



Community Update

WHAT'S DEVELOPING WITHIN ECONOMIC DEVELOPMENT

Dr. Manfred Keil, Associate Professor and Fellow at the Rose Institute of State and Local Government at the Claremont McKenna College discussed how the Coachella Valley economy has improved since the 2008 market crash. Tourism, which is the Valley's largest industry, topped \$6.4B in direct revenue in 2018. This marks a 78% +/- increase from 2009 (\$3.6B) (CVB 2017). This increase in tourism is reflected by more than a 100% increase of passenger air traffic between October 2002 and February 2019 at the Palm Springs International Airport.

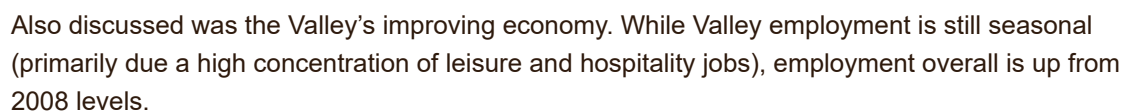


Figure 24 | % Change in Employment Levels, U.S., CA, IE, CV, monthly data, seasonally adjusted
July 2007 - October 2017, Employment = 100 in July 2007
SOURCE: CAEDD, FEDERAL RESERVE ECONOMIC DATA

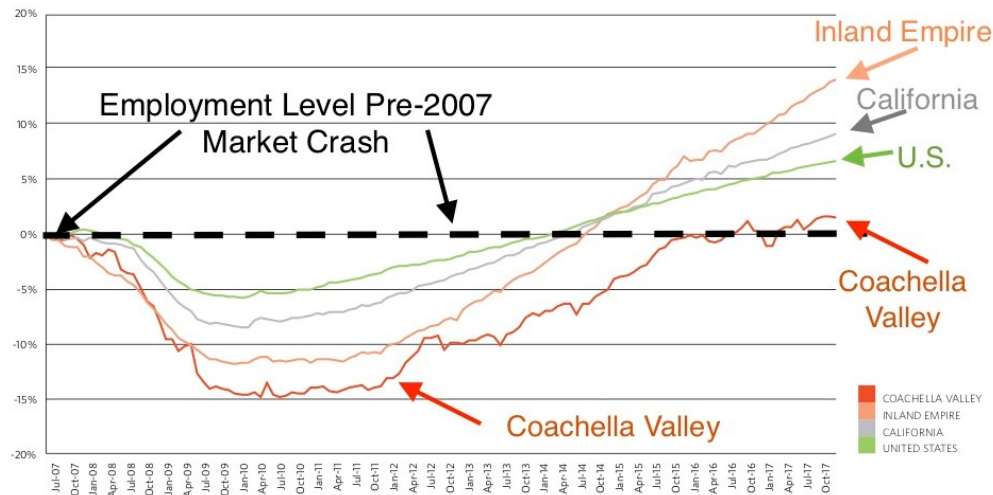


Figure 24 | At the trough, employment in the Coachella Valley was down by roughly 15%. Every 7th person lost his or her job.

Source: CVEP 2019 Annual Report (pg 52)

Figure 21 | Employment Total Levels, Coachella Valley, Seasonally Adjusted and Unadjusted Data, Monthly Data, January 2001 - September 2017

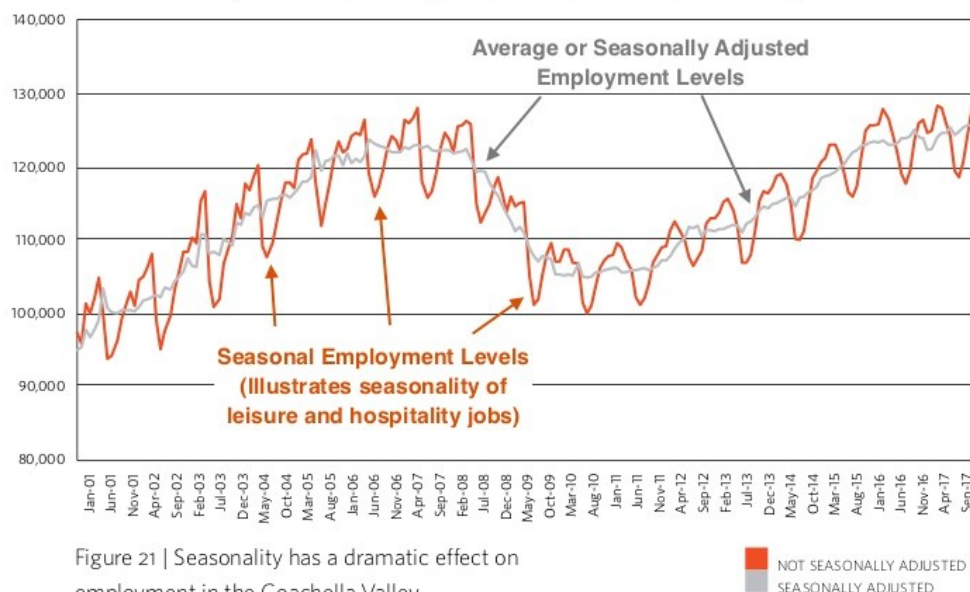


Figure 21 | Seasonality has a dramatic effect on employment in the Coachella Valley.

