



CATHEDRAL CITY WEEKLY NEWSLETTER

July 9, 2020

Community Update

by Stone James, Economic Development Director

Allow me to begin by stating that I hope you and your family are staying healthy.

Since our May 2020 Economic Development update, a lot has occurred. The governor allowed California to move into the Reopening Stage 2.5 that allowed more businesses to reopen. Unfortunately, COVID-19 infection rates climbed quickly, and now, many previous restrictions were put back in place. As of today, Cathedral City has the third-highest number of confirmed COVID-19 infections within the Coachella Valley. Sadly, Cathedral City has lost seven residents to this disease.



Thankfully, we, as a City, can have a significant impact on reversing this trend through the simple acts of wearing face masks, practicing social distancing, and frequently washing your hands. For the individuals at risk of serious health complications resulting from a COVID-19 infection, limiting travel outside your home and minimizing contact with people who do not live in your household are critical steps to staying healthy.

Based on Riverside County Public Health Department's initial research, the most significant source of spread within the Coachella Valley has been family gatherings. Riverside County Supervisor V. Manuel Perez shared a story of a recent family gathering near his home in Coachella. Twenty-eight people got together for a typical afternoon of good food, drink, and music. Unfortunately, at least one of the 28 individuals was spreading the COVID-19 virus. (As you have read, people infected with COVID-19 can be infected and spreading the virus for up to 14 days without having one symptom.) What was intended as an enjoyable family gathering ultimately resulted in 26 of the 28 guests testing positive for COVID-19 afterwards. To avoid the same health tragedy from impacting your family, please mask up and social distance from those not living in your immediate household.

Beyond wearing masks, each of us can accelerate our economic recovery by shopping local. Check out our website, [Cathedral City Shop Local](#), to find categories and lists of all the businesses within Cathedral City which need your support. Shopping at our local businesses will help keep our retailers alive and keep your tax dollars within the City. These tax dollars fund critical services such as our Police, our Fire Department, and road maintenance. There is no better testimonial for attracting new businesses than to ensure our existing businesses are prosperous.

Lastly, please do everything you can to keep your properties in great shape. Property appearance is an important "selling point" when prospective homebuyers, business owners, and developers are looking for their next "perfect" location.

Please share the City's dedicated websites, www.DiscoverCathedralCity.com and www.CCEDD.org, with your friends and families. As a team, we are all a part of the long-term success of Cathedral City, an incredible place to live, work and play.

COVID-19 INFORMATION

COVID-19 Info

Get the latest on Coronavirus Disease 2019



Business Support

Cathedral City Economic Development



By the Numbers:

As of July 9, Cathedral City had a total of 852 confirmed COVID-19 cases and 7 reported deaths. Other Coachella Valley cities are reporting the following:

Coachella - 1,365 cases, 13 deaths

Desert Hot Springs - 396 cases, 5 deaths

Indian Wells - 23 cases, 0 deaths

Indio - 1,769 cases, 42 deaths

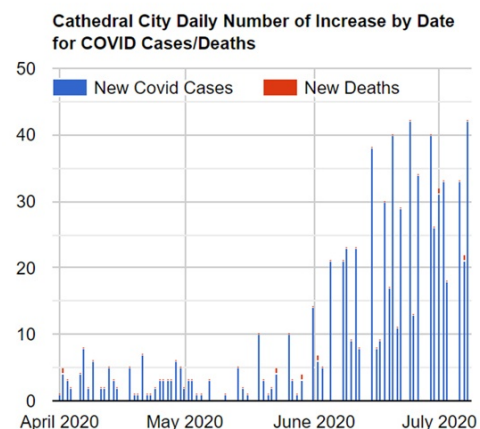
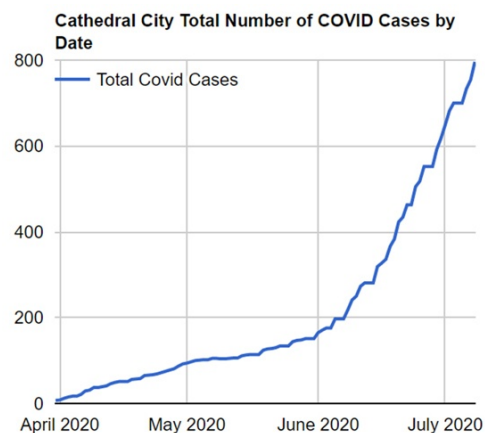
La Quinta - 387 cases, 11 deaths

Palm Desert - 536 cases, 31 deaths

Palm Springs - 432 cases, 17 deaths

Rancho Mirage - 120 cases, 12 deaths

Riverside County has reported 23,334 COVID-19 cases, 533 deaths, and 9,246 recovered cases.



