



CATHEDRAL CITY WEEKLY NEWSLETTER



April 15, 2021

National Glazed Spiral Ham Day

Community Update

By Stone James, Economic Development Director



CATHEDRAL CITY DOWNTOWN ARTS & ENTERTAINMENT DISTRICT

I hope this article finds everyone healthy, happy, and in the process of getting vaccinated! With Riverside County's recent change to the Orange Tier or "Moderate Risk" of coronavirus spread, our economy is already showing signs of recovery! Our economic success will only occur if we each do our part by (i) keeping the coronavirus infection rates down, (ii) shopping local within Cathedral City, and (iii) and getting vaccinated so that we can reach herd immunity responsibly.¹

In the last economic development update, I discussed the energy and activity within our Downtown Arts and Entertainment District. I highlighted Agua Caliente's newest casino opening, the new Cathedral City Community Amphitheater, and Fountainhead Development's entitlement work on 13.5 acres (located south of the casino along HWY 111). The development of the 13.5 acres will be the West Valley's newest mixed-use development. The developer, Fountainhead Development, has the largest construction project currently in Southern California located on 17 acres near Monterey Ave, Dinah Shore Drive, and Interstate 10 in Palm Desert. Their project in Cathedral City at 13.5 acres, when Fountainhead breaks ground in 2022, will become be one of the larger mixed-use developments in Southern California too. Fountainhead has already engaged several exciting fast-casual restaurant tenants. I look forward to announcing those new culinary choices in a future update soon.

With the move to the Orange, and hopefully the Yellow Tier soon, the Mary Pickford Theatre has reopened to good attendance. The CV Repertory Theatre has also announced their reopening with a classical music series before their first in-house showing in November. It has been way too long since we have enjoyed quality entertainment at either of these venues! Since entertainment establishments were some of the hardest hit businesses during the pandemic, please do everything you can to support these community treasures that help anchor our Downtown Arts and Entertainment District.

In furthering the discussion on exciting City developments, I must mention the Cathedral City Public Arts Commission's great work! Chaired by Sue Townsley with Tom Rudolph as Vice-Chair, Scott Colwel, DeeAnn Hopings, and John Nagus as capable commissioners, the Public Arts Commission is on a roll! Last night, our City Council approved a public bench beautification program that will enable local artists to demonstrate their creative gifts by painting 14 benches at the Public Library and one bench at Memorial Park. Additionally, the Public Arts Commission will

host an unveiling ceremony at Panorama Park, within the next 60 days, to showcase their newly installed "Passages" sculpture, and the soon-to-be installed Swiss Cheese sculpture. Stay in touch with the Public Arts Commission as they strive to bring the brilliance, energy, and fun to a neighborhood near you!

Until more vaccines are widely administered, and herd immunity is reached, please avoid gathering in large groups. Be sure to wear a mask in public and practice social distancing as the coronavirus pandemic is not behind us just yet. Please shop local so we can accelerate our City's economic recovery and keep your tax dollars within Cathedral City. Your tax dollars fund our critical services such as police, fire, ambulance service, and road maintenance. There is no better testimonial for attracting new businesses than to ensure our existing businesses are prosperous. Check out our website, [Cathedral City Shop Local](#), to find categories and a list of all the businesses within Cathedral City.

To stay on top of Economic Development activities, please bookmark www.ccedd.org and tune into [iHub Radio](#) for quality programming on economic development activities within Cathedral City. Lastly, your efforts to keep your properties clean, weed, and debris-free are paying off. Property appearance is an important "selling point" when prospective homebuyers, business owners, and developers look for a "perfect" location.

1. Herd Immunity: Taken from Harvard Medical School's Harvard Health Publishing article titled "Preventing the spread of the coronavirus", <https://www.health.harvard.edu/diseases-and-conditions/preventing-the-spread-of-the-coronavirus>

COVID-19 INFORMATION

COVID-19 Info

Get the latest on Coronavirus Disease 2019



Business Support

Cathedral City Economic Development

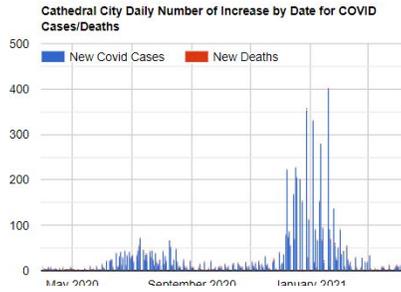
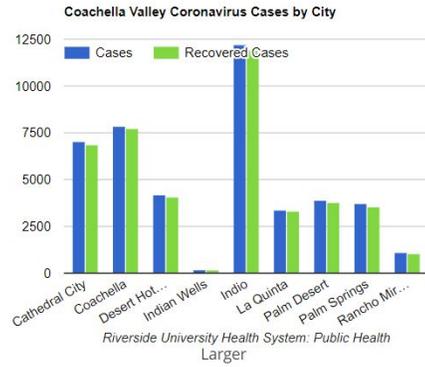


