

May 23, 2019

Community Update

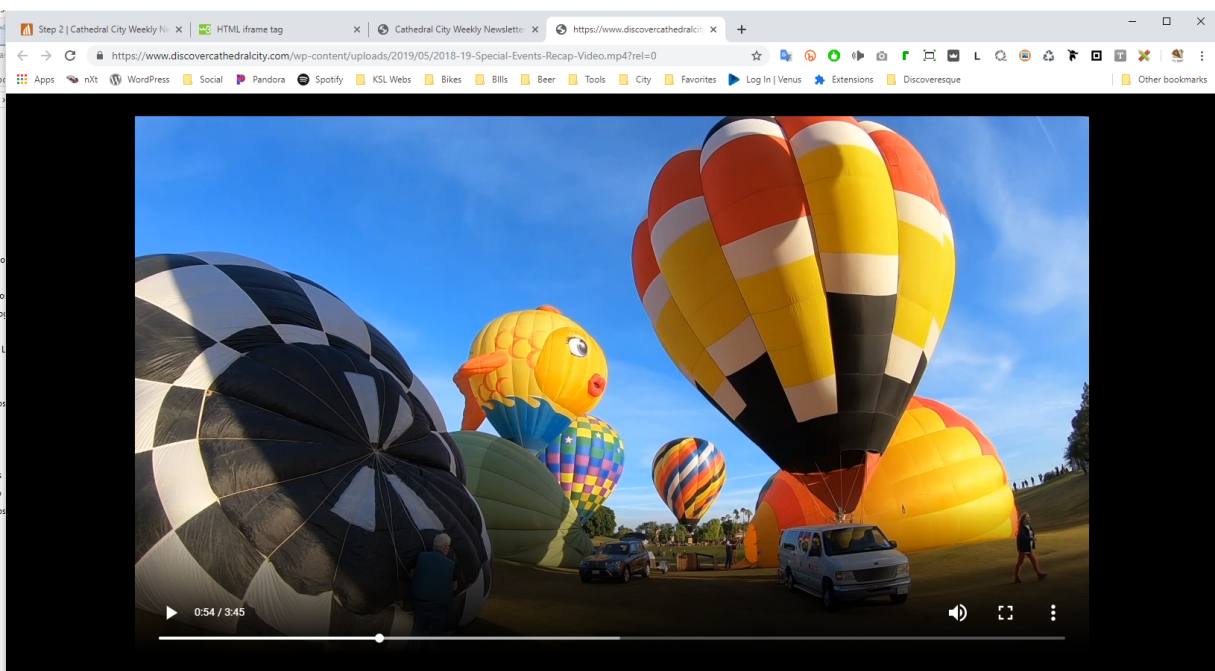
by Chris Parman, Communication and Events Manager



The 2018-19 Special Events Season Was Spectacular!

The annual boxing tournament this past weekend proved to be a fitting tribute to recap the 2018-19 Special Events Season – an exciting, suspenseful event with a record crowd. We started the season off with the 2nd Annual Tejano Music Festival in downtown on September 21 and powered through more than 20 festivals that connected neighbors, improved our quality of life, and generated City pride. Thousands of residents and visitors came to our signature events, such as the Cathedral City Hot Air Balloon Festival, Snow Fest, Taste of Jalisco Festival, and Cathedral City LGBT Days. Thousands more attended city or city-sponsored events such as Halloween Spooktacular, Día de los Muertos, Movies in the Park, Healing Field, Cinema Diverse, AmDocs Latino, Palm Springs International Film Festival at the Mary Pickford Theatre, Easter Kidapalooza, Restaurant Week, and Coachella Valley Battle in the Desert Boxing Tournament.