Mayor Aguilar Calls on Residents to “Mask Up to Protect Your Family”

Cathedral City is seeing a sharp increase in the number of confirmed coronavirus cases. At the beginning of June, Cathedral City had 165 total cases for all of the months of March, April and May. By June 30th, the number of confirmed COVID-19 cases skyrocketed to 618, a 275% increase of the previous three months. According to health experts, ...[Read more](#).



Mask Up to Protect Your Family

Mayor John Aguilar



Reserve Ambulance Placed into Service to Handle COVID-19 Backlogs

At last night's meeting, the City Council directed the fire department to place a reserve ambulance into service to handle COVID-19 backlogs. Typically, the Cathedral City Fire Department, which operates the ambulance service in Cathedral City, runs two ambulances to handle the city's medical

transports to local hospitals. This method works in normal conditions in an efficient manner. However, the ...[Read more](#).



City Clerk Issues Notice of Election

NOTICE IS HEREBY GIVEN that a General Municipal Election will be held in the City of Cathedral City on Tuesday, November 3, 2020 for the following offices: Two (2) Council Seats by Districts. District 1: currently held by Rita Lamb District 2: currently held by John Aguilar Each of the above to serve a full ... [Read more.](#)

City Council Regulates Cannabis Billboard Advertising

Following the recommendation of the Cathedral City Planning Commission, the City Council approved a billboard ordinance to prohibit cannabis advertising near sensitive uses and areas as well as billboards depicting certain images. The ordinance will prohibit cannabis billboard advertising within 1,000 feet of a day care center, public or private school, a city park, youth center or the public library. ...[Read more.](#)



S.C.R.A.P. Gallery of Cathedral City to Appear on The Weather Channel Tomorrow

Executive Director Karen Riley of S.C.R.A.P. Gallery located in Cathedral City will appear on The Weather Channel's segment entitled, "America's Science Lab" on Friday, July 10, 2020 at 6:50 a.m. to discuss the need to eliminate plastics in our lives, especially single-use plastics. As part of the Plastic Free July campaign, S.C.R.A.P. Gallery is encouraging residents to sign the pledge ...[Read more.](#)

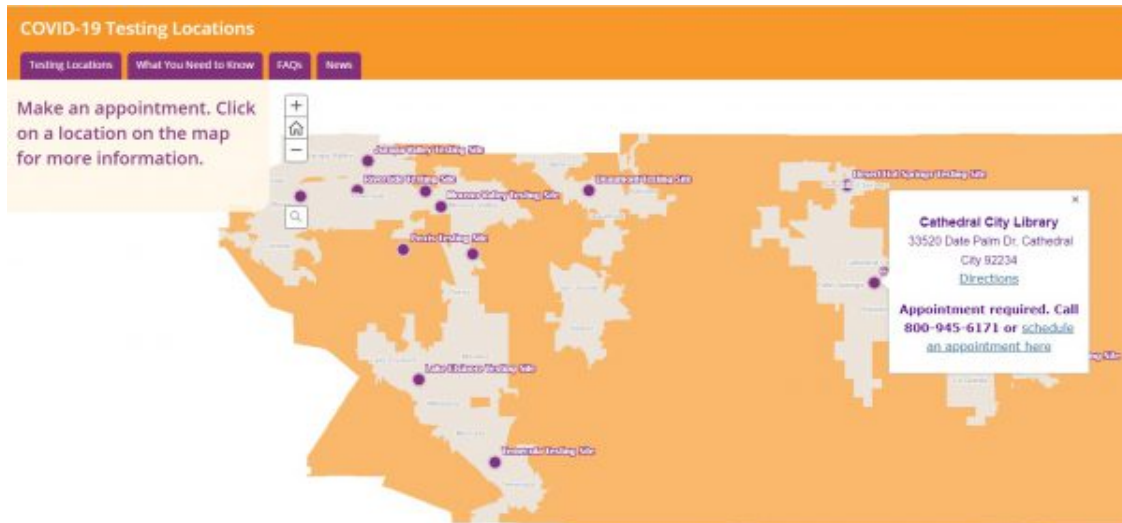
COVID-19 Infecting Those Under 40 Years of Age Equally as Hard

