

March 26, 2020

## Community Update

by Stone James, Economic Development Director

Community;

If you have spent any time in California, you have grown reasonably accustomed to (or, at least familiar with) floods, earthquakes, wildfires, and droughts. We can now add global pandemic to the list. Through each of these situations, I have always been impressed with the depth of character, the caring and the support demonstrated by community members.



Since this crisis has begun, I have run across [story after story](#) personifying this national ethos of service and sacrifice. Thankfully, we don't have to look far for examples of character, concern and support. Just in the last week, a cannabis manufacturer and Dunn Edward Paint store made sizable donations of N95 masks to our Fire and Police Departments. These masks are critical in keeping our first responders healthy and ready to serve Cathedral City residents battling the COVID-19 virus. Cathedral City's brand new Best Western Plus and Zobo and Meester's Restaurant have donated much needed food to the Cathedral City Senior Center. These donations help ensure Geoff Corbin and Ron Casidine at the Senior Center are able to continue their incredible work of providing nourishing meals to our senior citizens. Still, others are donating critically needed blood to our local [Life Stream donation center in Rancho Mirage and La Quinta](#). Local resident and Life Stream CEO [Dr. Rick Axelrod, M.D., M.B.A.](#) and his team work tirelessly to ensure the Coachella Valley has an adequate blood supply our doctors need in times of need.

While this global crisis affects all of us in different ways, the economic impacts are real and immediate for virtually everyone. The balance of today's Community Update has been written to help those who have lost their income.

When creating your plan to get through this situation, below are resources which should help.

### I) **Replacing lost income:**

- For those affected by COVID-19, [here is a great summary](#) of what California Employment Development Department is offering.
- [Unemployment Insurance](#): Here is how to [file a claim](#).
- [Paid Family Leave](#): Here is how to [file a claim](#).
- For those with a disability: [EDD Disability Insurance](#) and/or [Supplemental Security Income](#)
- For those 65 and over: [Supplemental Security Income](#)

II) **Saving money:** While there is a nearly endless list of creative ways to save money, below are valuable local resources:

- [Southern California Gas](#) reduced rate plan for income qualified families [[California Alternative Rates for Energy \(CARE\)](#)]
- [Southern California Edison](#) reduced rate CARE and FERA plans;
- [CVWD-Coachella Valley Water District Help2Others Customer Assistance Program](#)
- [Desert Water Agency Help2Others Customer Assistance Program](#)
- [CalWORKS](#)
- [California Earned Income Tax Credit and Young Child Tax Credit](#)
- Google “Cathedral City resale store” for a list of great stores offering real bargains

III) **Landing a great new job:**

- Preparing for interviews: "60 Seconds and You're Hired". Single best interview preparation resource I have found.
- Spend time creating a [solid resume](#);
- Leverage the expertise provided by the professionals within the [Riverside County Workforce Development Center](#).

IV) **Transportation:** Coachella Valley's [Sunline Transit Agency](#) is demonstrating, yet again, their proactive thinking, leadership and concern for Coachella Valley residents with free local fixed route and paratransit bus service.

V) **Ensuring food security:** Keeping yourself and your family healthy during this crisis is best achieved through adequate rest and nutrition. Below are resources to ensure you and your family have enough to eat:

- [GetCalFresh](#) (California's SNAP program).
- [Supplemental Nutrition Assistance Program \(SNAP\)](#)
- [Riverside University Health System WIC program](#)
- [Find Food Bank](#)
- [Cathedral City Senior Center](#)

VI) **Stay healthy:** Managing income loss, health concerns or social isolation one at a time can be challenging. Managing all three of these concerns at once requires intentional effort to maintain a healthy emotional outlook. Below are several articles which can help keep our situation in perspective.

- [“How to manage the psychological effects of quarantine”](#) by Dr. Mark Banschick M.D.
- [“8 Things to Do While Under Quarantine”](#) by Dr. Kyle D. Killian, PhD. LMFT
- [“How to deal with uncertainty”](#) by Dr. Clay Drinko, PhD.
- [“Healing the Heart During COVID-19”](#) by Christine Fonseca, M.S.
- [“In Helping Others, You Help Yourself”](#) by Dr. Marianna Pogosyan PhD.

The City is utilizing several websites to communicate valuable and time-sensitive information on different resources; County, State and Federal policy changes and public and/or private assistance programs available to our residents and business owners. Please refer to [www.discovercathedralcity.com](#) and [www.ccedd.org](#) for frequent updates. The [www.ccedd.org](#) is a website exclusively tailored to serving Cathedral City businesses. [www.ccedd.org](#) is updated on nearly a daily basis as new programs become available. Please bookmark this page and refer to it often.

