

October 11, 2018

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 work. Below is a brief update on several important initiatives:

1. **HOUSING, HOUSING, AND MORE HOUSING!:** GHA Communities' District at the Edge has successfully sold! With such strong demand and positive customer feedback, GHA is already coming out of the ground with their District East project. I just heard one of the homes within District East just resold for \$850,000! DR Horton, America's largest home builder, just closed escrow on approximately 100 lots within the Verano Masterplan located in North Cathedral City. DR Horton will be bringing their national expertise to building well-design homes at affordable prices in a community with a refreshing new-urbanism land plan. Another great addition to our community will be provided by the Rilmington Group. Voted 2006 Coachella Valley Builder of the Year Mickie Riley and his team will bring experience, passion, and a commitment to crafting thoughtfully designed and well-built homes within the Rio Del Sol community.
2. **CONTINUALLY UPDATED ECONOMIC DEVELOPMENT WEBSITE:** Stay abreast of the latest events, learn about our great City, and find important development facts by visiting and bookmarking <http://www.ccedd.org/>.
3. **AGUA CALIENTE DOWNTOWN CATHEDRAL CITY CASINO:** The casino is still on track! The Agua Caliente Band of Cahuilla Indians are still working their way through the fee simple to tribal trust application process. The Tribe believes they will complete this Federal process in the early to mid-part of 2019. The current site plan still contemplates a 60,000 square foot casino consisting of 500 slot machines in 40,000 square feet of gaming space; 5,000 square feet of restaurant space; and 2,500 square feet of retail space. Given the Tribe's success in Palm Springs and Rancho Mirage with two luxury destination-style casino resorts, we know the Tribe will deliver another first-class development!
4. **BOB HOPE CROSSING:** The developer is hoping to hold a ribbon-cutting ceremony for the first

few commercial pads before the end of the year. This 9-acre property will offer travelers a variety of services including a 100+ room Best Western Plus hotel, AM/PM gas station, Starbucks, McDonalds, and several high-quality quick-serve restaurants. This project will be a great way to welcome visitors into our City and generate much needed revenue.

5. SUNNIVA: Construction on the Sunniva project is well under way! This \$54m project is 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.

6. HIRE LOCAL PROGRAM: Leisa Lukes continues 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 first opportunity to land that great new position.

7. DOWNTOWN CATHEDRAL CITY: Truly exciting things are happening in Downtown Cathedral City. Recent or pending developments within Downtown include: (i) the casino planning process is underway; (ii) ground breaking will occur in early 2019 on the nearly \$4m downtown amphitheater (located adjacent the parking structure); (iii) CV Rep Theater is selling tickets for their first performance in their new theater! "Chess" is scheduled to open on March 13, 2019. You can learn more and buy tickets by clicking here.

8. CVEP, SBA, & CATHEDRAL CITY ECONOMIC DEVELOPMENT PARTNERSHIP: The Coachella Valley Economic Partnership ("CVEP") and the Small Business Administration ("SBA") have partnered to provide free monthly bilingual workshops on a variety of business and professional development related topics. A class is being held tonight at 6pm at the Palm Springs Motors dealership. Times, dates, and program topics are available on our new Economic Development website (<http://www.ccedd.org/>). Be sure to check the City's economic development website, CVEP's (<http://cvep.com/>), and SBA's (<https://www.sba.gov/>) website for 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 several hotels. 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



The next City Council Meeting is on October 24, 2018



\$23,000 Raised for the Boys and Girls Club at the 6th Annual Meatball Festival

Hundreds of community members came out this past Sunday to partake in the 6th Annual Meatball Festival hosted by Sammy's Place. The annual event raises money to support the Cathedral City Boys and Girls Club. According to Scott Robinson, the Executive Director, the Meatball Festival raised a record \$23,000 to support its mission. The City of Cathedral City proudly sponsored ...

[Read more.](#)



Morning Balloon Glow featuring the "Love Birds" balloon to kick-off the Cathedral City Hot Air Balloon Festival & Food Truck Mash-Up, November 16-18, 2018

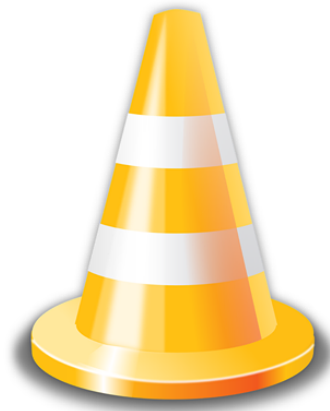
Friday November 16th, the Cathedral City Hot Air Balloon Festival will kick-off with a Special Shape Sunrise Balloon Glow Pancake Breakfast at Big League Dreams Sports Park bring more than 30 hot air balloons from across the United States and Canada to the Coachella Valley for a

kaleidoscope of color, art, sound and enjoyment. Attendees will enjoy an American breakfast ...

