



CATHEDRAL CITY WEEKLY NEWSLETTER

August 1, 2019

Community Update
by Stone James, Economic Development Director

WHAT'S DEVELOPING WITHIN ECONOMIC DEVELOPMENT

Today is another great day to be a Cathedral City resident!

Did you know the Cathedral City Chamber of Commerce and the Cathedral City Economic Development Department recently launched an exciting local business and services information platform? The [ShopCathedralCity](#) or [CCShopLocal](#) website is designed to make your life easier and help you spend more time doing the things you love. CCShopLocal celebrates all the great businesses and services found within our City. A few clicks on CCShopLocal, and a short drive or walk later you can be enjoying the best the West Valley has to offer. Whether you are looking for exquisite places to eat ([local flavors](#)), some [retail therapy](#), [things to do](#), [ideas for healthy living](#), or [things for your home](#), CCShopLocal has it all.



Besides saving money and time (arguably our most precious resources), when you shop local you are directly supporting and improving your community. Your dollars support businesses which supply the tax revenue used to fund road improvements, our fire department and police services. As our City's existing businesses grow, new businesses will be enticed to open. As our economic base improves, tax revenues improve City services and amenities (e.g. parks, trees, and public art). It really is that simple. By supporting your local businesses, you are truly making your community a better place to live.

Speaking of Economic Development, for those who enjoy a classic American diner, north city residents will have a new choice for family dining. Denny's Restaurant has received full Planning Commission approval and are working on final engineering plans to build an attractive mid-century designed restaurant. Their new restaurant will be located on the northwest corner of Landau Boulevard and Vista Chino. While the project is likely 18 months away from opening, this new restaurant will be a great addition to the Plaza Rio Vista.

Within our Downtown Cathedral City Arts and Entertainment District, construction on our Cathedral City Community Amphitheater is in full swing. There will be numerous open lawn areas, a children's play area, shade trees, restrooms, and permanent stage. Scheduled to be finished in January 2020, Chris Parman, our Communications and Events Manager is already planning events to celebrate and make the most of this new amenity.

Also, not enough can be said about maintaining your residential and commercial properties. Routine maintenance shows respect and appreciation for our community, our neighbors and even our own families. Curb appeal improves property values and helps entice new businesses into our community.

Please share with your friends the City's dedicated websites, www.DiscoverCathedralCity.com, www.ccshoplocal.com and www.ccedd.org. These sites showcase our City's great events, businesses and other impressive attributes. As a team, we all play a part in the long-term economic and social success of Cathedral City. It's the place we love to live, work, play and stay!

NEWS

Free Kids Summer Movies Series Ends Tomorrow with “Teen Titans GO! to the Movies”

The Cathedral City Parks and Community Events Commission, in partnership with the Mary Pickford Theatre, provided the “Free Summer Kids Movie Series” each Friday starting back on June 14. The last film of the summer series will happen tomorrow, Friday, August 2, 2019, 9:30 a.m. at the Mary Pickford Theatre in Downtown Cathedral City. Doors open at 9:15 a.m. Adults ... [Read more.](#)

City Council Extends Moratorium on New Short-Term Vacation Rentals

At their July 24th council meeting, the city council extended the short-term vacation rental (STVR) moratorium for an indefinite period of time to allow for the STVR Task Force to meet, review, and make recommendations to the council on how best to solve current issues and enhance enforcement. The STVR Task Force is made up of city staff, STVR homeowners, ...[Read more.](#)



CCHS Class of 1999
Reunion Rummage Sale



– August 10

Come to the Festival Lawn in Downtown Cathedral City on Saturday, August 10, 2019 from 6 am to 1 pm for the Cathedral City High School Class of 1999's Reunion Rummage Sale. Each participating class member will set-up an area at the Festival Lawn, 68600 East Palm Canyon Drive, to sell their goods. Money raised from the sale will help ... [Read more.](#)

Cathedral City Installs Two “HAWK” Pedestrian Crossing Systems Near CCHS and Marketplace Shopping Center

In an effort to improve public safety and reduce pedestrian-involved accidents, the City of Cathedral City has installed two new High-intensity Activated crossWalk (HAWK) pedestrian traffic signals on Dinah Shore Drive at Via De Anza and at Linda Way. The HAWK crosswalk system provides pedestrians with a significantly safer path of travel to and from the Marketplace Shopping Center and ...[Read more.](#)





2019 Free Summer Kids Movie Series - "Teen Titans GO! to the Movies"

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.](#)

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.](#)

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at
DESERT ICE CASTLE
1st Tuesday of Every Month



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"the coolest fun in the desert!"

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



Cathedral City

www.DiscoverCathedralCity.com

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[Read more.](#)

Cat City Drag Race by CCGBA

Help the CCGBA find the "Royal Highness of Cat City" during the ultimate Drag Race! Up to 15 contestants will compete for the best drag over the five week competition starting on Monday, September 9, 2019 through Monday, October 7, 2019. They will be scored by five judges including local celebrity judges on originality, themed outfit, personality, and performance. But ...

[Read more.](#)



Tejano Music Festival 2019

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 enjoy our largest dance floor yet and the award winning Tejano musical groups, such as "Tejano Highway 281," "Grupo Artrapado," and "JR Gomez y los Conjunto Bandits," as well as local favorite, "Grupo Uniko."...[Read more.](#)

Halloween Spooktacular

Bring the entire family for trick or treats, DJ music, hourly kids' costume contest, and an interaction with police and fire personnel and equipment. More than 30,000 pieces of candy will be given away. A safe-communities, Halloween event featuring the Zombie bus and blood drive. [Read more.](#)



BALLOON FESTIVAL & FOOD TRUCK FIESTA NOVEMBER 22-24

6th Annual Cathedral City Hot Air Balloon Festival

The festival will bring more than 30 hot air balloons from across the United States and around the world to the Coachella Valley for a kaleidoscope of color, art, sound and enjoyment. It features balloon glows, balloon rides, LIVE musical entertainment, wine and beer garden, kid zone, food trucks, and much

more. For the latest information, go to www.HotAirBalloonFest.com Food ...[Read more.](#)

North Pole Village at Snow Fest

This annual event captures all the holiday spirit and places it at one location with a lit Main Street at Santa's North Pole, holiday music and carolers, Santa Claus, holiday tree lighting ceremony, a 20,000 Candy Cane Drop for Kids, Snow Bubble Play for Kids, children's bike giveaways, free movie at the Mary Pickford Theatre, free ice skating passes to ...[Read more.](#)



