

June 10, 2021

National Iced Tea Day

## Community Update

By Stone James, Economic Development Director

I hope this finds everyone healthy, happy, and talking to your health care professional to determine if a vaccination is right for you! As I reflect on the last seven months, we have made considerable strides in returning to what I hope is a new normal—more on this in a bit. On December 17, 2020, the first COVID-19 vaccines were administered at Desert Regional Hospital. On January 1, 2021, Riverside County reported 3,640 new COVID-19 cases with a seven-day average of 3,108 cases. Fast forward three months, on April 2, 2021, the total number of new cases within Riverside County dropped to 119 cases, with a seven-day average of 129 cases. On June 7, 2021, there were 84 new cases in Riverside County, with a seven-day average of 45 cases.<sup>1</sup> Clearly, according to assessments by healthcare experts, vaccines, wearing masks, and social distancing are working, so long as more people get vaccinated\*.<sup>2</sup>



So, what does this low infection rate mean for our daily life, economy, and local businesses? According to California's Blueprint for a Safer Economy, "on June 15, California is expected to reopen fully, and capacity and distancing restrictions will be lifted for most businesses and activities. The county-by-county tier system based on the Blueprint for a Safer Economy will no longer be in effect".<sup>3</sup> Excluding significant events, this means no more capacity restrictions, no more physical distancing, and fewer restrictions on face masks.<sup>4</sup> According to the California Department of Public Health's ("CDPH") Guidance for the Use of Face Coverings (taking effect on June 15, 2021), "masks are not required for fully vaccinated individuals except when utilizing public transportation, indoors in K-12 schools, childcare, and other youth settings, in health care settings, correctional and detention facilities, and homeless shelters, emergency shelters, and cooling centers".<sup>5</sup> Note that masks are required for unvaccinated individuals subject to the usual rules found in the June 9, 2021, CDPH letter.<sup>5</sup>

Please note, if you are an employer, to reduce liability exposure to and potential Cal/OSHA fines, you and your employees must follow Cal/OSHA guidelines. Since managing our collective response to COVID-19 is constantly evolving, so are Cal/OSHA's directives. Stay in touch with the latest Cal/OSHA requirements by checking their website or contacting Cal/OSHA directly\*\*.

So, we have managed to wade through a global pandemic and are close to putting mask-induced tan lines, toilet paper hoarding, and back-to-back Netflix marathons behind us. I have repeatedly heard about a new normal, but did not know what that meant until a recent article. A World Economic Forum article titled "*Rebuilding after COVID-19 shouldn't mean going back to how things were*" outlined what a new normal could look like. In the interest of your time, I will summarize the article. Generally, Response, Recovery, and Rebuilding are three activities civic leaders, economic developers, and communities do when dealing with a catastrophe. Response and Recovery often get the most focus leaving the Rebuilding of the community as an afterthought.

Despite the magnitude of the COVID-19 global pandemic, Cathedral City has endured with remarkable resilience. Not only did we survive, but we can emerge as a better version of ourselves if we focus on "1) Strengthening community trust and resilience; 2) Think bottom-up, not top-down; and 3) Avoid back to normal thinking".<sup>6</sup> The author writes:

*"Society's response to COVID-19 is exposing which communities are resilient and which systems are helping people succeed. Unfortunately, from virus testing to support for the unemployed, too many systems are failing ... As we move toward the rebuilding stage of COVID-19, let's ignore the instinct to go back to the way things were. Around the world, hundreds of millions of people have been living in poverty or stuck without a path up the socio-economic ladder. Instead, let's listen to individuals and leaders closer to the ground, support and scale their best ideas, and rebuild our society stronger than before. Let's ... create sustained progress toward greater opportunity for all, and let's learn important lessons from COVID-19 and be better prepared for what comes next".<sup>6</sup>*

The author Brian Gallagher did an excellent job of suggesting COVID-19 gives us the perfect opportunity to raise the bar on what we expect from and contribute to our community. Individually and collectively, we all have a role in raising our standards and creating a brighter and healthier new normal. Whether that new normal is within ourselves, our family, or within our community, the tighter our social fabric becomes, the more connections we make, and the higher levels of trust we build within our community not only makes for individually richer lives, but research has shown it actually helps build a stronger economy<sup>7</sup>.

