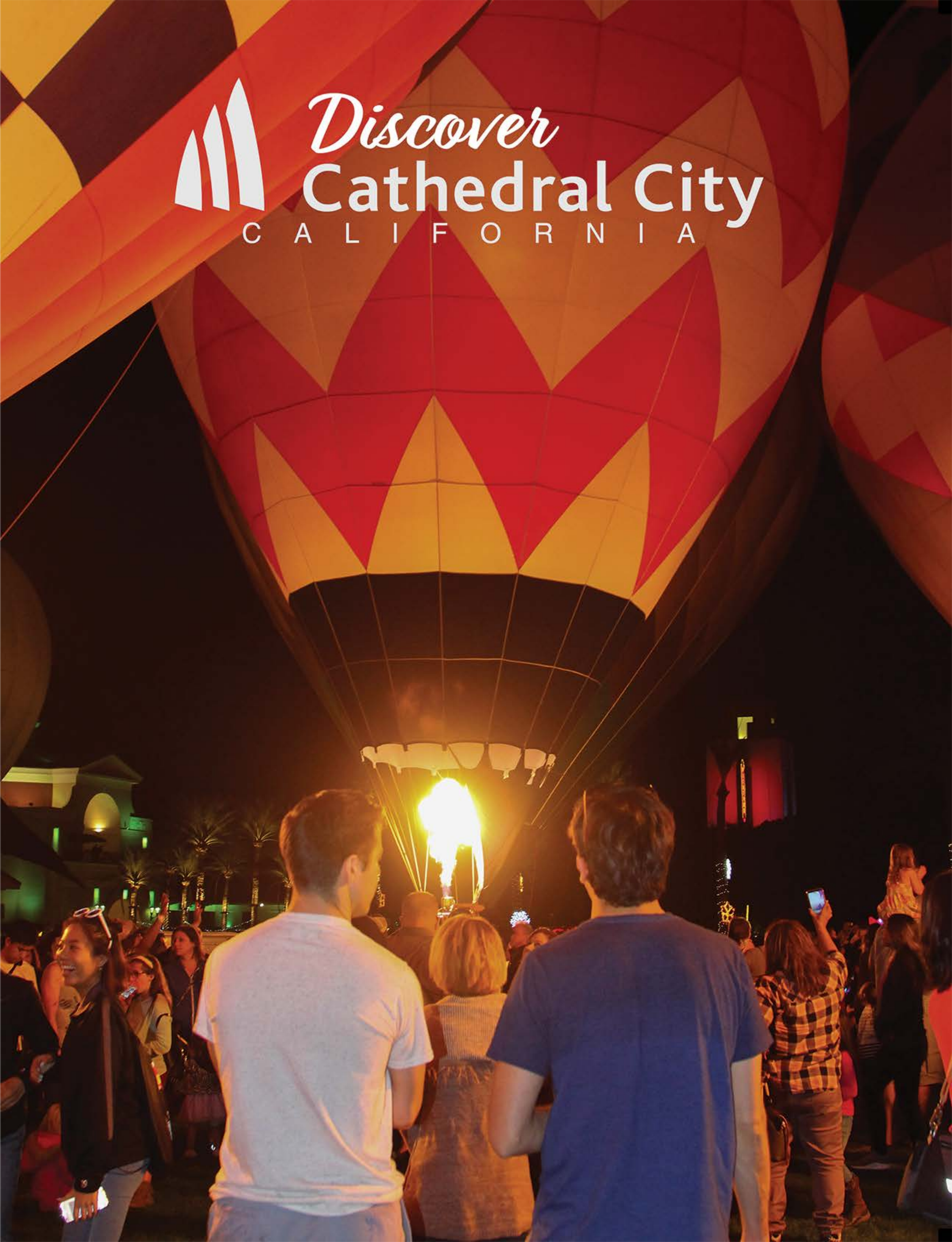




Discover
Cathedral City
C A L I F O R N I A





EAST PALM CANYON
68-700

DISCOVER CATHEDRAL CITY

Incorporated nearly four decades ago (1981) Cathedral City offers residents and visitors alike a sense of community and quality of life unparalleled in the Coachella Valley. Cathedral City retains a strong service orientation with its own police and fire departments, along with public schools ranked among the best in the region. Its neighborhoods, some established long before the City's incorporation, retain a strong sense of character and identity.

Strategically located, with borders on both side of Interstate 10, Cathedral City is a haven for expanding and relocating businesses. Cathedral City ranks in the top three cities in the Coachella Valley in population, retail sales and total taxable sales.