Here's a video recap tribute to the season: [VIDEO LINK](#)



Beyond providing excitement to our residents, the signature festivals also generated significant tourism revenue. The Greater Palm Springs Convention and Visitors Bureau recently hired Tourism Economics to conduct an economic impact on Cathedral City's five main festivals. The numbers were astonishing! The Cathedral City Hot Air Balloon Festival, Tejano Music Fest, the Palm Springs International Film Festival portion in Cathedral City, Taste of Jalisco, and the Cathedral City LGBT Days combined had a direct and indirect economic impact of more than \$3.9 million in total business sales for our local economy. This included purchases at the events, hotel / short-term vacation rental stays, transportation, meals, entertainment and shopping. More astonishing is the fact that the amount does not factor in the sizable economic impact by our local residents who also attended the festivals.

Equally important is how the festivals are helping to brand Cathedral City. In other words, what people are saying when you mention "Cathedral City". Our brand has changed over the last five years since I have been associated with the City. Five years ago, I heard people say, "Cathedral City is a sleepy little bedroom community of Palm Springs." Or they say, "I only pass through it to get to Palm Springs or Rancho Mirage. I don't stop." Now, people stop me and say, "Wow! What is going on with Cathedral City? They are really going places!" Or they say, "I went to the Balloon Festival and loved it!"

People throughout the Coachella Valley and beyond are noticing all that is happening in our busy, little city! With the new festivals, the new CVRep Playhouse, the building of the new Cathedral City Community Amphitheater, the refurbishing of the Mary Pickford Theatre, and the expected Agua Caliente Casino groundbreaking in downtown later this year, the excitement will only grow bigger. And because of this change in people's perception (our brand), we have new restaurants, new hotels, new lounges, new retail stores and new residents, as all of the above requires new jobs. In fact, the unemployment rate in Cathedral City dropped down to 2.7% within the last year. When you consider a 4.0% unemployment rate as being deemed a "fully-employed" community, then Cathedral City is experiencing a great economy.

Over the summer, we will be planning for the 2019-2020 special events with even more activities and entertainment that will go beyond anything we have seen before. The new downtown amphitheater will also play a major role in third party producers bringing even more entertainment options for our residents and visitors alike. To keep up with the latest information, remember to go to www.DiscoverCathedralCity.com and click on "Upcoming Events." You can also follow us on Facebook at Cathedral City Municipal <https://www.facebook.com/CathedralCityMunicipal/>, Twitter <https://twitter.com/DiscoverCC> or on www.Nextdoor.com.

NEWS

Kids Summer Movie Series Happens June 10th – August 2nd

In partnership with the Mary Pickford Theatre and the Cathedral City Parks and Community Events Commission, the Kids Summer Movie Series will start on Monday, June 10th through Friday, August 2nd. The series offers low-cost and free movies geared for kids throughout the summer. On Mondays through Thursdays, ticket prices are \$2.00



per movie per child or you can purchase ...
[Read more.](#)

Boys and Girls Club of Cathedral City Held Its Annual Appreciation Dinner

On May 16th, the Boys and Girls Club of Cathedral City held its annual Youth / Community Awards Appreciation Dinner to raise money for youth programming. Mayor Mark Carnevale gave welcoming remarks and commended the organization, led by Scott Robinson, for all that it does to help our young residents reach their full potential. Additionally, the mayor and his family ...[Read more.](#)



A Few More Slots Open for the Inaugural Mayor's Cup Golf Tournament

Do you like to play golf and want to help a charity at the same time? Yes! Sign-up now for the Inaugural Mayor's Cup Golf Tournament presented by the Cathedral City Evening Rotary. The tournament takes place



on Saturday, June 1, 2019 starting at 7:00 a.m. at the Date Palm Country Club, 36200 Date Palm Drive in Cathedral City. Tickets ... [Read more.](#)

“Movies in the Park” Occurs on the Next Two Saturdays

Gather the family, blankets, snacks and drinks and head to Cathedral City’s Panorama Park for “Movies in the Park” on the next two Saturdays for great family entertainment. A giant inflatable screen on the park lawn will offer a delightful setting to watch two great movies: “The Sound of Music” – Saturday, May 25, 2019 at approximately 8:30 pm or ... [Read more.](#)



