

December 17, 2020

Community Update

By Stone James - Economic Development Director

If, at the beginning of 2020, you told me we would be wearing face masks in public, flinching whenever someone sneezes and having Zoom-based family get togethers, I would have politely nodded and smiled at the unthinkable notion. That said, twelve months later, here we are.



A lot has happened since our last economic development update in October. Infection rates dropped, businesses began to reopen, and we attempted to return to "normal." Unfortunately, too many of us dropped our guard, too quickly. Maybe we weren't wearing masks as we should have, perhaps we weren't social distancing as prescribed, or maybe we started gathering in small groups. In any case, the COVID-19 infection rates have come roaring back. Since the steps to control the spread of COVID-19 are simple (always wear a mask, always socially distance, and avoid large gatherings), what we do over Christmas will determine how long our economy remains closed down.

With the economic realities of a shutdown impacting our most vulnerable populations, bright spots for many are becoming challenging to find. Thankfully, we do not have to look far to find a silver lining. As I work with Cathedral City businesses and residents, I see our community coming together in remarkable ways. I have seen younger neighbors looking out for their more COVID-vulnerable neighbors by picking up and delivering groceries. I have seen countless families donate food and even make monetary donations to Cathedral City-based non-profit and church groups. I have seen businesses keeping employees on the payroll even when the company is shut down because the business owner knows some of their employees are ineligible for unemployment insurance.

Despite a global pandemic, the Cathedral City community is coming together in beautiful ways. By shopping Cathedral City-based businesses, you are supporting your community and the local families who own and run those businesses. Your support will help them get through the **worst economic downturn** since the Great Depression.

Beyond seeing a great community become an even closer-knit community, the Planning, Engineering, and Economic Development Departments have remained hard at work. If you have driven around the City lately, you have noticed incredible progress. On the north side of town, DR Horton, America's largest homebuilder, continues building homes at a blistering pace. Out of the 329 lots DR Horton purchased from Inland Communities, DR Horton has built and sold over 200 homes. In response to market demand, DR Horton has added two new floor plans and is revising

a third plan. With these new plans, their houses will do an even better job meeting today's homebuyers' needs. On the south side of town, local Cathedral City homebuilder Mario Gonzalez, owner of GHA Companies, continues building cutting edge Mid-Century modern homes at The District East. If you have been thinking of purchasing one of Mario's semi-custom homes, you'd better act soon because The District East is nearly sold out. On the east side of town, The Rlington Group, voted Coachella Valley's top home builder in 2006, is beginning construction within the Rio Del Sol community. With 177 lots to build out, future residents will be able to purchase and enjoy attractive and well-designed homes at attainable prices.

As far as our Downtown Arts and Entertainment District, the Agua Caliente Cathedral City Casino is finished, open, and looks incredible. I encourage you to drive by this new amenity. While you are in the area, take a look at Cathedral City's newest fire station, Station 411. Designed to service the southern portion of our community for the next 50 years. The casino, fire station, Cathedral City Common Amphitheater, CV Repertory Playhouse, the newly finished Buddy Rogers Ave, and the Mary Pickford Movie theater are all evidence of the immense momentum building within our Downtown.

Until vaccines come out and widely available, please avoid gathering in groups. If you must, wear a mask and practice social distancing. Beyond that, getting tested every 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 and fire departments 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 also 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 INFORMATION

COVID-19 Info

Get the latest on Coronavirus Disease 2019



Business Support

Cathedral City Economic Development





By the Numbers:

As of December 17, 2020, Cathedral City had a total of 3,450 confirmed COVID-19 cases (+517 for the week) and 45 reported deaths (+3 for the week). Other Coachella Valley cities are reporting the following:

Coachella 4,375 cases (+512), 39 deaths (+6)

Desert Hot Springs 1,994 cases (+271), 32 deaths (+2)

Indian Wells 107 cases (+17), 4 deaths

Indio 6,338 cases (+781), 103 deaths (+2)

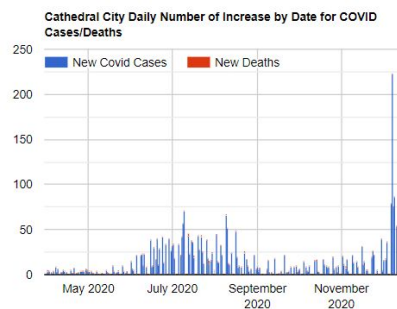
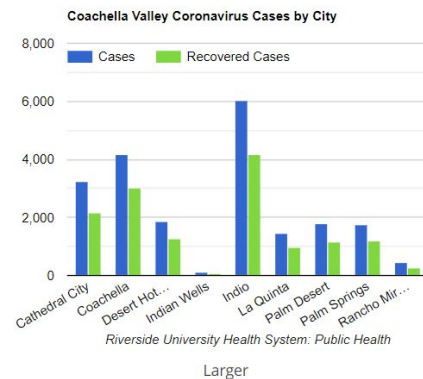
La Quinta 1,524 cases (+193), 23 deaths (+3)

Palm Desert 1,884 cases (+233), 67 deaths (+2)

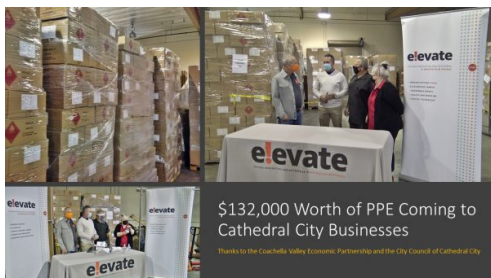
Palm Springs 1,830 cases (+204), 68 deaths (+1)

Rancho Mirage 461 cases (+60), 25 deaths

Riverside County has reported 132,818 COVID-19 cases (+21,765), 1,708 deaths (+157), and 71,539 recovered cases (+1,863).