Businesses view the region as a triangle of opportunity between Los Angeles and San Diego with Coachella Valley inland equidistant from each. This triangle of commercial businesses, light industry, and professional services is expanding and becoming one metropolis of continued growth.

Interesting Facts

- The city was named after a canyon that reminded an early explorer of a European cathedral.
- Cathedral City has the second highest full-time population in the Coachella Valley.
- Named one of the "top ten best bargain retirement spots" by US News and World Report.
- Perez Road Design District offers housewares and furniture shops with mid-century modern and vintage merchandise you won't find at big-box stores.
- Cathedral City has an expanding art-in-public-places program, with sculptures adorning a variety of locations.
- Cathedral City named one of the 'most livable' cities by the Conference of Mayors and Waste Management, Inc.
- Rio Vista Elementary was named both a Title I Academic Achievement School and a California "Exemplary" Distinguished School, the bonus "exemplary" being awarded to only 30 schools in the state.
- The city was the teenage home of actress Suzanne Somers, and a winter residence for actors Robert Duvall and Martin Landau in the 1960s, and TV show host Monty Hall in the 1990s.
- Timothy Bradley, the former WBO welterweight champion, and Cub Swanson, current UFC featherweight champion, are from Cathedral City and graduated from Cathedral City High School.
- Frank Sinatra's grave is located in Desert Memorial Park cemetery, as are those of several other prominent figures, including actress Jane Wyman, actor William Powell, and singer-songwriter Sonny Bono, former mayor of Palm Springs.
- Chicano folk musician Lalo Guerrero lived in Cathedral City in his final years.

Sources: Wikipedia.org, US News & World Report, Palm Springs Cemetery District

OPPORTUNITIES

THE BUSINESS CENTER OF THE "WEST VALLEY."



RETAIL

The Perez Road Business District is a thriving hub of more than 200 businesses and home to the City's distinctive home improvement, design, and décor shops. Similar treasures unearthed there can only be found by driving to LA's design showrooms. Some of the best high-end consignment stores in the Valley are located along East Palm Canyon Drive, as are national retailers like Target and Trader Joe's.



RESTAURANTS

Downtown Cathedral City bustles with activity as diners make their way in and out of some of the Valley's most distinctive restaurants, including some of the best Mexican food in the region. Incredible dining is not just limited to downtown: popular chain and local specialty restaurants are located throughout the city. Wherever you are in Cathedral City, you aren't far away from a memorable dining experience.



HOTELS

Whether for work or pleasure, staying in Cathedral City is ideal, and our hotels offer some of the most exquisite golf course and Mt. San Jacinto views in the Valley. The newly remodeled DoubleTree by Hilton is the perfect location for weddings and events; StayBridge Suites offers a home-like setting tucked behind a residential neighborhood. Stay for as long as you'd like: there is always something to do in Cathedral City, and you'll be close to everything.



AUTO DEALERS

The Cathedral City Auto Center – located along East Palm Canyon Drive (Highway 111) – boasts thirteen dealers and twenty brands, meeting the needs of buyers in search of everything from economy to luxury. Coachella Valley car buyers have discovered that there is no need to venture outside of the Valley to find the best prices, service, and selection of new and used automobiles: the Cathedral City Auto Center has it all! Car lovers and do-it-yourselfers will find their place, too: the Ramon Road Corridor is a hotbed of automotive customization, repair, and supply shops.