Memorial Day Observance at Palm Springs Cemetery District

Please join the City Council of Cathedral City along with the Palm Springs Cemetery District for a “Memorial Day Observance” on Monday, May 27, 2019 from 9:00 am to 10:00 am at the Desert Memorial Park Cemetery, 31705 Da Vall Drive in Cathedral City. The Observance includes: Welcome Message by

Mayor Mark Carnevale Keynote Address by Lt. Colonel An K. ... [Read more.](#)

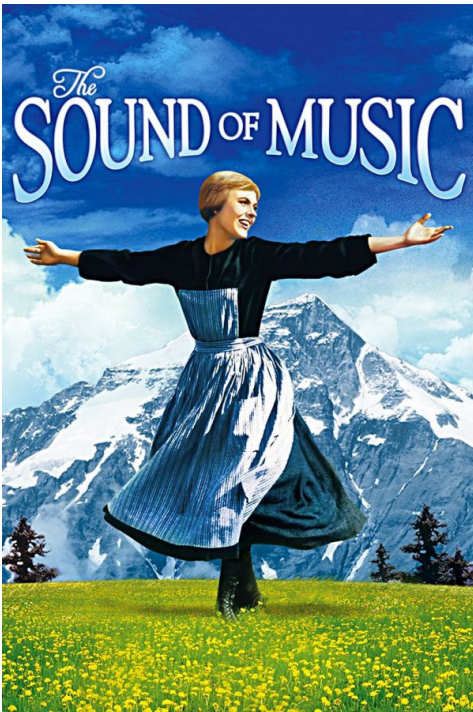
“A DAY TO REMEMBER” – MEMORIAL DAY AT FOREST

LAWN



Join the City Council of Cathedral City for “A Day to Remember” on Memorial Day, May 27, 2019 for an event that pays respect to those who have given the ultimate sacrifice for our nation’s freedom. Held annually at Forest Lawn, the program includes the following: Honor Guard/Hospitality Escorts Prelude Music Welcome Presentation of Colors Music Pledge of Allegiance Invocation ...[Read more.](#)

EVENTS



Movies in the Park - "Sound of Music"

Weather permitting, “Movies in the Park” featuring Rodgers and Hammerstein's “The Sound of Music” will occur on Saturday, May 25, 2019 at approximately 7:30 pm at Panorama Park, 28905 Avenida Maravilla, in Cathedral City. The free outdoor movie event, hosted by the Cathedral City Evening Rotary and sponsored by the City of Cathedral City, happens once a month on ... [Read more.](#)

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"A Day to Remember" - Memorial Day at Forest Lawn

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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.](#)



SBDC Eats Program

If you are looking to start a food truck, sell homemade cookies and pies or open a brick and mortar restaurant then this is the program for you! At no cost, this series will take you from creating your concept to starting your business and everything in between. Consider this a crash course on becoming a foodpreneur! [Read more.](#)

2019 Free Kids Summer Movie Series "Paddington 2"

The Cathedral City Parks and Community Events Commission, in partnership with the Mary Pickford Theatre, presents a "Free Summer Kids Movie Series" happening on every Friday at 9:30 a.m. starting Friday, June 14, 2019 thru Friday, August 2, 2019. The film series will allow free admission in order to see a different movie geared towards kids each Friday morning at ...

[Read more.](#)



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 sodas. 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 and benefiting the Cathedral City Senior Center.

[Read more.](#)



Job Openings are Happening, Get Job Ready

Job Openings are Happening, Get Job Ready. Learn Essential Hiring Skills, Trade & Public Safety Career Pathways. Meet with Employment Vendors & learn effective Application Preparation. [Read more.](#)



For Questions or Comments, Contact Chris Parman, Communications and Events Manager
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