

September 26, 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!**

This is the year Cathedral City is rising up! As you have driven around town, it is tough to keep track of all the great developments going on. For this week's community update, I thought I would walk you through some of the development projects currently underway.

Starting on the North side of our City, development within The Crossings at Bob Hope is nearing completion. The Valley's newest hotel (a 98-room Best Western Plus) will be open and operational in time for the holidays. Our newest Starbucks location is brewing great coffee and already has a loyal following. The newly designed Mc Donald's and Taco Bell boasts both restaurants latest menus which give our I-10 travelers diverse food options and plenty of coffee to keep them moving safely down the road. The project developer is working on attracting a national sit-down restaurant to complete this great new freeway-adjacent project.

If you have driven down Date Palm Drive lately, you have seen the tremendous progress 7-11 is making on their newest store located on Ramon Road. This new fueling station and neighborhood convenience store should be finished ready for our peak tourism season. Just east on Ramon Road, the Sunniva facility is similarly making progress and expects to be operational by first quarter 2020. Sunniva has offered to provide a presentation to Cathedral City residents detailing how this state-of-the-art facility was designed and how it will be run. Please email me at [sjames@cathedralcity.gov](mailto:sjames@cathedralcity.gov) if you are interested in attending. No date has been set, however Sunniva is collecting names and plans on offering a presentation sometime before early December.

In terms of the Downtown Arts and Entertainment District, we are making great strides. Ground breaking on the new Downtown Fire Station 411 is scheduled for October 10th at 8am. This beautiful new facility will house state-of-the-art equipment and will allow our Fire Department to continue providing high-quality care for a growing Downtown. While not yet finished, the Cathedral City Commons Amphitheater looks incredible. This new facility will handle just over 2,950 attendees. Events are already being planned to maximize this incredible new space. Within the amphitheater, there will be numerous open lawn areas, a children's play area, shade trees, restrooms, and permanent stage.

In the interest of time, I will end here. That said, if you enjoy staying in-the-know, please bookmark [Discovercathedralcity.com](http://Discovercathedralcity.com), [www.ccsshoplocal.com](http://www.ccsshoplocal.com) and [www.ccedd.org/](http://www.ccedd.org/). These websites offer information on all of our City's upcoming events, development projects and other amenities.

As you know, Cathedral City residents can help make our City more vibrant by "buying local" whenever possible and encouraging out-of-town guests to stay at one of Cathedral City's several hotels. It makes economic "cents" for you to keep your tax dollars within the City which 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 thriving!

Also, we appreciate your commitment to maintaining your residential and commercial properties. Routine maintenance shows respect and appreciation for ourselves, our neighbors, and our community. Property appearance is an important "selling point" when prospective homebuyers, businesses owners, and developers tour our City looking for the "perfect" location.

## NEWS

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family, campaign...[Read more.](#)

### Councilmember Rita Lamb Sworn into Office to Represent District 1

With a unanimous vote, the City Council accepted the special election results certified by the Riverside County Registrar of Voters electing Rita Lamb to the city council to represent District 1 in Cathedral City. Councilmember Lamb was congratulated by the council and a crowd of friends, constituents, and members of her family. She thanked her husband,

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Grammy and Tejano Award  
Winning "Grupo Atrapado" to  
Perform at the Tejano Music  
Fest in Cathedral City

Hitting the stage back in 1992, Grupo Atrapado has had several decades of hits and awards making this group one of the star attractions at the 3rd Annual Tejano Music Fest, presented by Libra crafted by HOTN, in Cathedral City. Originally from Reynosa, the group is based in McAllen, Texas. They have been nominated and won multiple awards including the ...[Read more.](#)



## Short-Term Vacation Rental Survey Hitting Mailboxes Soon

The Short-Term Vacation Rental (STVR) Task Force of Cathedral City is working to develop recommendations to the City Council regarding quality of life in residential neighborhoods where homes are being used as STVRs. The task force is seeking information from neighbors of existing STVRs regarding their experiences with residential properties being used for STVRs. If you live within 100 feet ...[Read more.](#)

## City Council to Plant Trees for California Clean Air Day – October 2

Join the City Council and Members of the Park and Community Events Commission for Two Tree Planting Ceremonies in honor of California Clean Air Day. Tree Planting 1 (Open to the Public) 1:00 pm Century Park, 69908 Century Park Drive, Cathedral City Tree Planting 2 (Open to the Public) 3:00 pm Panorama Park, 28905 Avenida Maravilla, Cathedral City Trees play ...[Read more.](#)

## Groundbreaking Ceremony for Cathedral City's New Downtown Fire Station 411 Happens on October 10th

The City Council of Cathedral City, the City Urban Revitalization Corporation (C.U.R.C.) and Cathedral City Fire Department invite you to a "Groundbreaking