Source: CVEP 2019 Annual Report (pg 49)

Integral to a growing Valley economy is the role innovation is having locally, regionally and nationally. As a City and as a region we can be ahead of and responsive to coming change or be negatively affected by it. In order to provide cutting edge opportunities to upskill Valley residents of all ages, the Coachella Valley Economic Partnership and California State University San Bernardino Palm Desert will be opening the Valley's first digital iHub campus. Located just six miles east of Cathedral City across from the UCSB Palm Desert campus, this innovation iHub will provide classes, certifications and entire degrees in the technology and cyber security fields. These new opportunities coupled with over 100 degree and certificate programs offered by College of the Desert, UCR as well as a handful of private colleges within the Valley provides Valley residents and business owners innumerable opportunities to hone existing skills or develop completely new ones. As Thomas E. Ricks stated, "Training tends to prepare one for known problems, while education better prepares one for the unknown, the unpredictable, and the unexpected."

If you enjoy staying in-the-know, please bookmark DiscoverCathedralCity.com, www.ccschoplocal.com and <http://www.ccedd.org/>. These websites offer information on 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.

Thank you for helping to move Cathedral City forward.

NEWS



D.R. HORTON
America's Builder

Friday Morning Launch — Nov. 22
D. R. Horton Homes — Rio Vista Drive

6th ANNUAL
Cathedral City
Hot Air Balloon Festival
November 22 - 24, 2019

FEATURING
FOOD TRUCK FIESTA
Saturday, November 23, 2019

6th Annual Cathedral City Balloon Festival Kicks-Off with Friday Morning Balloon Launch at DR Horton at Verano

The balloon festival brings 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. The festival kicks-off on Friday morning at 6:00 am for the “Balloon Launch & Race” at D.R. Horton at Verano, 67-840 Rio Vista Drive, Cathedral City. Watch up ...

[Read more.](#)

“BalloonPalooza” Music
on the Main Stage at
Cathedral City Hot Air
Balloon Festival

Thousands of people come to the Cathedral City Hot Air Balloon Festival and Food Truck Fiesta to enjoy the majestic beauty of the hot air balloons and delicious food, but they also come for the LIVE music on the main stage in Downtown Cathedral City. For free, the guests will enjoy a packed day of great music for free.

BalloonaPalooza

LIVE Music Schedule

Saturday, November 23, 2019
Downtown Cathedral City

1:00pm Deytime Moon
12:30pm Avenida
2:00pm Lisa Lynn
3:30pm Jahm Star Micheal Jackson and Prince Tribute
5:30pm Woodstock Revisited

Read more



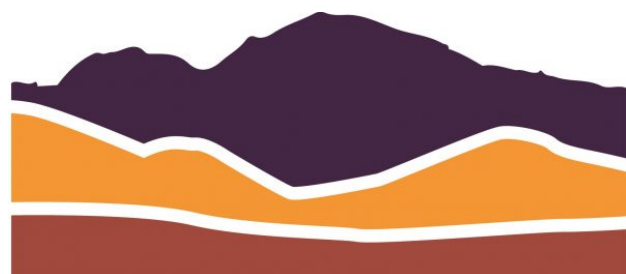
Cathedral City Historic Preservation Committee

NOTICE OF VACANCY: CATHEDRAL CITY HISTORIC PRESERVATION COMMITTEE

The City of Cathedral City announces two vacancies on the Historic Preservation Committee. This term will begin immediately. APPLICATIONS WILL BE RECEIVED ON AN ON-GOING BASIS UNTIL FILLED. If you are interested in serving on the Historical Preservation Committee please submit an application to the Office of the City Clerk, 68-700 Avenida Lalo Guerrero, Cathedral City, CA 92234. Applications are ...[Read more.](#)

Desert Community Energy's Community Advisory Committee Meets This Thursday

The Desert Community Energy's Community Advisory Committee will meet this Thursday, November 21, 2019, 5:30 pm at the CVAG offices located at 73-710 Fred Waring Drive, Suite 200, in Palm Desert. Several items on the agenda include CARE/FERA Enhanced Enrollment Program, Roundtable Q&A Discussion of Community Choice Aggregation and Desert Community Energy, as well as Power Purchasing. For more ...[Read more.](#)



DESERT COMMUNITY ENERGY

The POWER of choice

Cathedral City Hot Air Balloon Festival & Food Truck Fiesta - November 22-24

https://www.youtube.com/watch?v=ZT3K9_lxM1I Balloon Rides • Balloon Glows • Best Food Trucks in SoCal • Concerts • Healthy Life Fest FRIDAY Friday, November 22nd – 6:00-8:00 am Balloon Launch DR Horton At Verona 67-840 Rio Vista Drive Cathedral City. Watch up to 30 hot air balloons launch and fly over the desert. Free admission. Take a peek at new model homes ...

