



CATHEDRAL CITY WEEKLY NEWSLETTER

April 11, 2019

Community Update

by Stone James, Economic Development Director



CATHEDRAL CITY
DOWNTOWN
ARTS & ENTERTAINMENT DISTRICT

WHAT'S DEVELOPING WITHIN ECONOMIC DEVELOPMENT:

Have you been to our Cathedral City's Downtown Arts and Entertainment District lately? If not, you are missing out! The CV Repertory Theater officially opened on March 13th to sold out performances of "Chess". If you have not been inside the theater, or sat in the comfortable chairs, you need to go. The CV Rep's Board and volunteers did an amazing job of creating a first-class playhouse. CV Rep's next play, "Good People" by David Lindsay-Abaire, begins on May 1st and runs through the 19th. If you were not able to catch "Chess," then do not miss "Good People."

Arts and entertainment are an integral component of an inviting, creative, and lasting community. Beyond attending periodic performances at CV Rep, there is no better way to memorialize your support of the arts by participating in CV Rep's "buy a brick" program. For a small fee, you can make a donation to the theater and receive a message engraved into either 4" x 8" or 8" x 8" brick. These bricks will make up the main paths around the theater. Show your fellow community members your support of an invaluable part of our community.

If you arrive early to one of the plays, you have a number of places to grab a drink, enjoy local cuisine, and reconnect with friends. Bonta, Trilussa, The Roost, AMP Sports Lounge, Polo Doky's, Los Arco's, Trunk's, La Tablita, Justin Eat and Drink, The Runway, Zobo & Meester, Denny's, Apong's Philly Steak, Salsas, Sammy's Place, Pizzeria Bambinos, Capizzi's, Sunshine Café, Taco Bell, Tony's Burger's, and India Oven are all tremendous local restaurants or bars and all are within walking distance or a short drive from the theater.

Construction on our new amphitheater is in full swing. With the construction fences up, it is difficult to see what is taking shape inside. Thankfully, the second floor of the parking structure offers the perfect view of what will become an amazing community amenity. There will be numerous open lawn areas, a children's play area, shade trees, restrooms, and a permanent stage. In fact, just last night from a long list of suggested names, the City Council selected, "Cathedral City Community Amphitheater" as the amphitheater's official name.

If you enjoy staying in the know, please bookmark www.DiscoverCathedralCity.com and <http://www.ccedd.org/>. On these websites, we offer resources and information on all that is great and going on in our city.

All Cathedral City residents can help make our city more vibrant by "buying local" whenever possible and encouraging out-of-town guests to stay in one of our many 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 your commitment to properly maintain your residential and commercial properties. Routine maintenance shows others the respect and appreciation we value for ourselves, our neighbors, and our community. Property appearance is an important “selling point” when prospective homebuyers, businesses owners, and developers tour Cathedral City looking for the “perfect” location.

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



City Council Names the Downtown Amphitheater Park

It's official. The City Council at last night's meeting has named the new downtown amphitheater park that is scheduled to open this fall at the corner of Cathedral Canyon Drive and Avenida Lalo Guerrero. After nearly a year long process of taking community input and recommendations from the Cathedral City Parks and Community Events Commission, the council decided to name ...

[Read more.](#)

30,000 Easter Eggs and 4 Bikes to Be Given Away at Easter Kidapalooza - April 21st

Quick Quack Car Wash presents
“Easter Kidapalooza” featuring 30,000
Easter Eggs filled with candy and toys
on Sunday, April 21, 2019 from 12
noon to 3:00 pm. Bring the kids to

Cathedral City's Town Square Park in front of City Hall for a FREE event that is all about Kids. You will enjoy DJ music, an Easter Egg Hunt for ...

[Read more.](#)



Tejano Music Fest Returns October 12th – Reserved Tables on Sale Now

Tejano PowerHouse Entertainment, City of Cathedral City and Diaz Enterprises invites you to the 3rd Annual Tejano Music Fest in Cathedral City featuring the best Tejano music, fiesta food and spirits on Saturday, October 12, 2019 from 5 pm to 11 pm at our new location, the Pavilion at Big League Dreams Sports Park in Cathedral City, California. You will ...

[Read more.](#)

Events

Cristopher Cichocki's
"Desert Sea" Exhibit



(February 15 - May 5)

Internationally recognized, Coachella Valley artist, Cristopher Cichocki, will create his latest art installation entitled, "Desert Sea," on the Festival Lawn, 68-600 East Palm Canyon Drive, in Downtown Cathedral City with a scheduled opening on Friday, February 15, 2019 through Sunday, May 5, 2019. Desert Sea unveils a fusion of materials derived from the Coachella Valley that include Salton Sea barnacles, ...

[Read more.](#)

SCORE Quickbooks Workshops - Intermediate Course

SCORE Quickbooks Workshops Intermediate Course Sponsored by the Cathedral City Economic Development Department, this workshop is designed for current users of Quickbooks Online (QBO)

who want to expand their understanding and skills regarding functionality and navigation of the software. It will address intermediate accounting principles for small businesses and record keeping with QBO as well and general best practices and ...