Ceremony" on Thursday, October 10, 2019 at 8:00 a.m. for the new downtown Fire Station 411, to be built at the northwest corner of Buddy Rogers Avenue and Date Palm Drive in Cathedral City. The \$8.2 million state-of-the-art ...[Read more.](#)



## Cathedral City Fire Department's Annual Open House & Free Pancake Breakfast – October 5th

In celebration of National Fire Prevention Week, the public can join the Cathedral City Firefighters for a free pancake breakfast on Saturday, October 5, 2019 from 8 am to 10:30 am at Fire Station 412 located at 32100 Desert Vista Road in Cathedral City. No RSVPs, just show-up. For more information, call (760) 770-8200 or go to ...[Read more.](#)

## EVENTS



## Cinema Diverse

Cinema Diverse – The Palm Springs LGBTQ Film Festival returns to Cathedral City's Mary Pickford Theatre for the third year in a row on September 27 and 28, 2019 with an expanded presence. The "Bonus Weekend" in Cathedral City will feature never before seen films during the prior weekend at the Palm Springs Cultural Center (Camelot) in Palm Springs. [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.](#)

## Public Forum on Short-Term Vacation Rentals


Two Public Forums Scheduled to Discuss Short-Term Vacation Rentals in Cathedral City The City of Cathedral City will hold two public forums on Short-Term Vacation Rentals (STVR) in order to receive additional feedback and information from the public on this important topic. The public is encouraged to attend and provide their perspective.

The two forums are: 1. Tuesday, October 1, ...[Read more.](#)



Two for Tuesday

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



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 a Driver's license, copy of a utility bill, or any other form of residential proof. Ages 3 years and up.



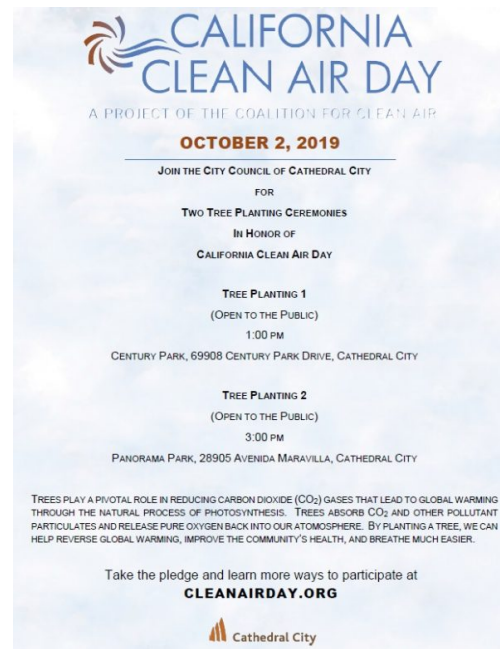
**DESERT ICE CASTLE**  
68-600 Perez Road  
Cathedral City  
(760) 324-0400  
info@deserticecastle.com



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## California Clean Air Day - Century Park Tree Planting

Join the City Council and Members of the Park and Community Events Commission for Two Tree Planting Ceremonies in honor of California Clean Air Day. Tree Planting 1 (Open to the Public) 1:00 pm Century Park, 69908 Century Park Drive, Cathedral City Tree Planting 2 (Open to the Public) 3:00 pm Panorama Park, 28905 Avenida Maravilla, Cathedral City ...[Read more.](#)



**CALIFORNIA  
CLEAN AIR DAY**  
A PROJECT OF THE COALITION FOR CLEAN AIR

**OCTOBER 2, 2019**


JOIN THE CITY COUNCIL OF CATHEDRAL CITY  
FOR  
TWO TREE PLANTING CEREMONIES  
IN HONOR OF  
CALIFORNIA CLEAN AIR DAY

**TREE PLANTING 1**  
(OPEN TO THE PUBLIC)  
1:00 PM  
CENTURY PARK, 69908 CENTURY PARK DRIVE, CATHEDRAL CITY

**TREE PLANTING 2**  
(OPEN TO THE PUBLIC)  
3:00 PM  
PANORAMA PARK, 28905 AVENIDA MARAVILLA, CATHEDRAL CITY

TREES PLAY A PIVOTAL ROLE IN REDUCING CARBON DIOXIDE (CO<sub>2</sub>) GASES THAT LEAD TO GLOBAL WARMING THROUGH THE NATURAL PROCESS OF PHOTOSYNTHESIS. TREES ABSORB CO<sub>2</sub> AND OTHER POLLUTANT PARTICULATES AND RELEASE PURE OXYGEN BACK INTO OUR ATMOSPHERE. BY PLANTING A TREE, WE CAN HELP REVERSE GLOBAL WARMING, IMPROVE THE COMMUNITY'S HEALTH, AND BREATHE MUCH EASIER.