By the Numbers:

As of April 15, 2021, Cathedral City had a total of 7,103 confirmed COVID-19 cases (+45 since last week) and 108 reported deaths (+1 since last week). Other Coachella Valley cities are reporting the following:

- Coachella 7,880 cases (+5), 94 deaths (+1)
- Desert Hot Springs 4,193 cases (+22), 72 deaths (+1)
- Indian Wells 192 cases (+0), 6 deaths (+0)
- Indio 12,249 cases (+52), 221 deaths (+1)
- La Quinta 3,396 cases (+13), 61 deaths (+0)
- Palm Desert 3,915 cases (+12), 117 deaths (+0)
- Palm Springs 3,720 cases (+18), 125 deaths (+0)
- Rancho Mirage 1,096 cases (+7), 49 deaths (+0)

Riverside County has reported 297,078 COVID-19 cases (+1,182), 4,519 deaths (+65), and 290,356 recovered cases (+1,113).



NEWS



City Council Approves Up to \$1.6 Million for Road Resurfacing in Two Neighborhoods

Residents in two neighborhoods will soon have fresh, new looking roads as the City Council voted last night to spend up to \$1.6 million to resurface the streets. The two neighborhoods getting new streets are: White Water Neighborhood – Phase II: Canyon Vista Road between Corral Road and 33rd Avenue Monte Vista Road between Corral Road and 33rd Avenue ... [Read more.](#)

April is Earthquake Preparedness Month – Are You Ready?

California is the first state in the nation to offer free, cutting-edge technology designed to alert Californians before shaking begins through the Earthquake Warning California system, including the MyShake App, Android Earthquake Alerts, and Wireless Emergency Alerts. Earthquake Warning California is the country's first publicly available, statewide warning system that could give California residents crucial seconds to take cover ... [Read more.](#)





CONE ZONE ALERT: Cathedral Canyon Drive at the Whitewater Wash Will Experience a Complete Road Closure Tuesday Night

CATHEDRAL CITY – (April 15, 2021) The City of Cathedral City has been notified that crews working on the new Ofelia Bringas Memorial Bridge that crosses the Whitewater River Basin on Cathedral Canyon Drive will need to close the road completely starting on Tuesday, April 20, 2021 at 9:00 p.m. through Wednesday, April 21, 2021 at 6:00 am. The nine-hour ... [Read more.](#)

EVENTS



Free Television and Computer E-Waste Recycling Event this Saturday

Northgate Community Church is hosting a free Television and Computer Recycling Event on Saturday, April 17, 2021 from 9 am to 1 pm, located at 30-010 Date Palm Drive in

Cathedral City. You can recycle old televisions, computers, wires and cables. The program is being offered by My eWaste Dropoff.com. The Northgate Community Church location does not accept batteries ... [Read more.](#)

Dinner with Patsi Fundraiser for the Boys and Girls Club of Cathedral City

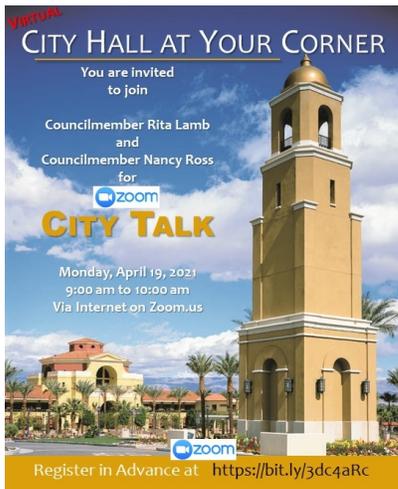


Patsi is looking to raise some “green” for the Boys and Girls Club of Cathedral City this spring during the monthly “Dinner with Patsi” charity benefit. Prior to Wednesday, April 21st, call Sammy's Place at (760) 770-4030 and order one of three meal choices listed in the picture, then on Wednesday, April 21st, go to Sammy's Place to pick-up ... [Read more.](#)



First Fridays Art Walk on Perez Road

Looking for an opportunity to walk and view some amazing art at the same time? Then come wearing your face mask and social distance at the First Fridays Art Walk on Perez Road from 5 pm to 8 pm. The nine art galleries are located at 68845 & 68895 Perez Road in the “H” and “I” buildings. Due to ... [Read more.](#)



“City Hall at Your Corner” Happens April 19th – Register Now

Register now for April's virtual “City Hall at Your Corner” as Councilmembers Rita Lamb and Nancy Ross host the event for an informal discussion of issues in Cathedral City. This virtual event will take place on Monday, April 19, 2021 from 9:00 am to 10:00 am on Zoom.us. You must register for the event in advance. After registering, ... [Read more.](#)



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.”



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