

August 23, 2018

Community Update

by Stone James, Economic Development Director



WHAT'S DEVELOPING WITHIN ECONOMIC DEVELOPMENT

Would you like to make your life more interesting and more rewarding? Are you interested in making society a better place? If so, education is our community's best opportunity to change everything from the quality of our roads and parks; to increasing individual household incomes; and to literally improving the quality, safety, and stability of our children's childhoods ^{1 - 4}.

Incredible things can happen when people slow down, think about where they are, and think about where they'd like to be. When they envision the life they want to live, a life they are capable of living, and a life that, if they take those first critical steps and continue taking those steps, incredible things will result. Along the way, those who reach for more will experience new adventures, conquer new challenges, and find out they are more capable than they ever imagined. Those who set goals, and work to stretch their potential, will live more enriching lives and will make society a better place⁵.

After envisioning where you want to be, setting goals, and identifying next steps; the first step for many is furthering their education. Education can take many forms. For some, a class or a series of classes on how to start a business, the basics of internet marketing, or a tune-up on a previous skill set are all that are needed to move forward. For others, a certificate program can yield big improvements in their career path, job satisfaction, and income levels. For many, a four-year degree or graduate degree(s) must be earned in order have the professional or societal impact(s) they envision.

Regardless of where you are on the spectrum, educational opportunities within the Coachella Valley abound. These opportunities are accessible, affordable, and attainable. Below are links to

various educational resources you can immediately begin taking advantage of. Here are a few.

1. www.ccedd.org : Cathedral City's Economic Development website listings a number of free or low cost classes offered by some of the Valley's best organizations such as SBA, CVEP, SBDC, SCORE, Women's Business Center, GCVCC, and DBA.
2. [College of the Desert](#): College of the Desert (COD) won a 2018 Bellwether Award⁶ for its innovative EDGE (Engage, Develop, Grow, Empower) Program. The Valley is fortunate to have this top-rated California Community College with multiple campuses. COD offers nearly 100 different certificates or Associate degrees.
3. [University of California Riverside](#): "UCR ranks among the top 25 comprehensive research universities in the nation (Washington Monthly, 2017) and was included in the (August 2018) edition of The Princeton Review's "The Best 382 Colleges." ([Source](#))
4. [California State University San Bernardino](#): Money magazine has listed Cal State San Bernardino 67th in the nation's top 727 colleges and universities in its annual Best Colleges for Your Money rankings. Money also listed CSUSB among the 50 Best Public Colleges (42) and Best Colleges Where More Than Half of Applicants Get In (18). ([Source](#))
5. [Brandman University](#): Brandman offers one of the highest graduation rates of any university of its kind, and 9 out of 10 of our students would recommend it to their friends. ([Source](#))
6. [University of Redlands](#): With a 100 year history, and a 13-to-1 student to faculty ratio, this Division III school offers other points of distinction to include: "Top 7% of four-year colleges, ranked by alumni earning above expectations" (The Economist); "Top 25% of America's Top Colleges" (Forbes); and "Ranked #20 for "Lots of Race/Class Interaction." (Princeton Review) ([Source](#)).

The Cathedral City Economic Development Department would also like to provide special 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, along with these great organizations, 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 the 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.

REFERENCES:

1. Frasilho, D., de Matos, M. G., Marques, A., Neville, F. G., Gaspar, T., & Caldas-de-almeida, J.M. (2016). Unemployment, parental distress and youth emotional well-being: The moderation roles of parent-youth relationship and financial deprivation. *Child Psychiatry and Human Development*, 47(5), 751-758.
2. Reinhardt Pedersen, C., Madsen, M., & Köhler, L. (2005). Does financial strain explain the association between children's morbidity and parental non-employment? *Journal of Epidemiology and Community Health*, 59(4), 316-321.
3. Dooley, D., Prause, J., & Ham-Rowbottom, K. (2000). Underemployment and depression: Longitudinal relationships. *Journal of Health and Social Behavior*, 41(4), 421-36.

