health (RUHS-PH)** will be hosting a **FREE Bike Rodeo** to help build bike safety skills and will be fitting and distributing 50 bike helmets to youth on a first-come, first-served basis.
- **Bring your own bike!**
- **Bicycle giveaways and prizes!**
- **Art projects with the S.C.R.A.P. Gallery!**



Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.



Cathedral City

Notice of Commission / Committee Vacancies - City of Cathedral City

The City of Cathedral City announces vacancies on several Commissions/Committees. These terms will begin on July 1, 2018. **PLEASE SUBMIT YOUR APPLICATION NO LATER THAN MONDAY, JUNE 4, 2018,** to the Office of the City Clerk, 68-700 Avenida Lalo Guerrero, Cathedral City, CA 92234. Applications are available at the City Hall reception desk and can be downloaded from the City's website at www.cathedralcity.gov. [Read more.](#)

Celebrate National Bicycle Safety Month with These Tips

With the California weather warming up, the Cathedral City Police Department and the California Office of Traffic Safety (OTS) are highlighting how bicycling is a great way to stay in shape, save money on gas, reduce pollution and when visiting recreational areas, a great way to see the sights. These benefits are nothing new to cyclists and community leaders. Many cities have created bike-friendly routes now complete with bike paths, special bicycle parking areas and special...[Read more.](#)



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.](#)

A Community Engagement Health Fair

Join family, neighbors and friends for a free health fair on Sunday, May 20, 2018 from 9 am to 3 pm at the Agua Caliente Elementary School located at 30800 San Luis Rey Drive in Cathedral City. Sponsored by the Desert Healthcare District, El Sol Neighborhood Educational Center, Loma Linda University...[Read more.](#)



Imagine 2040 – Cathedral City's General Plan – Public Workshop

Imagine what Cathedral City will look and feel like in the year 2040 – just over 20 years from now. What are the possibilities, opportunities and advancements that you would like to see? How can the City become even more livable and attractive to residents and businesses? State regulations require general plans to be updated approximately every 10 years.



Attend One or All!
 Workshop Hours: Between 5:00pm - 7:00pm
 Refreshments Provided

Tuesday, May 1, 2018
 Cathedral City Senior Center
 3771 W Buddy Rogers Ave

Tuesday, May 8, 2018
 Agua Caliente Elementary School
 30800 San Luis Rey Drive

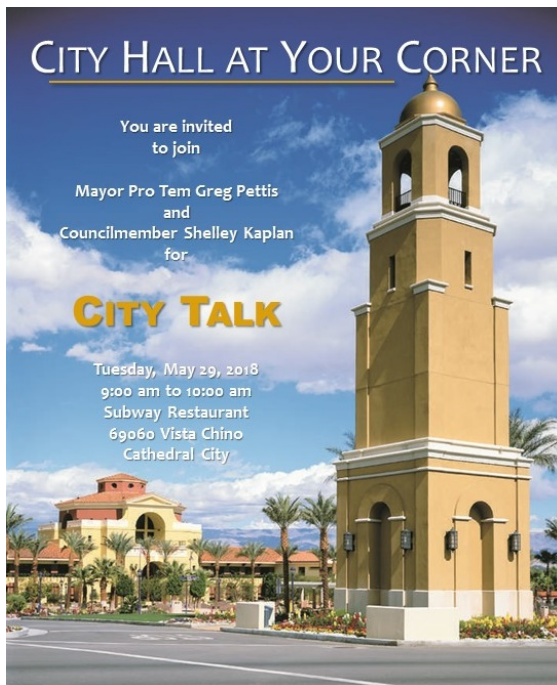
Tuesday, May 15, 2018
 Northgate Church
 30010 Date Palm Drive

Tuesday, May 22, 2018
 Cathedral City Library
 33520 Date Palm Drive

This update will look to the future of Cathedral City and where the City is headed on its way to the year 2040 – “Imagine 2040.” We want to hear your vision for the community. Come be part of Cathedral City’s plan for the future...[Read more.](#)

Home Buyer Class - Riverside, CA

Credit.org’s HUD-approved class will provide prospective home buyers with the information, resources and tools needed to purchase your first home. All graduates will receive a certificate which may grant access to services and products specifically for First-time Home Buyers like down payment and closing cost assistance. In addition, credit.org offers pre-purchase counseling – an opportunity to work individually with credit.org ... [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 Pro Tem Greg Pettis and Councilmember Shelley Kaplan.