When the COVID-19 pandemic began, it was thought to be affecting mostly seniors, but over



confirmed cases. This is not an anomaly as the New York Times recently reported that people between the ages of ...[Read more.](#)

time that has changed. In Riverside County, the latest data is showing that those under age 40 are counting for nearly half (48.4%) of all



Make Your COVID-19 Testing Appointment Online

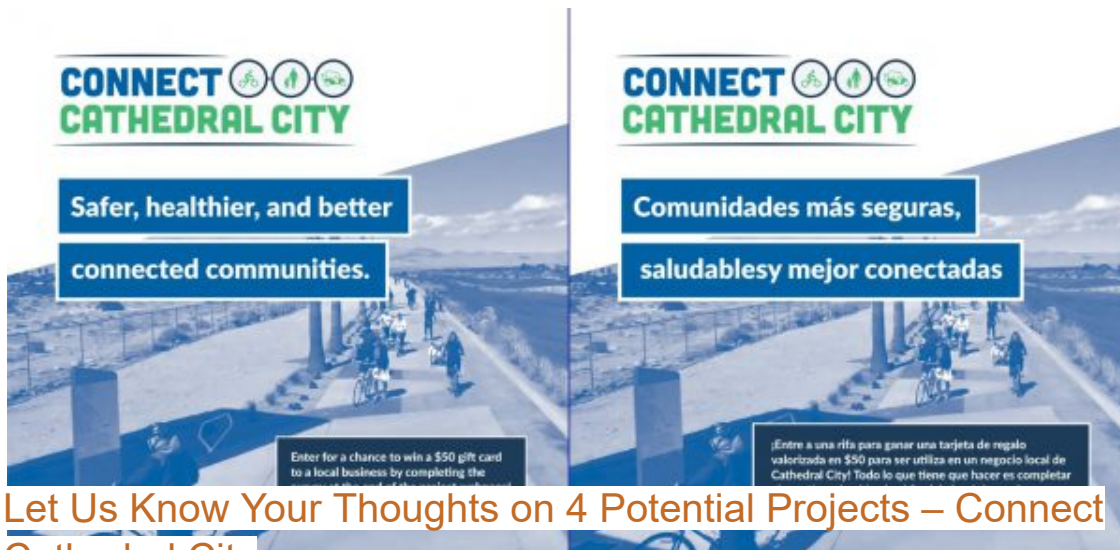
Riverside County residents interested in getting screened for coronavirus at one of several county-operated testing sites can now make an appointment online. More than 240,000 covid-19 tests have been conducted in Riverside County, and health officials continue to encourage residents – those with and without symptoms -- to get screened for the virus. The online scheduling will make it easier ...[Read more.](#)



Bravo TV Airs “Married to Medicine – Los Angeles” Episode Filmed in Cathedral City

Season 2, Episode 9 of Bravo TV's hit show “Married to Medicine – Los Angeles” has the cast in the greater Palm Springs

area for a ladies' getaway from Los Angeles. The episode shot back in December and before the COVID-19 pandemic, shows the cast ending their dinner at Melvyn's in Palm Springs and then chauffeured to Cathedral City's “The ...[Read more.](#)



Let Us Know Your Thoughts on 4 Potential Projects – Connect Cathedral City

Healthier communities also mean having increased opportunities for physical activity. How that will look may be different in the future, but having access to quality and connected walking and biking facilities still remains an important priority. Learn more about four potential projects that aim to make walking, biking, and driving low-speed vehicles like golf carts easier and safer in Cathedral City. [...Read more.](#)

CLICK HERE TO APPLY TODAY!

Deadline for \$10,000 Grant for Small Businesses Extended to August 31st

Has your small, for-profit business been impacted by the COVID-19 pandemic? If so, you may be eligible to receive a \$10,000 grant from the Riverside County COVID-19 Business Assistance Grant Program. You do not have to pay back the grant. This is a first come, first serve basis grant program. Once the \$45 million is gone, the grant program ends. [...Read more.](#)



Cathedral City Postpones Special Events Until Further Notice

On March 19, 2020, Governor Newsom signed an [Executive Order \(PDF\)](#) and [Public Health Order \(PDF\)](#) directed all Californians to stay home except to go to an essential job or to shop for essential needs.

The City of Cathedral City will suspend all special events until further notice.



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