BEST OF THE BEST

TOP 10 EMPLOYERS



TOP 5 MAJOR INDUSTRY GROUPS



AUTO AND
TRANSPORTATION



GOVERNMENT



RESTAURANTS
AND HOTELS



FUEL
STATIONS

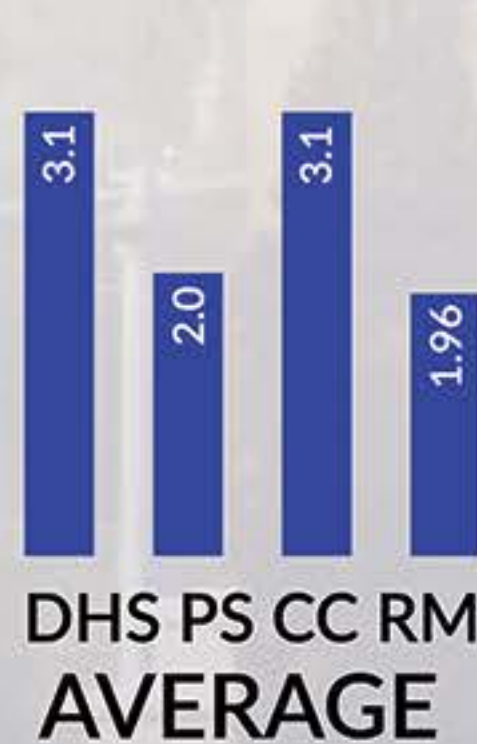
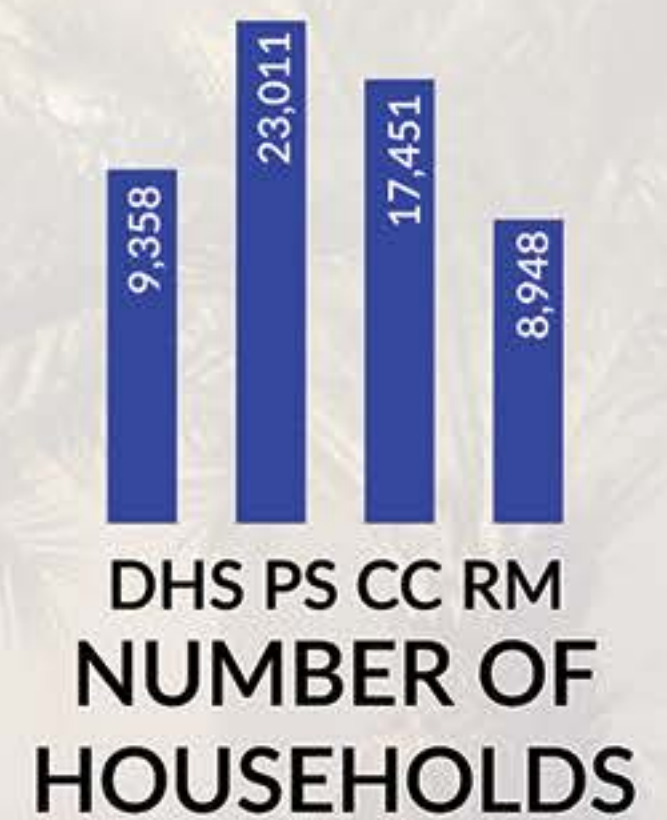
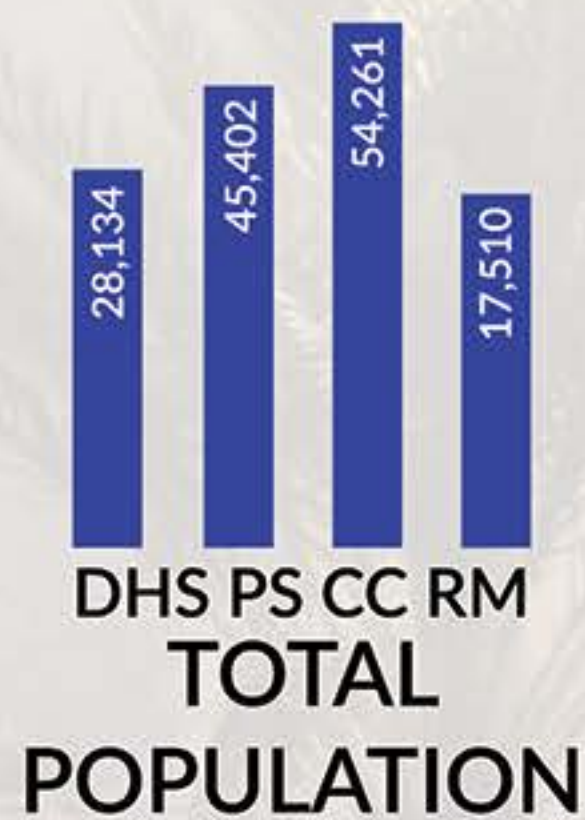


GENERAL
GOODS

BUSINESS SUPPORT SERVICES

BUILDING DEPARTMENT	760-770-0340
ECONOMIC DEVELOPMENT DEPARTMENT	760-770-0386
FIRE DEPARTMENT	760-770-8200
PLANNING DEPARTMENT	760-770-0370
POLICE DEPARTMENT	760-770-0362
PUBLIC WORKS	760-770-0369
BURRTEC	760-340-2113
CVWD	760-398-2651
SOUTHERN CALIFORNIA EDISON	760-202-4228
SOUTHERN CALIFORNIA GAS	760-674-5313
SPECTRUM	760-764-5313
VERIZON	760-778-3611
CHAMBER OF COMMERCE	760-347-0676
RIVERSIDE COUNTY HEALTH	951-358-5000