[Read more.](#)

CONE ZONE ALERT: Highway 111 in Cathedral City Will Be Temporarily Closed on October 25th for the Annual CCHS Homecoming Parade

Highway 111 in Cathedral City Will Be Temporarily Closed on October 25th for the Annual CCHS Homecoming Parade
CATHEDRAL CITY, CA With increased security measures, both eastbound and westbound traffic of East Palm Canyon Drive (Highway 111) in Cathedral City will be temporarily closed and re-routed on Thursday, October 25, 2018 between 3:00 pm and approximately 5:00 pm due ...



[Read more.](#)

International Walk to School Day in Cathedral City

Hundreds of students and parents were escorted to school today by Mayor Pro Tem Greg Pettis, Councilmember John Aguilar, Councilmember Mark Carnevale as well as the Cathedral City Police and Fire Departments. Held in October every year since 1999, millions of children from countries around the world participate in Safe Kids Walk This Way events for International Walk to School ...



[Read more.](#)



Eight Cathedral City Police Officers Named "Detectives of the Year"

Every city in America must deal with crime. However, Cathedral City is fortunate to have a team of detectives and patrol officers who work together to solve some of the most dreadful offenses. During the 22nd Annual

Peace Officer & Public Safety Luncheon last week in Palm Desert, Detective Sergeant Rick Sanchez, Detectives Heather Olsen, Brian Barkley, Nate Hanley, Mark ...

[Read more.](#)

Cathedral City Firefighters Honored as "Firefighters of the Year"

As we celebrate National Fire Prevention Week this October 7-13, 2018, we can also celebrate six Cathedral City firefighters who were honored for being heroes to a three-year old and his family. During the 22nd Annual Peace Officer & Public Safety Luncheon last week in Palm Desert, Battalion Chief Robert Allison, Captains Craig Sanborn and Josh Hess, Engineers Terry Martin ...



[Read more.](#)

Events

CATHEDRAL CITY Fire

ANNUAL OPEN HOUSE & PANCAKE BREAKFAST

Fire Prevention Week
Pancake Breakfast
Saturday October 13th
from 8 am - 10:30 am

JOIN YOUR CATHEDRAL CITY FIREFIGHTERS FOR A FREE BREAKFAST!

Fire Station 412
32100 Desert Vista Rd.
Cathedral City, Ca. 92234
(760) 770-8200

LOOK. LISTEN. LEARN.
Be aware.
Fire can happen anywhere™

FIRE PREVENTION WEEK: OCTOBER 7-13, 2018
firepreventionweek.org

NFFPA

Cathedral City Fire Department's Annual Open House & Pancake Breakfast

In celebration of National Fire Prevention Week, join your Cathedral City Firefighters for a free pancake breakfast on Saturday, October 13, 2018 from 8 am to 10:30 am at Fire Station 412 located at 32100 Desert Vista Road in Cathedral City. For more information, call (760) 770-8200.

[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.](#)



Cuisine & Art Tuesdays - Month of October 2018

Back by popular demand!

<https://www.youtube.com/watch?v=QEQbVnidFd8>

"Cuisine & Art Tuesdays" A Delectable Dining & Art Experience Every Tuesday in October. Go to where the interior designers from around the globe go while they visit the Coachella Valley, the amazing art and décor galleries along Perez Road in Cathedral City. Join other art enthusiasts every Tuesday in October for "Cuisine & Art ...

[Read more.](#)

Cuisine & Art Tuesdays

Every Tuesday in October, 4pm - close



2 or 3-Course Dining & Art Experience

Join other art enthusiasts every Tuesday in October for "Cuisine & Art ...



CCGBA Open House Tour

Cathedral City has doubled its gay-oriented businesses in the last

month. The owners have formed the Cathedral City Gay Business Association (CCGBA) to bring tourism to Cathedral City and provide great entertainment establishments for the LGBT community. CCGBA invites you to their Open House Tour on Thursday, October 18th, from 5 pm to 8 pm at all of the member ...[Read more.](#)

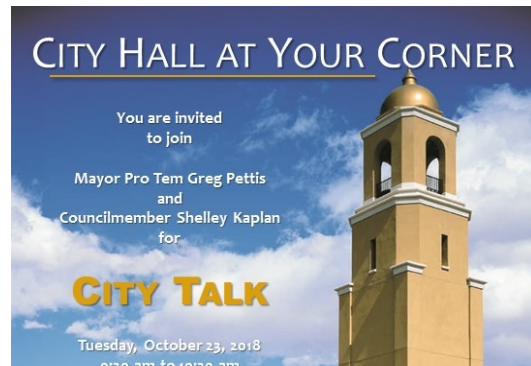
City Hall at Your Corner

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, October 23, 2018 from 9:30 ...

[Read more.](#)



Mural Artist and Celebrity Signing Ceremony Happens October 24th

Join the City Council of Cathedral City, Mural Artist Rick Rodriguez, World Boxing Champion Tim Bradley and Mixed Martial Arts and Ultimate Fighting Championship Competitor Kevin Luke "Cub" Swanson for a "Mural Artist and Celebrity Signing Ceremony" on Wednesday, October 24th starting at 2:30 p.m. and located outside of One Eleven Conditioning Club, 68571 E. Palm Canyon Drive in Cathedral ... [Read more.](#)



Cathedral City Homecoming Parade & Rally

CCHS Homecoming Parade & Rally

[Read more.](#)

Cathedral City Senior Center's Pasta Suprema!

