



CATHEDRAL CITY WEEKLY NEWSLETTER

August 5, 2021

National Coloring Book Day

Community Update

By Stone James, Economic Development Director

In our last Economic Development Community Update, we discussed decreasing COVID-19 numbers and the opportunity¹ we, as a community, have in rebuilding our community and economy stronger than ever before. We reviewed a World Economic Forum article titled *"Rebuilding after COVID-19 shouldn't mean going back to how things were,"*² which outlined how a new normal could look.



In the interest of your time, I will summarize the key takeaway: COVID 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 this new normal is within ourselves, our family, or 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 helps build a stronger economy³.

With COVID-19 infection rates climbing, we are at another inflection point. We see our daily choices, such as whether we get vaccinated, how frequently we shop local businesses, and whether we wear a mask, wash our hands, or practice social distancing, have far-reaching consequences. Whether infection rates continue climbing, plateau, or decrease, our business community needs you, your business, and your support.

On the development side of things, activity within Cathedral City has been tremendous! If you have driven around the City lately, you will see all sorts of development moving forward. We have seen more new home construction in the last 12 months than in 2011 to 2018 combined! According to Vic Cooper of Market Watch, LLC, in July 2021 single family residential home prices increased 25.3% compared with July 2020.

Commercial development is also picking up with Tower Market nearing completion and two new restaurants in the Date Palm Plaza are working through the entitlement process. Several other exciting projects, too early to discuss, have been submitted to the Planning Department. Last night, the Cathedral City Planning Commission approved a luxury boutique hotel and two new cannabis cultivation businesses.

In short, Cathedral City is growing by leaps and bounds. 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. 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 strong 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, 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 article¹ is worth reading.

1. 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

2. 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/>

3. 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



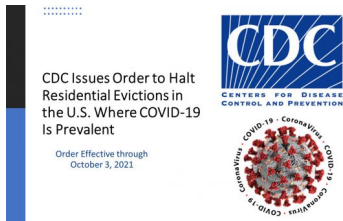
NEWS

Masks Required When Indoors at All City Buildings

The Director of Emergency Services for the City of Cathedral City has issued Emergency Order 4 today that mandates the following: “That all persons, whether or not vaccinated for COVID-19, shall wear a mask while in public indoor settings owned or controlled by the City of Cathedral City unless specifically exempted under the current order of the California Public Health ... [Read more.](#)

FACIAL COVERINGS
REQUIRED INDOORS AT
ALL CITY BUILDINGS

Cathedral City's
Emergency Order 4



CDC Issues Order Prohibiting Residential Evictions in the U.S. Where COVID-19 Is Prevalent

CDC Director Dr. Rochelle Walensky signed an order on August 3, 2021 determining the evictions of tenants for failure to make rent or housing payments could be detrimental to public health control measures to slow the spread of SARS-CoV-2, the virus that causes COVID-19. This order will expire on October 3, 2021 and applies in United States counties experiencing substantial ... [Read more.](#)

“Dinner with Patsi” Raises \$2,321 for Police Officers Association

The July “Dinner with Patsi” held at the Runway Restaurant and Bar raised \$2,321.00 for the Cathedral City Police Officers Association. Police Officer Brian Barkley accepted the funds raised by the community who simply throw their loose change into Patsi’s hat to support wonderful programs in Cathedral City. This month’s funds will go to support charity programs organized by the ... [Read more.](#)



Dinner with Patsi Raises Funds for Cathedral City Police Officers Association

Help Decorate the U.S. Capitol Christmas Tree

The 2021 Christmas Tree that will be erected on the West Lawn of the United States Capitol during the holidays will come from Six Rivers National Forest located in California. Named, “Sugar Bear,” the Christmas Tree is an 84-foot white fir located within the Mad River



Ranger District. Organizers of the U.S. Capitol Tree are requesting that most of ... [Read more.](#)

Eviction Moratorium Remains in Effect in California Until September 30th

Although the Federal Moratorium on residential evictions, due to COVID-19 reasons, expired on July 31, 2021, the State of California still prohibits residential evictions through September 30, 2021. AB 832 was passed by the California Legislature and signed into law by Governor Newsom. AB 832 – which extends the current eviction moratorium through September 30, 2021 – will ensure ... [Read more.](#)



California Department of Public Health Recommends Wearing Masks for All Indoor Activities

Delta Variant Twice as Transmissible as Novel Coronavirus The COVID-19 vaccines are effective in preventing serious disease. Unvaccinated persons are

more likely to get infected and spread the virus which is transmitted through the air and concentrates indoors. About 15% of our population remains without the option for vaccination (children under 12 years old are not yet eligible) and ... [Read more.](#)

EVENTS



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. [Read more.](#)



Halloween Spooktacular

Cathedral City's Halloween Spooktacular features trick or treating with over 40,000 pieces of candy! Join friends, neighbors, and family for a Spooktacular time including activities such as Halloween costume contests (two bikes given away each hour), police and fire exhibitions, music, and family games. Presented by Crockett Law Group and sponsored by the City of Cathedral City, Cathedral City ... [Read more.](#)



7th Annual Cathedral City Hot Air Balloon Festival and Food Truck Fiesta

Get the cameras ready for the festival that offers the best selfies. Agua Caliente Casinos present the 7th Annual Cathedral City Hot Air Balloon Festival and Food Truck Fiesta on November 19-21, 2021 featuring nearly 30 hot air balloons, balloon rides, two balloon glows, and three morning balloon launches seen throughout the Coachella Valley. Attendees will capture the beauty of ... [Read more.](#)



For Questions or Comments, Contact Chris Parman, Communications and Events Manager
cparman@cathedralcity.gov

