

October 22, 2020

Community Update

By Stone James, Economic Development Director



Before we begin today's community update, I hope you and your families have been staying healthy.

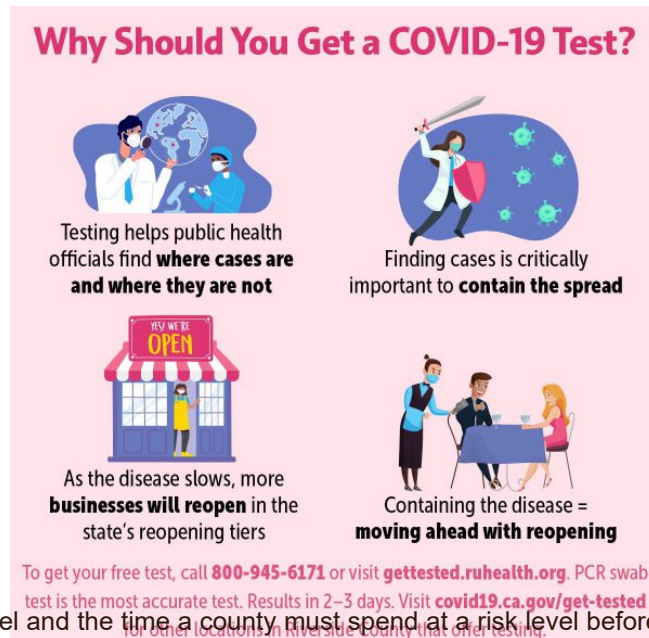
A lot has gone on since our last economic development update. Thankfully, we, as a community, have done an impressive job coming together and supporting one another as we work through this pandemic. Today's community update will not only be informative but will also be a call to action.

If you have driven around the City lately, you have noticed incredible progress. On the south side of town, local Cathedral City homebuilder Mario Gonzalez, owner of GHA Companies, continues building tastefully designed Mid-Century modern semi-custom homes at The District East. If you have been thinking of purchasing one of Mario's homes, you'd better act soon because The District East is nearly sold out. On the north side of town, DR Horton, America's largest homebuilder, continues building homes at a blistering pace. Due to consumer demand, DR Horton is adding two new floor plans and is revising a third plan so their houses can better suit today's new homebuyers' needs. On the east side of town, our Planning Commission just approved the Mountain Estates project on Ramon Road immediately west of Campanile. This 110-lot single-family detached new home project will offer modern-styled new homes to discerning buyers. After 18 months in the planning, design, and engineering process, this new home community will look great once construction begins.

Progress within our Downtown Arts and Entertainment District is also moving forward at a record pace. The Agua Caliente Cathedral City Casino is nearing completion, and the City's new fire station, Station 411, should be fully operational by the end of the month. Once Riverside County moves to lower-risk tiers, the CV Reparatory theater will be back in full swing with events hosted at our new Cathedral City Community Amphitheater.

As many of you know, Riverside County moved from the Substantial or

“red” risk level to the Widespread or “purple” risk level on Tuesday of this week. This move was fueled by a growing number of COVID-19 infections and too few people getting tested for COVID-19. Within the State's COVID-19 website www.covid19.ca.gov/safer-economy/, readers will find a plethora of information on risk levels, which business categories can open, and conditions for opening. This website also provides details on the variables serving as the basis for business and personal restrictions.



While the restrictions within each risk level and the time a county must spend at a risk level before moving to a lower risk level is...detailed. Thankfully, the takeaway for our City is simple. Our actions, both individually and as a community, directly impact our county's risk level, and consequently, the restrictions on our personal and business activities. We can keep the number of infections down by wearing face masks, practicing social distancing, and getting tested. While face masks and social distancing are critical steps, getting tested is less obvious but vitally important. If only sick individuals get tested, the test results will show an artificially high positivity rate. An artificially high positivity rate will mislead State health officials into believing COVID-19 is widespread and additional business, and personal restrictions will be mandated.

If every community member gets tested every month, we will enjoy two benefits. The first benefit goes to individuals who are COVID positive and asymptomatic (contagious but not showing signs of the illness). Once these individuals understand that they are sick and unknowingly infecting others, they may immediately quarantine. An immediate quarantine will stop the accidental spread of the disease to friends and loved ones. The second benefit of frequent testing will be future test results will more accurately reflect the actual number of healthy and sick individuals within a community. More people getting tested every month will give State and County health officials better data to make better decisions.