The Cathedral City Senior Center is hosting its third annual benefit Pasta Dinner on Friday, Oct. 26. The Pasta Suprema! event helps underwrite general operating expenses of the Senior Center. An elegant pasta and sauce bar is being hosted by primary event sponsor Nicolino's Fine Italian Restaurant. This is no typical "spaghetti feed," points out Mark Carnevale, owner of the ...

[Read more.](#)

Pasta Suprema!

A Fundraising Dinner For The
Cathedral City Senior Center



Friday, October 26, 2018
Continuous Dinner Service From 6 pm to 8 pm
Tickets: \$35 per person - 760-321-1548
Includes Pasta Bar With Your Choice of Pasta & Sauces
Salad, Bread & Dessert Bar

No Host Wine & Beer Service - Silent Auction & Raffle
Dinner Generously Hosted by Nicolino's Fine Italian Restaurant



37171 W. Buddy Rogers Ave., Cathedral City, CA 92234
760-321-1548



Dia de los Muertos (Day of the Dead)

Cathedral City is proud to sponsor the annual "Día de los Muertos" featuring: mariachi bands folkloric dancers an art contest for students a children's craft area supervised by SCRAP Gallery information tables Community Altar food vendors Día de los Muertos Day of the Dead A Celebration Honoring the Memory of Loved Ones Saturday, October 27, 2018 11:00 am ...

[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.](#)



The City of Cathedral City **FREE!**
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 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: dp@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.

[Read more.](#)

Two for Tuesday

Cathedral City residents can ice skate for half-price on the first Tuesday of every month (excluding holidays) at Desert Ice Castle. Just bring proof of being a Cathedral City resident, such as an Driver's license, copy of a utility bill, or any other form of residential proof. Ages 3 years and up. The Time for Public Skate Available for "Two ...

[Read more.](#)

Two for Tuesday
at
DESERT ICE CASTLE
1st Tuesday of Every Month

A photograph showing several children ice skating on a rink. They are wearing winter gear like hats, scarves, and gloves. The rink is outdoors, and the background shows some buildings and trees.

Cathedral City residents can ice skate for half-price on the first Tuesday of every month (excluding holidays) at Desert Ice Castle. Just bring proof of being a Cathedral City resident, such as an Driver's license, copy of a utility bill, or any other form of residential proof. Ages 3 years and up.

DESERT ICE CASTLE
68-600 Perez Road
Cathedral City
(760) 324-0400
info@deserticecastle.com

Cathedral City

www.DiscoverCathedralCity.com



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.](#)

The Roast of Mayor Stan Henry

Mayor Stan Henry will leave office after serving two terms. There is no better way to honor him than by bringing friends and family together for a comedic Roast! Enjoy a night of comedy and help support a local charity, the Cathedral City Evening Rotary. V.I.P. seats are \$35 and reserved seats are \$25. All proceeds benefit the Rotary. Please ...

[Read more.](#)

Roast of MAYOR STAN HENRY

[steev] [har-ee]

TICKETS
\$35-VIP
\$25-RESERVED

SPONSORED BY
CATHEDRAL CITY
EVENING ROTARY



MONDAY, NOVEMBER 12, 2018

6:30 PM

MARY PICKFORD THEATRE

TOP
5
Reasons
to GO

1. More Flea-Flickers than on Monday Night Football.
2. Last chance to throw a rotten tomato.
3. Still can't go to an In-N-Out Burger in Cathedral City
4. Cannabis-free popcorn.
5. A chance to sneak into "A Star is Born" afterwards!

Tickets Available At:
dplaceentertainment.com

"2nd Tuesday Talks" Free For The Taking at CCSC!

The Cathedral City Senior Center has announced its schedule of "2nd Tuesday Talks" for the season. The topics range from Veteran's Benefits to Planned Giving to Death and Dying



2nd Tuesday Talks!

- Free Admission
- Open to All
- Timely Topics
- Learn More
- Meet Others

5:30 pm To 7:00 pm

Oct. 9 Veteran's Advocacy Associates seminar. Benefits that enable veterans extra support.

Nov. 13 Getting on Social Security and Medicare

Dec. 11 Back Programs/Surgery - Pain Management

Jan. 8 Living Deeply, Dying Well

Feb. 12 Another Round and Senior Center

to Broadway, Broadway, Broadway!!! All the programs are held at the Cathedral City Senior Center on the 2nd Tuesday of the month starting at 5:30 and ending by 7. The events ...

[Read more.](#)

5th Annual Cathedral City Hot Air Balloon Festival

5th Annual Cathedral City Hot Air Balloon Festival

[Read more.](#)



5th ANNUAL

THE WESTIN
MISSION HILLS
GOLF RESORT & SPA
— presents —

Cathedral City

Hot Air Balloon Festival

FEATURING
FOOD TRUCK MASH-UP

PART OF THE USA TODAY NETWORK

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

more.



Pole Village lit up with holiday lights.
Listen to holiday music, smell the
fresh cookies baking, and ...[Read](#)

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