4. Friedland, D. S., & Price, R. H. (2003). Underemployment: Consequences for the health and well-being of workers. *American Journal of Community Psychology*, 32(1), 33-45.
5. <https://hilt.harvard.edu/files/hilt/files/settinggoals.pdf>
6. The Bellwether Award: "In more than 1,200 community colleges nationwide, this is one of the highest honors an institution can receive. The awards are similar to being selected by your peers, comparable to the Oscar or Emmy Award," said Dale F. Campbell, Professor and Director of the University of Florida's Institute of Higher Education.

News



The next City Council Meeting is set for August 29, 2018

Cathedral City Is Now Home to the Official State LGBTQ Veterans Memorial - a First in the Nation!

(SACRAMENTO, CA)— Yesterday, Governor Brown put pen to paper, signing into law AB 2439, Assemblymember Eduardo Garcia's legislation designating Desert

Memorial Parks' LGBTQ Veterans Memorial located in Cathedral City as the state's official LGBTQ Veteran Memorial. The successful passage of this measure would make California the first state in the United States of America to dedicate a memorial recognizing LGBTQ ...



[Read more.](#)

Events

Bingo at the Cathedral City Senior Center

The Sisters of Perpetual Indulgence and the Cathedral City Senior Center have teamed up to put on a fun night on BINGO on Friday, August 24 starting at 6 pm. This is the first time in recent history that BINGO has been played at the Senior Center in the evening. This event will feature Cash Prizes, free ice cream provided ...

[Read more.](#)

BINGO
BINGO PLAYERS
TAKE YOUR SEATS!
7 GAMES FOR \$20

Palm Springs Sisters of Perpetual Indulgence and the Cathedral City Senior Center have teamed up as partners for the **FIRST CCSC BINGO EVENT** on **FRIDAY, AUGUST 24TH** at **6PM** at the **CATHEDRAL CITY SENIOR CENTER**

FEATURING: • ALL CASH BINGO PRIZES • RAFFLE PRIZES
• ICE CREAM FOR EVERYONE Provided by HEALTHNET
Adult beverages available for purchase.

37171 W. Buddy Rodgers Ave, Cathedral City, CA • 760 321 1548

CATHEDRAL CITY SENIOR CENTER
Since 1985 • Redefining What It Means To Be A Senior

Both hosts are 501 C 3 non-profit organizations



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.](#)

Tejano Music Festival 2018

The 2nd annual Tejano Music Fest

VENDORS • FOOD • DRINKS
RAFFLES • OUTDOOR MARKET
FUN FOR ALL AGES!
FREE ADMISSION • FREE PARKING

[Read more.](#)



Cinema Diverse – The Palm Springs LGBTQ Film Festival "Bonus Weekend" in Cathedral City

Cinema Diverse – The Palm Springs LGBTQ Film Festival – happens September 20-23 at the Camelot Theatres in Palm Springs. Then on September 28-29, Cinema Diverse will hold a "Bonus Weekend" with new films not seen in Palm Springs and a few "Best of the Fest" that were. The films at Cathedral City's Mary Pickford Theatre will occur over two ...

[Read more.](#)

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: 2018 **Saturday, October 6, November 3 and December 1**
2019 **Saturday, January 5, February 2, March 2, April 6 and May 4**

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 smaller 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) 770-6369
Email: dprincegrove@cityofcathedralcity.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

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: 2018 Saturday, **October 6**, November 3 and December 1
2019 Saturday, January 5, February 2, March 2, April 6 and May 4

TIME: 8:00 a.m. – 9:00 a.m.

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

LOCATION: 68510 East Palm Canyon Drive

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



Healing Field

"Healing Field" is a tribute to the men and women of uniform who gave the ultimate sacrifice to our country since September 2001. The event is organized by the Cathedral City Rotary and sponsored by the City of Cathedral City. Located in Patriot Park next to Big League Dreams Sports Park at the corner of Date Palm Drive and Dinah ...

[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

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