The forum will take place on Tuesday, May 29, 2018 from 9:00 am to 10:00 am at Subway Restaurant, 69060 Vista Chino in Cathedral City...[Read more.](#)

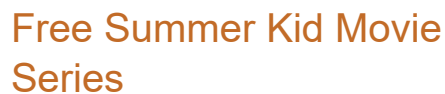
CHILDREN’S ART PARTY FOR CHILDREN AND ELDERS

The SCRAP Gallery and the Agnes Pelton Society hosts the Children and Elders monthly Art Party at the

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.](#)



Read more.



Films start at 9:30 am every FRIDAY

KID SUMMER MOVIE SERIES

**8 GREAT FREE KID FILMS
JUNE 15TH TO AUG 3RD**

6/15 	7/13
6/22 	7/20
6/29 	7/27
7/6 	8/3

Pick up your free tickets each week at:

City Hall
Cathedral City Library

Made possible by

Cathedral City

Mary Rickford Theatre is 2ND PLACE

Rockin' Sock Hop

Come dressed to listen and dance to the music from the 50's and 60's and enjoy hot dogs provided by Sonic Drive-in and ice cream soda shakes by Lala's Waffles Crepes & Shakes. Each item is only 25 cents.

Join all the hip cats and dolls who will be participating in the rocking 50/50 raffle.

Presented by the Cathedral City Parks and Community Events Commission and benefiting the Cathedral City Senior Center.



Stonewall Humanitarian Awards Gala

Join neighbors and friends for this musical fundraising event that recognizes the history of the Stonewall Riots and the pivotal point that sparked the modern day LGBTQ Civil Rights Movement.

Special Musical Performance by SVET:

SVET, an Electro Hip Hop Violinist as seen on America's Got Talent, is one of the most profound and unique acts of today. He is globally recognized for his incredible talent to recreate music and songs of today with the violin. While finishing a 60 city international tour, SVET has shared stages with iconic stars including Kanye West, Jamie Foxx, Phillip Phillips, Ceelo Green and The Black Keys!

[Read more.](#)



2018

The 2nd annual Tejano Music Fest

[Read more.](#)

Halloween Spooktacular 2018

20,000 Pieces of Candy! Food Vendors, Costume Contest, and much more!

The Cathedral City Police Department, Cathedral City Fire Department, and City of Cathedral City's Special Events bring to you the Halloween Spooktacular, Sunday, October 28, 2017 from 12-3 pm. The event will occur in downtown in front of City Hall, 68-700 Avenida Lalo Guerrero. Halloween Spooktacular will include free admission as well as exhibits sponsored by non-profit organizations, the Cathedral City Police Department and Cathedral City Fire Department. ...[Read more.](#)



5th Annual Cathedral City Hot Air Balloon Festival

5th Annual Cathedral City Hot Air Balloon Festival

[Read more.](#)



North Pole Village at Snow Fest

Bring the entire family for this special event that shall become a tradition! North Pole Village at Snow Fest captures all the holiday spirit and places it at one event. You will enjoy an outdoor market featuring holiday arts & crafts, food, treats, and beverages including hot chocolate. Best of all, you will be captivated by a stroll down Main Street at the North Pole Village lit up with holiday lights. Listen to holiday music, smell the fresh cookies baking, and ...[Read more.](#)



For Questions or Comments, Contact Chris Parman, Communications and Events Manager
cparman@cathedralcity.gov