The Coachella Valley Economic Partnership is conducting a crucial business survey which will be used to assess the economic impact of COVID-19. This tool will give Valley leaders a distinguished data set which will allow us to uniquely discern the difference of impacts the Coachella Valley is experiencing as compared to the nation. The survey was created with the assistance of economic developers nationwide and with special guidance from the Institute of Decision Making at the University of Northern Iowa. One of the goals of this survey is to use the results to attract much needed recovery funds. If you are a business owner or know a business owner, please take time to fill out this brief survey today. All responses are due by March 31. Here is a [link to the survey](#).

Lastly, some businesses have been impacted much more significantly than others. Most notably, our restaurants and auto dealers have suffered an estimated 70% to 80% decline in revenues. Whenever possible, please order food to-go, for curb-side pickup or home delivery. Your patronage now will help keep these businesses alive, keep their staff employed and position our restaurants for a more rapid recovery once the COVID-19 curve is flattened. You can also purchase restaurant gift cards which provides much needed revenue now and can be used later in the year.

Additionally, Joe Wallace, CEO of CVEP wrote a [great article](#) about the importance of supporting our automotive repair shops and dealers. These businesses are an integral part of our community, and now is the time to thank them for all they do by supporting their business.



## Cathedral City Economic Development Department

The Cathedral City Economic Development Department is committed to keeping our Cathedral City Business community up to date on County, State and Federal resources which are being made available to assist small businesses during these challenging times.

[www.ccedd.org](http://www.ccedd.org)

Please email me ([sjames@cathedralcity.gov](mailto:sjames@cathedralcity.gov)) with any economic development related questions or comments. If I don't know or can't find an answer, I will work on connecting you with someone or an organization which can help.

In the mean time, stay health, stay safe, and follow Riverside County's [Riverside University Health System Public Health advisories](#). I look forward to seeing you all at one of Cathedral City's great community events once the COVID-19 situation is behind us.

Respectfully,

Stone James  
760-219-7227

NEWS



## Business Support

Cathedral City Economic Development

### Mayor John Aguilar Discusses the CoronaVirus Pandemic Affecting Cathedral City

Watch this video by Cathedral City Mayor John Aguilar as he provides an update on how the City is addressing the CoronaVirus Pandemic, how the virus spreads, as well as steps you can take to avoid getting the virus including washing your hands, social distancing, and staying home except for essential leave needs. [Read more.](#)



### Contract Approved to Build Bridge over the Whitewater Wash on Cathedral Canyon Drive

The City Council awarded a contract to Ames Construction, Inc. to build the Ofelia Bringas Memorial Bridge over the Whitewater Wash at Cathedral Canyon Drive. The \$26.7 million project will create a new 650 foot-long, 4-lane all-weather bridge with a bike lane and a sidewalk on the west side and a CV Link trail on the east side that will ...[Read more.](#)





# Commercial and Residential Eviction Restrictions



## City Council Invokes Eviction Restrictions for Commercial and Residential Renters Related to the Coronavirus

At last night's city council meeting, the council enacted two urgency ordinances by voting unanimously to restrict commercial and residential evictions for non-payment of rent due to COVID-19 pandemic. This ordinance will remain in effect until the governor or the county public health officer repeals their coronavirus emergency declarations, or the city council repeals the ordinance by at least a ...[Read more](#).

## Governor Gavin Newsom Announces Major Financial Relief Package: 90-Day Mortgage Payment Relief During COVID-19 Crisis

Governor Newsom announces financial institutions will provide relief for vast majority of Californians Californians economically impacted by COVID-19 may receive 90-day grace periods to make mortgage payments Financial institutions agree not to negatively impact credit reports as a result of accepting payment relief SACRAMENTO – Governor Gavin Newsom today announced that financial institutions will provide major financial ...[Read more](#).



## Public Health Officer of Riverside County

## Provides These FAQs about the Coronavirus

Many of you have questions about what is allowable as we adhere to the “Stay at Home” order by the governor as well as the many orders made by the county public health officer. Take a look at this comprehensive list of frequently asked questions and the official response. Download the FAQ Flyer...[Read more.](#)



## Community Development Block Grant (CDBG) Program - Community Needs Survey

The City of Cathedral City is currently gathering input for its Community Development Block Grant (CDBG) Program regarding the types of programs, services, and improvements that the community feels are needed to benefit low-and-moderate income residents. The information gathered from this survey will be used to prepare the City's FY 2020-2021 Annual Action Plan for approval by the City Council ...[Read more.](#)



## Cathedral City's Economic Development Department Is Here for Businesses

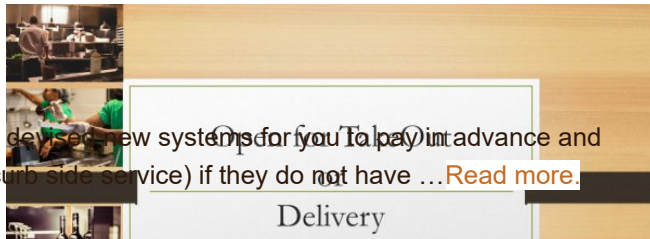
Stone James, Cathedral City's Economic Development Director, provides this informative video on the resources available to businesses as they cope with the pressures of the COVID-19 pandemic...[Read more.](#)