To stay on top of Economic Development activities, please bookmark [www.ccedd.org](http://www.ccedd.org) and tune into [iHub Radio](#) for quality programming on economic development activities within Cathedral City. You can hasten our City's and our businesses' economic recovery by shopping local. Check out our website, [Cathedral City Shop Local](#), to find categories and lists of all the companies 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 Department, our Fire Department, and road maintenance. There is no better testimonial for attracting new businesses than to ensure our existing businesses are prosperous.

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. Everyone is a part of Cathedral City's long-term success, and you are making an impact!

\*For those still on the fence about getting vaccinated? The below Yale Medicine article is worth reading and may help prompt a conversation with your healthcare or a loved one's provider about whether the vaccine is a good option.

\*\* This article is for information only and is not intended to serve as definitive direction to employers or employees on Cal/OSHA requirements.

1. Google Analytics on COVID-19 Cases within Riverside County:

[https://www.google.com/search?](https://www.google.com/search?q=what+are+riverside+county+covid+numbers&rlz=1C1OKWM_enUS769US769&oq=are+riverside+County+COVID+&aqs=chrome.2.69i57j0i22i30i2j0i390i5.7911j0j4&sourceid=chrome&ie=UTF-8)

[q=what+are+riverside+county+covid+numbers&rlz=1C1OKWM\\_enUS769US769&oq=are+riverside+County+COVID+&aqs=chrome.2.69i57j0i22i30i2j0i390i5.7911j0j4&sourceid=chrome&ie=UTF-8](https://www.google.com/search?q=what+are+riverside+county+covid+numbers&rlz=1C1OKWM_enUS769US769&oq=are+riverside+County+COVID+&aqs=chrome.2.69i57j0i22i30i2j0i390i5.7911j0j4&sourceid=chrome&ie=UTF-8)

2. MacMillan, Carrie. May 21, 2021. Herd Immunity: Will we ever get there?. Yale Medicine. <https://www.yalemedicine.org/news/herd-immunity> . A compelling quote from this article "If we continue to let this pandemic run wild... there is a probability that there will eventually be a variant against which the vaccines will be less effective." Saad Omer, MBBS, PhD, MPH, director of the Yale Institute for Global Health

3. Beyond the Blueprint. Blueprint for a Safe Economy. <https://covid19.ca.gov/safer-economy/>

4. Aragon, Tomas MD, Dr.P.H.. May 21, 2021. Beyond the Blueprint for Industry and Business Sectors - Effective June 15. California Department of Public Health. <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/Beyond-Blueprint-Framework.aspx>

5. Aragon, Tomas MD, Dr.P.H.. June 9, 2021. Guidance for the Use of Face Coverings. California Department of Public Health. <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/guidance-for-face-coverings.aspx#June15guidance>

6. Gallagher, Brian. June 25, 2020. Rebuilding after COVID-19 shouldn't mean going back to how things were. World Economic Forum. <https://www.weforum.org/agenda/2020/06/covid-19-rebuilding-recovery/>

7. Crowe, J.A. 2006. Community Economic Development Strategies in Rural Washington: Towards a Synthesis of Natural and Social Capital. Rural Sociology.

COVID-19 INFORMATION

COVID-19 Info

Get the latest on Coronavirus Disease 2019



Business Support

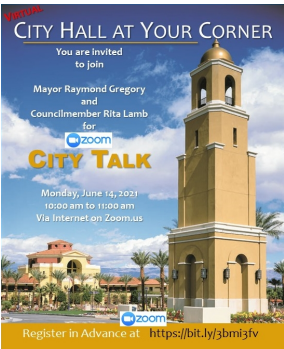
Cathedral City Economic Development



NEWS

More news next newsletter.

EVENTS



“City Hall at Your Corner” Happens June 14th – Register Now

Register now for May’s virtual “City Hall at Your Corner” as Mayor Raymond Gregory and Councilmember Rita Lamb host the event for an informal discussion of issues in Cathedral City. This virtual event will take place on Monday, June 14, 2021 from 10:00 am to 11:00 am on Zoom.us. You must register for the event in advance at ... [Read more.](#)

Dinner with Patsi Fundraiser for Cathedral City Firefighters



## Open House Tour of Cathedral City LGBTQ Night Clubs – June 21st to 26th

**"Coffee with the Chiefs" Scheduled for June 28 - Register Now**

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