[Read more.](#)

“Movies in the Park” Presented by Honda in the Desert Starts November 30th

We are so thrilled to announce that the very popular “Movies in the Park” will return to Cathedral City’s Panorama Park for the 2019-2020 Season. Thanks to our title sponsor, Honda of the Desert, this family-friendly event will occur once a month from November to May. So, gather the family, blankets and/or chairs for “Movies in the Park” located at ...

[Read more.](#)

EVENTS



6th Annual Cathedral City Hot Air Balloon Festival

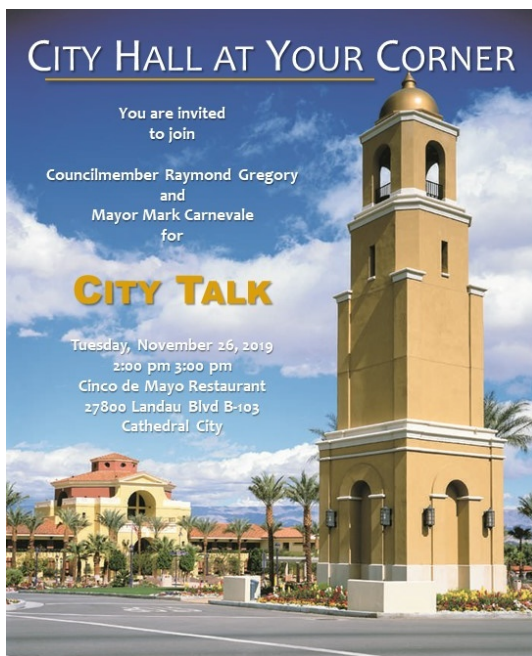
The festival will bring more than 30 hot air balloons from across the United States and around the world to the Coachella Valley for a kaleidoscope of color, art, sound and enjoyment. It features balloon glows, balloon rides, LIVE musical entertainment, wine and beer garden, kid zone, food trucks, and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

[Read more.](#)

Cookies, Cocktails and Crazy Sweaters

Indulge on some free holiday cookies, enjoy a purchased beverage or two, and watch your fellow neighbors and friends compete in the “ugliest sweater contest.” This contest takes place in six bars in Cathedral City, over six weeks, with one cherished Golden Pass

valued at \$600 in prizes. All presented by the Cathedral City Gay Business Association. Anyone 21 years ...[Read more.](#)



City Hall at Your Corner - November 26th

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 Mayor Mark Carnevale. The forum will take place on Tuesday, November 26, 2019 from 2:00 pm to 3:00 pm at Cinco de Mayo Restaurant, ... [Read more.](#)


Movies in the Park - November 30

Gather the family, blankets and/or chairs for “Movies in the Park” located at Panorama Park, 28905 Avenida Maravilla, in Cathedral City. The free event, hosted by the City of Cathedral City, happens once a month on a Saturday evening between November and May, at dusk.


You are welcome to bring snacks or non-alcoholic drinks. Great Family FUN! [Read more.](#)




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 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

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NEW CATHEDRAL CITY RESIDENTS & BUSINESSES MIXER

Did you recently move or start a new business in Cathedral City? Then come the New Residents and Businesses Mixer hosted by the City of Cathedral City and the Greater Coachella Valley Chamber of Commerce. You will get to know more about your city and the people who are here to serve you. Plus, you will get to meet other ...

[Read more.](#)

To All New Cathedral City Businesses & Residents

Welcome & congratulations on becoming part of our Cathedral City community!

Please join your neighbors, your Cathedral City Chamber of Commerce and Cathedral City's Economic Development Department for a Welcome Reception!

WHEN: 6:00pm on the first Thursday of every month
(November 7, December 5)

WHERE: Cathedral City Chamber of Commerce Office
68487 East Palm Canyon Drive and East Palm Canyon
(Faces Cathedral Canyon across from Taco Bell)

WHY: You have moved to a new wonderful community. These welcome receptions are your opportunity to meet your neighbors and see why Cathedral City is the Valley's best place to live, work and call home.



Please RSVP with number attending to 760-898-8604

*Businesses in Coachella Valley wanting to provide welcome logo gifts, please deliver by the last Thursday of the month. Estimated 50 items.

Holiday Christmas Show by Bette King Productions

In cooperation with the City of Cathedral City and the Mary Pickford Theatre, we are pleased to announce that Bette King Productions and her Productions Extraordinaire will offer a season of variety musical show starting on December 11th and will run through May of 2020. The performances will occur in the large, comfortable Theatre 10. These are the type of ... [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.](#)

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