## Support Cathedral City Restaurants With “Take-Out” or “Delivery”

As we abide by the “Stay at Home” order during the CoronaVirus

pandemic, you are still allowed to enjoy your favorite dishes from Cathedral City restaurants via “take-out” or “delivery.” Many restaurants have devised new systems for you to pay in advance and then they will bring the food to your car (curb side service) if they do not have ...[Read more.](#)



## SoCal Gas Provides the Following Update during the CoronaVirus Pandemic

Download Flyer in English and Spanish

[Read more.](#)



## Golf Courses, Hotels/Motels and STVRs Are Ruled “Non-Essential” Businesses

In accordance with guidance from the Governor’s Executive Order N-33-20 and multiple orders by the Public Health Officer of Riverside County, the Cathedral City Director of Emergency Services rules that all golf courses, short-term vacation rentals (STVRs), and other lodging facilities such as hotels, motels, and home shares are considered non-essential businesses and should be closed to the general public ...[Read more.](#)

## Get Your Favorite Alcoholic Beverage “To Go”



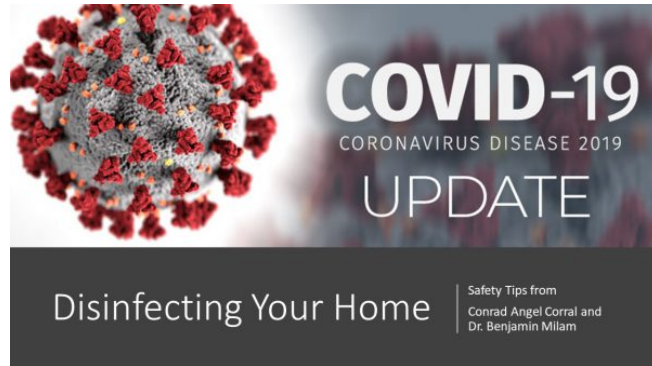
As many restaurants with alcohol beverage services are struggling during the coronavirus pandemic, the Alcoholic Beverage Control of California has relaxed many previous restrictions to allow for “To Go” services. Currently, all restaurants in California must be for take-out or delivery only, no restaurant dining. Therefore, your local restaurant can now provide alcoholic beverages delivered to your house with a ...



[Read more.](#)

## Disinfecting Your Home with Bleach against the CoronaVirus

CCTV Host Conrad Angel Corral interviews Dr. Benjamin Milam, Internal Medicine, about how to disinfect your home with diluted bleach to avoid contamination and spreading of the Coronavirus. Bleach is generally available in most homes, and best of all, affordable. The proportion is generally 4 teaspoons of bleach per quart of water. Warning – use only on hard surfaces as ...



## Learn How to Make Medical Masks for Our Local Doctors and Nurses

Volunteers needed! Our Coachella Valley healthcare facilities are running low on personal protective equipment such as medical masks for doctors and nurses attending to those suffering from the coronavirus. The Coachella Valley Mask Makers are seeking volunteers to make medical masks for the coming days and weeks as the coronavirus spreads here in the Coachella Valley and Riverside County. This ...



## Proper Handwashing Demonstration during Coronavirus Pandemic



CCTV Host Conrad Angel Corral interviews Dr. Benjamin Milam, Internal Medicine, about how to properly wash your hands to avoid contamination and spreading the Coronavirus. Unless you were trained in a medical profession, you will learn how to “really” wash your hands properly. [Read more.](#)



## California Grocers Association Urges Restraint When Grocery Shopping



SACRAMENTO, CALIF. March 20, 2020 — The California Grocers Association is asking Californians not to engage in overbuying when grocery shopping due to the tremendous strain it places on the grocery supply chain. We want to assure customers that the supply chain is healthy and there is enough for all. But with the increased demand, the grocery stores need ...[Read more.](#)

California Grocers Association Urges Restraint When Grocery Shopping



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## Statewide “Stay at Home” Order Effective Immediately

Governor Gavin Newsom just announced that the California State Public Health Officer and Director of the California Department of Public Health is ordering all individuals living in the State of California to stay home or at their place of residence, except as needed to maintain continuity of operation of the federal critical infrastructure sectors. More details are available at <https://covid19.ca.gov/stay-home-except-for-essential-needs/> ... [Read more.](#)



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## EVENTS

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### Cathedral City Postpones March and April Special Events

*Public audience at council meetings limited to no more than 10 people*

The Riverside County Public Health Officer has issued a countywide order mandating all venues to have no more than 10 people at any given time, with exceptions of essential personnel, through the end of April. The City of Cathedral City will suspend all ... [Read more.](#)



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