Until vaccines come out, avoid gathering in groups. If you must, wear a mask and practice social distancing. Beyond that, getting test every single month and shopping local are the next two best steps you can take to accelerate our City's economic recovery. 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 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, 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 look 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 Info

Get the latest on Coronavirus Disease 2019



Business Support

Cathedral City Economic Development



By the Numbers:

As of October 22, 2020, Cathedral City had a total of 2,056 confirmed COVID-19 cases and 34 reported deaths. Other Coachella Valley cities are reporting the following:

Coachella - 2,861 cases, 29 deaths

Desert Hot Springs - 192 cases, 28 deaths

Indian Wells - 53 cases, 4 deaths

Indio - 3,947 cases, 77 deaths

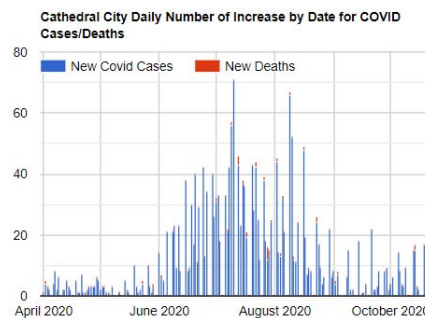
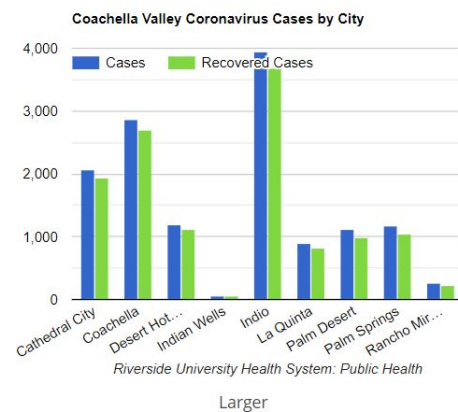
La Quinta - 893 cases, 19 deaths

Palm Desert - 1,114 cases, 58 deaths

Palm Springs - 1,166 cases, 53 deaths

Rancho Mirage - 263 cases, 24 deaths

Riverside County has reported 65,386 COVID-19 cases, 1,279 deaths, and 58,602 recovered cases.



NEWS

Councilmember Rita
Lamb Reads



Coronavirus Storytime Contest (www.scrapgallery.org) for Halloween, Councilmember Rita Lamb reads, "Stellaluna" for Coronavirus Storytime. Councilmember Lamb previously served as a teacher and principal and understands the importance of reading to children as it builds their vocabulary. Children who are read to develop language and thinking ... [Read more.](#)

"Stellaluna" for Coronavirus Storytime

Councilmember Rita Lamb Reads "Stellaluna" for Coronavirus Storytime
In collaboration with S.C.R.A.P. Gallery's "That's Bat-Tastic" Art

Traffic Signals at the East Palm Canyon Drive and Date Palm Drive Intersection Will Temporarily Flash Red on Monday



Traffic delays expected at this very busy intersection CATHEDRAL CITY, CA The City of Cathedral City has been notified that crews will be working on the traffic signals at the intersection of East Palm Canyon Drive (HWY111) and Date Palm Drive on Monday, October 26, 2020 from 7:00 am to 2:00 pm. The traffic signals will be in Red ... [Read more.](#)

Why Should You Get a COVID-19 Test?



Testing helps public health officials find **where cases are** and **where they are not**



Finding cases is critically important to **contain the spread**



As the disease slows, more **businesses will reopen** in the state's reopening tiers



Containing the disease = **moving ahead with reopening**

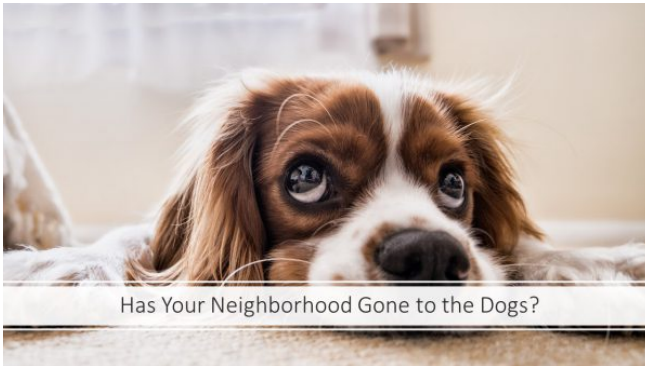
To get your free test, call **800-945-6171** or visit gettested.ruhealth.org. PCR swab test is the most accurate test. Results in 2-3 days. Visit covid19.ca.gov/get-tested for other locations in Riverside County that offer testing.