[Read more.](#)



Greater Palm Springs Fast Pitch for Entrepreneurs

The excitement is real as entrepreneurs from across the

Fast Pitch

GREATER PALM SPRINGS
April 11, 2019 | 5 - 7 pm
UCR PALM DESERT CAMPUS
75080 FRANK SINATRA DRIVE

Entrepreneurs, it's time to submit your business idea for the 2019 Fast Pitch Greater Palm Springs!

Finalists will have the opportunity to meet with a business coach for training and feedback prior to pitching their idea to a panel of 4 judges and the 5th judge - the audience.

1st, 2nd and 3rd place winners compete for a share of \$1,000 in Cash Prizes

RIVERSIDE COUNTY INNOVATION

Coachella Valley compete in this Shark-Tank-style fast pitch competition. The audience will help select three winners who will take home cash prizes, and the top two contestants will advance to the countywide Fast Pitch Finale in Corona, CA. Part of Riverside County Innovation Month... [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.

For more information, [Click Here.](#)

EASTER Kidapalooza Presented by **Quick Quack CAR WASH** Dont Drive Dirty.com

Sunday, April 21, 2019
12 noon - 3 pm

- Kid Zone
- Easter Egg Hunt
- Bicycle Giveaways
- Photos with the Easter Bunny
- Free movie - "HOP" at the Mary Pickford Theatre @ 3:00pm

Easter Egg Hunt For the Kids
30,000 Easter Eggs
BOUNCE HOUSES
@ TOWN Square Park

Special appearance by the Easter BUNNY

Sponsors

PRESENTED BY **Quick Quack CAR WASH** Dont Drive Dirty.com

Frazier Pest Control, Inc.

Mary Pickford Theatre IS A PLACE

ACE Hardware Cathedral City

Stop Identity Theft Program

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: 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

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

TIPS:

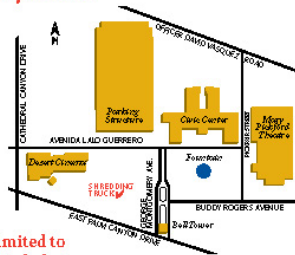

- You do not need to remove paper clips, staples, file folders, report covers, envelopes or binder clips from your documents.
- You can bring your documents in boxes or plastic bags.

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.

MORE:

- Your documents will be shredded on site – you will be able to witness the entire process.
- Arrive early – once the shredding truck is

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



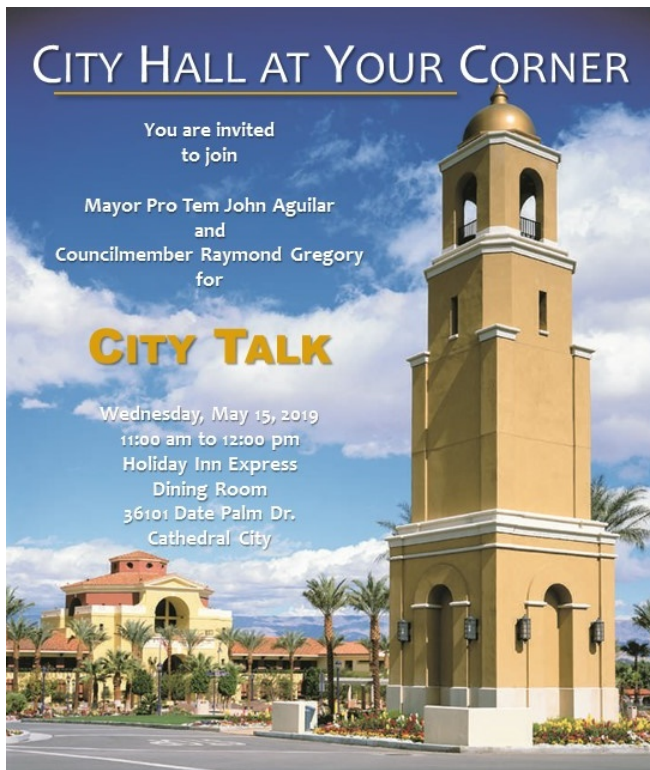
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DESERT ICE CASTLE
68-600 Perez Road
Cathedral City
(760) 324-0400
info@deserticecastle.com



www.DiscoverCathedralCity.com



City Hall at Your Corner - April 2nd

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 Mayor Pro Tem John Aguilar and Councilmember Raymond Gregory (District 5). The forum will take place on Wednesday, May 15, 2019 from 11:00 am to 12:00 pm ...

[Read more.](#)

Coachella Valley Boxing Battle in the Desert

Come watch the sport of amateur boxing on the Festival Lawn in Downtown Cathedral City. Doors open at 5:30 pm 1st boxing match starts at 6:30 pm

[Read more.](#)



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