NEWS



Cathedral City Receives COVID-19 Protective Equipment from CVEP

The Coachella Valley Economic Partnership (CVEP) was one of only 3 non-government agencies in California to receive Personal

Protective Equipment (PPE) from the California Office of Emergency Services. Their objective is to get the bulk of the PPE (medical masks, face shields and hand sanitizer) to Coachella Valley businesses in order for those companies to thrive during the pandemic. CVEP ... [Read more.](#)

Cathedral City Extends Face Coverings and Social Distancing Mandate through the End of March 2021



The City Council has authorized the Director of Emergency Services to issue Emergency Order 3C which extends the requirement of facial coverings and social distancing in public settings. Enforcement of this order may include a fine of \$100 for the first offense and up to \$500 for repeat offenses. Emergency Order 3C will be in place through March 31, 2021, ... [Read more.](#)



NO BAKE



NO SEW



NO GO

Winter Break READY-TO-GO RECYCLE ART KIT

Do your part. Stay Home. Recycle and make art!
Get ready to reduce, reuse, reuse, recycle, cut and paste.
This Ready-To-Go Recycle Art Kit is filled with ideas, tutorials and a combination of reused, recycled and/or donated materials.



scrapgallery.org



Winter Break Ready-to-Go Art Kits for Kids

Starting Monday, December 21, 2020 through January 10, 2021, Palm Springs Unified School District will be on Winter Break. For parents, that means three weeks of the kids looking for fun things to do at home without any school work. S.C.R.A.P. Gallery of Cathedral City has a perfect solution, recycled art kits for kids. Each kit has all the recycled ... [Read more.](#)

Los Angeles Times Story about a Cathedral City Family's Battle with COVID-19

Every business day, more COVID-19 data is released on the number of positive cases and the number of deaths. These numbers represent real family members including those living in Cathedral City. The following LA Times story tells about the Morales family's battle with COVID-19 here in Cathedral City. Today, Cathedral City reported 227 additional COVID-19 positive cases and 1 ... [Read more.](#)



State of California Updates Guidelines for Youth and Recreational Adult Sports

California Department of Public Health Updates Guidance for Youth and Recreational Adult Sports

Outdoor, physically distanced practice, skill-building, and training may continue with modifications Competition with modifications

may not resume prior to January 25, 2021, and will depend on transmission rates in early January

SACRAMENTO – The California Department of Public Health (CDPH) today released updated guidance for youth and recreational adult sports. The guidance applies to all organized youth and adult sports, including school ... [Read more.](#)

Available ICU Beds in RivCo Drops to Zero

A tsunami of coronavirus cases has hit Southern California including Riverside County and the outlook does not appear to be getting better. Today, the number of available ICU beds in Riverside County dropped to zero causing hospitals to enact surge procedures to change regular hospital rooms into ICU beds. In Southern California, the percentage of available ICU beds dropped to ... [Read more.](#)

Available ICU Beds in Riverside County Drops to Zero

Record Surge of Coronavirus Patients

Total Cases	Confirmed	Current Unconfirmed	Deaths	Recovery
1,338,227	119,691	930	1,586	70,814

Current County Risk Level

WIDESPREAD

Current County Case Rate per 100,000

47.8

Probability Range

14.8%

ICU Bed Capacity

2.7%

Recovery Rate

0.0%



No-Cost COVID-19 Testing Available at Palm Springs Convention Center



The State of California and OptumServe have moved a testing location from Indio and is operating out of the Palm Springs Convention Center. Beginning Monday, December 14, testing at this location will be available Monday through Friday, excluding holidays. Appointments are preferred and can be made online at [this link](#). This relocation does not affect the county-run testing site

[Read more.](#)

Get A No-Cost
COVID-19 Test!
Palm Springs Convention Center
Starting Monday, December 14th

EVENTS

**HELP
SAVE
LIVES**

SCHEDULE YOUR APPOINTMENT
TO GIVE BLOOD!

SUPPORT OUR COMMUNITY BLOOD
SUPPLY AND LOCAL PATIENTS

**LifeStream
Blood Bank**
GIVE HOPE | GIVE LIFE | GIVE BLOOD
800.879.4484 | [LSTREAM.ORG](#)

[LSTREAM.ORG/CCBD](#)

Give the Gift of Life

To schedule an appointment, click below, call 800-879-4484 or download the LifeStream mobile app! Patients need your help. We are taking extra steps to keep donors safe.

“Click on the following link for a list Blood Drives in Cathedral City and to schedule an appointment. You may also call 800-879-4484 or download the LifeStream mobile app! Patients need your help. LifeStream is taking extra steps to keep donors safe.”

<https://www.lstream.org/ccbd/>



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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