Take the pledge and learn more ways to participate at  
**CLEANAIRDAY.ORG**

 Cathedral City



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## 7th Annual Sammy's International Meatball Festival

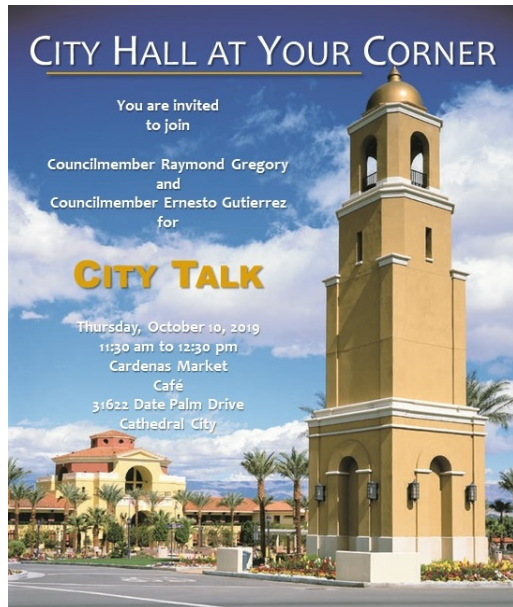
The 7th Annual Sammy's International Meatball Festival will be held Sunday, October 6, 2019 from 11am to 3pm. This year the fundraiser will be held at The Boys and Girls Club of Cathedral City club facilities in Cathedral City. Location: The Boys & Girls Club of Cathedral City, 32-141 Whispering Palms Trail, Cathedral City, Ca 92234 (note this is ...[Read more.](#)

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built at the northwest corner of Buddy Rogers Avenue and Date Palm Drive in Cathedral City. The \$8.2 million state-of-the-art ...[Read more.](#)



## City Hall at Your Corner - October 10th

Have an issue you would like to speak to your mayor about or learn what is happening in Cathedral City? Then join us for “City Hall at Your Corner” hosted by Councilmember Raymond Gregory and Councilmember Ernesto Gutierrez. The forum will take place on Thursday, October 10, 2019 from 11:30 am to 12:30 pm at the Cardenas Market, Cafe, ...[Read more.](#)

## Tejano Music Fest Kick Off Pool Party

Bring your swimsuit and cowboy hat for the Tejano Kick Off Pool Party on Friday, October 11, 2019 from 5:00 pm to 9:00 pm at the Holiday Inn Express, 36101 Date Palm Drive in Cathedral City. Enjoy entertainment by Tejano Lipps, Kalifazz Radio, Karlos Saucedo, and Bohemio. Cathedral City's El Portal Mexican Restaurant will be onsite for food and beverages ...  
[Read more.](#)







**TEJANO**  
MUSIC FEST  
CATHEDRAL CITY

**Tejano Music Festival 2019!**  
**5PM-11PM SATURDAY, OCTOBER 12TH, 2019**  
BIG LEAGUE DREAMS, CATHEDRAL CITY, CA 95-100 DATE PALM DRIVE

**MUSICAL  
LINE UP**

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**TEJANO HIGHWAY 281**

**LOS 2 G'S**

**GRUPO ATRAPADO**

**GRUPO UNIKO**

3<sup>rd</sup> 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 "Los 2 G's," as well as local favorite, "Grupo Uniko."...[Read more.](#)

## Food Truck Mash-Up - October 13

FOOD TRUCK MASH-UP is bringing the best Food Trucks together for one day only! BUY EARLY AND SAVE!! Buy tickets now through 9/23/19 and save \$5 on Adult & Youth Early Access Tickets OR get BOGO General Admission tickets! MILITARY, FIRST RESPONDERS AND KIDS 5 & UNDER ENTER FOR FREE! ONE DAY ONLY!! An outdoor food truck event featuring the ...[Read more.](#)



## Cathedral City Homecoming Parade & Rally

Come celebrate Cathedral City High School's Homecoming by cheering on the students at the annual Homecoming Parade and Rally in Downtown Cathedral City.



The parade kicks-off at 4:30 pm on Cathedral Canyon Drive just south of Perez Road and heads south to Avenida Lalo Guerrero. The parade

## 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.](#)



## 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, November 2, 2019 11:00 am ...

[Read more.](#)

## 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.HotAirBalloons.com/Food](http://www.HotAirBalloons.com/Food)



## 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.](#)

## Snow Fest Concert with Singer Emily West

America's Got Talent Singer Emily West will perform a full concert during this year's Snow Fest at the new CVRep Playhouse in Downtown Cathedral City on Saturday, December 14, 2019 at 7:30 pm. Emily West won crowds over as a finalist on America's Got Talent with her re-imagined versions of songs like the Moody Blues' "Nights in White Satin" and ...[Read more.](#)





For Questions or Comments, Contact Chris Parman, Communications and Events Manager  
[cparman@cathedralcity.gov](mailto:cparman@cathedralcity.gov)