Do Your Part, So We Can Restart – Get Tested

As we revert to the most restrictive tier today with regards to COVID-19 business reopening, it is important for all of us to do our part, so we can restart opening once again. Remember to: Wear a facial covering when around others outside of your immediate household Social distance at least six feet away from others outside of your ... [Read more.](#)

Battalion Fire Chief John Muhr Chosen as Cathedral City's Next Fire Chief

With more than 30 years of firefighting experience including 10 years with the Cathedral City Fire Department, Battalion Fire Chief John Muhr has been selected as Cathedral City's newest fire chief. Chief Muhr was one of a six finalists selected to interview for the position through a national search conducted by Bob Murray and Associates. "We were fortunate to ... [Read more.](#)



Animal Control Available to Help When the Neighborhood Goes to the Dogs

In June, the City Council adopted an ordinance to amend our municipal codes related to animals so that they mirror those of Riverside County with some local exceptions. This was necessary to effectively help residents handle a nuisance situation when it comes to animals in their neighborhood. If your neighborhood has gone to the dogs, here are ... [Read more.](#)

Governor Newsom Names Scientific Safety Review Workgroup to Advise State on COVID-19 Vaccines

SACRAMENTO – Governor Gavin Newsom today named a group of nationally acclaimed California physician scientists with expertise in immunization and public health to the state's COVID-19 Scientific Safety Review Workgroup that will independently review the safety and efficacy of any vaccine that receives FDA approval for distribution. While there is no proven vaccine for COVID-19 yet, these top health experts ... [Read more.](#)

Governor Newsom
Names State
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for COVID-19
Vaccine





2020 Election Voting Schedule at City Hall of Cathedral City

City Hall of Cathedral City serves as a Ballot Drop-off Location and as a Voter Assistance Center as the election date nears. The following are the dates and times these two services are offered at City Hall, 68-700 Avenida Lalo Guerrero, Cathedral City, CA 92262: Monday, October 19, 2020 – Ballot Drop-off Location, Main Lobby (ring doorbell), 7:30 am ... [Read more.](#)



Riverside County Must Return to the Most Restrictive Tier for COVID-19 Reopening

The state announced today that Riverside County must return to the most restrictive "Purple – Widespread" tier for the next three

weeks as the coronavirus continues to spread throughout the Coachella Valley and county. Each of us plays a role in slowing the spread by wearing a facial covering and social distancing when around others outside of our immediate households. ... [Read more.](#)

Cathedral City Drag Race Winner Angelique VaGorgeous Highlighted in Palm Springs Life

Last October, Angelique VaGorgeous won the Cathedral City Drag Race, a six-week competition that brought out the best drag performances in the Coachella Valley. If the COVID-19 pandemic and its restrictions for LIVE entertainment were not currently in effect, the Cathedral City Gay Business Association would be hosting the second annual competition and looking for this year's winner. Due to ... [Read more.](#)

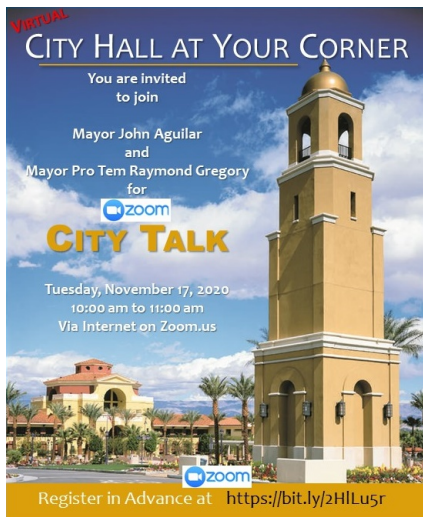




Virtual Halloween Costume Contest by S.C.R.A.P. Gallery

Calling all ghoulish and goofy Halloween costume makers to enter the “Go Green for Halloween” costume contest for kids and adults. This is a virtual costume contest asking those who enter to reuse, recycle, and recreate their costumes. Send S.C.R.A.P. Gallery your picture and you can win prizes in a variety of green, scary, and fun categories. Be sure to ... [Read more.](#)

EVENTS



“City Hall at Your Corner” Happens Tuesday, November 17th – Register Now

Register now for November’s virtual “City Hall at Your Corner” as Mayor John Aguilar and Mayor Pro Tem Raymond Gregory host the event for an informal discussion of issues in Cathedral City. This virtual event will take place on Tuesday, November 17, 2020 from 10:00 am to 11:00 am on Zoom.us. You must register for the event in advance ...

[Read more.](#)



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