WEST VALLEY DATA



Key: DHS = Desert Hot Springs, PS = Palm Springs, CC = Cathedral City, RM = Rancho Mirage

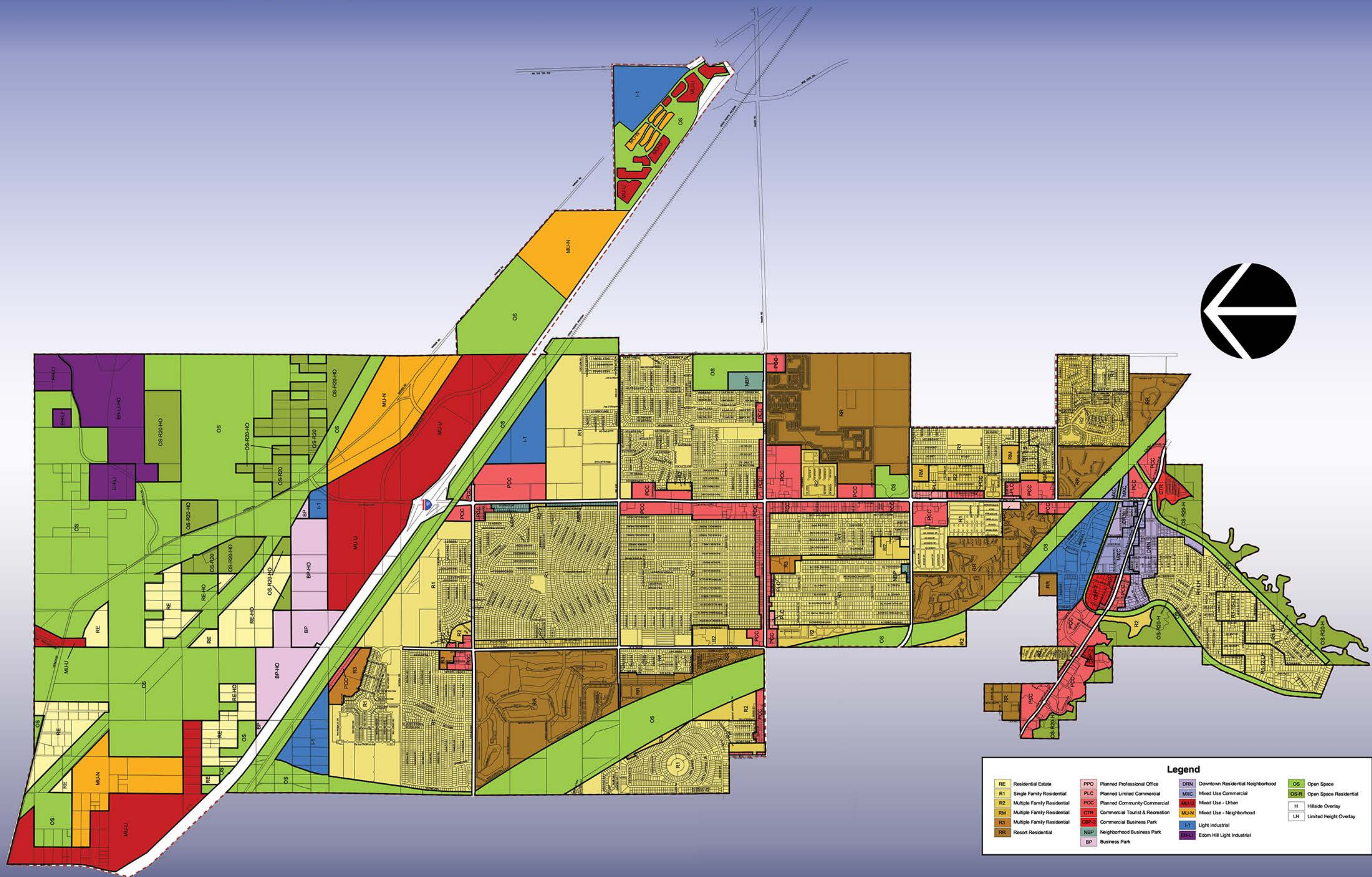
TRAFFIC COUNTS

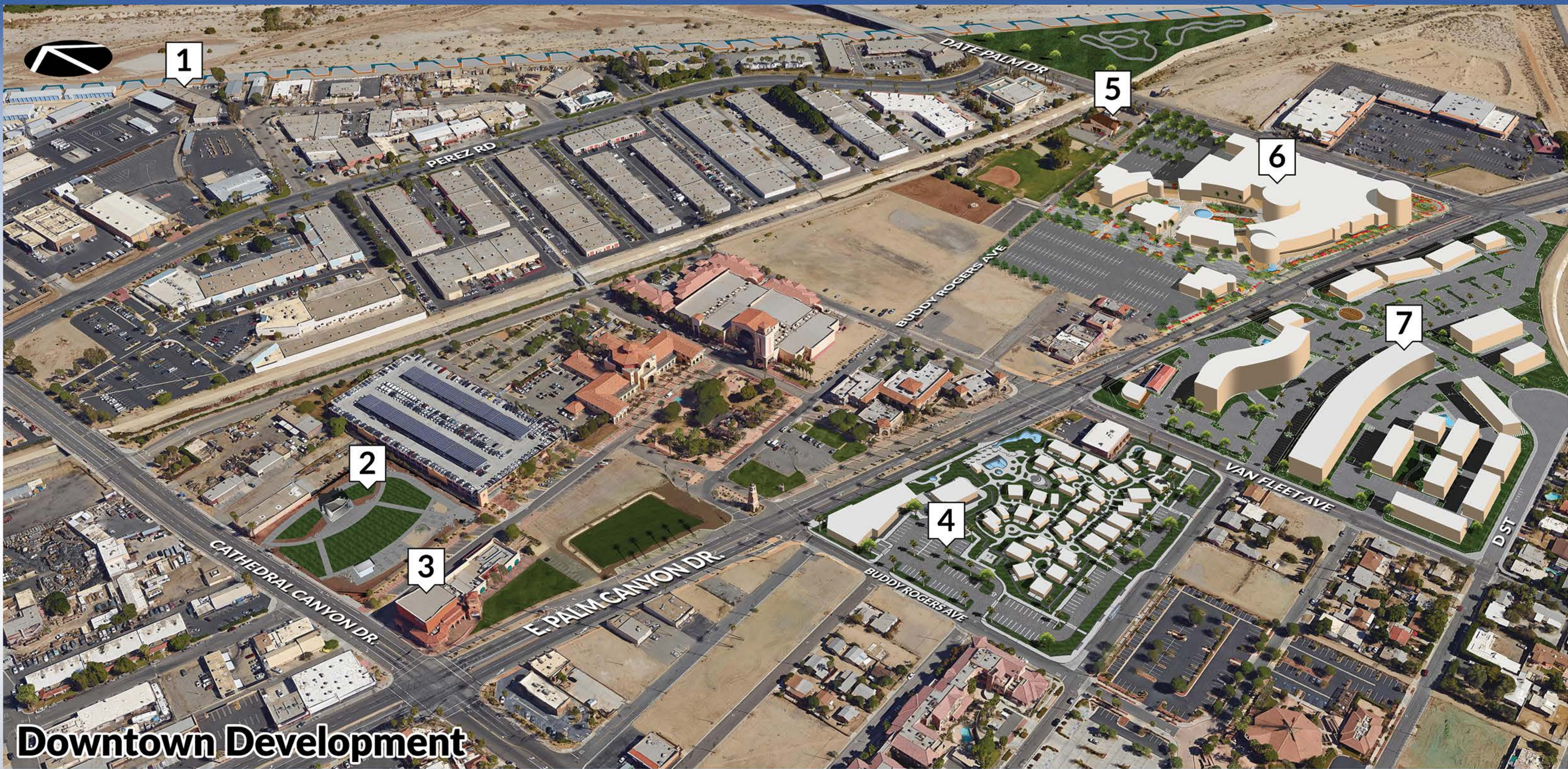


**2017 DATA
24 HOUR
AVERAGE DAILY TRAFFIC**

Sources: Coachella Valley Association
of Governments & Caltrans

ZONING





1
FUTURE SEGMENT OF PROPOSED
50-MILE ALTERNATIVE
TRANSPORTATION TRAIL



2
PROPOSED AMPHITHEATER



3
CVREP PLAYHOUSE
PERFORMING ARTS THEATER



4
PROPOSED BUNGALOW STYLE
HOTEL, RESTAURANT, & RETAIL



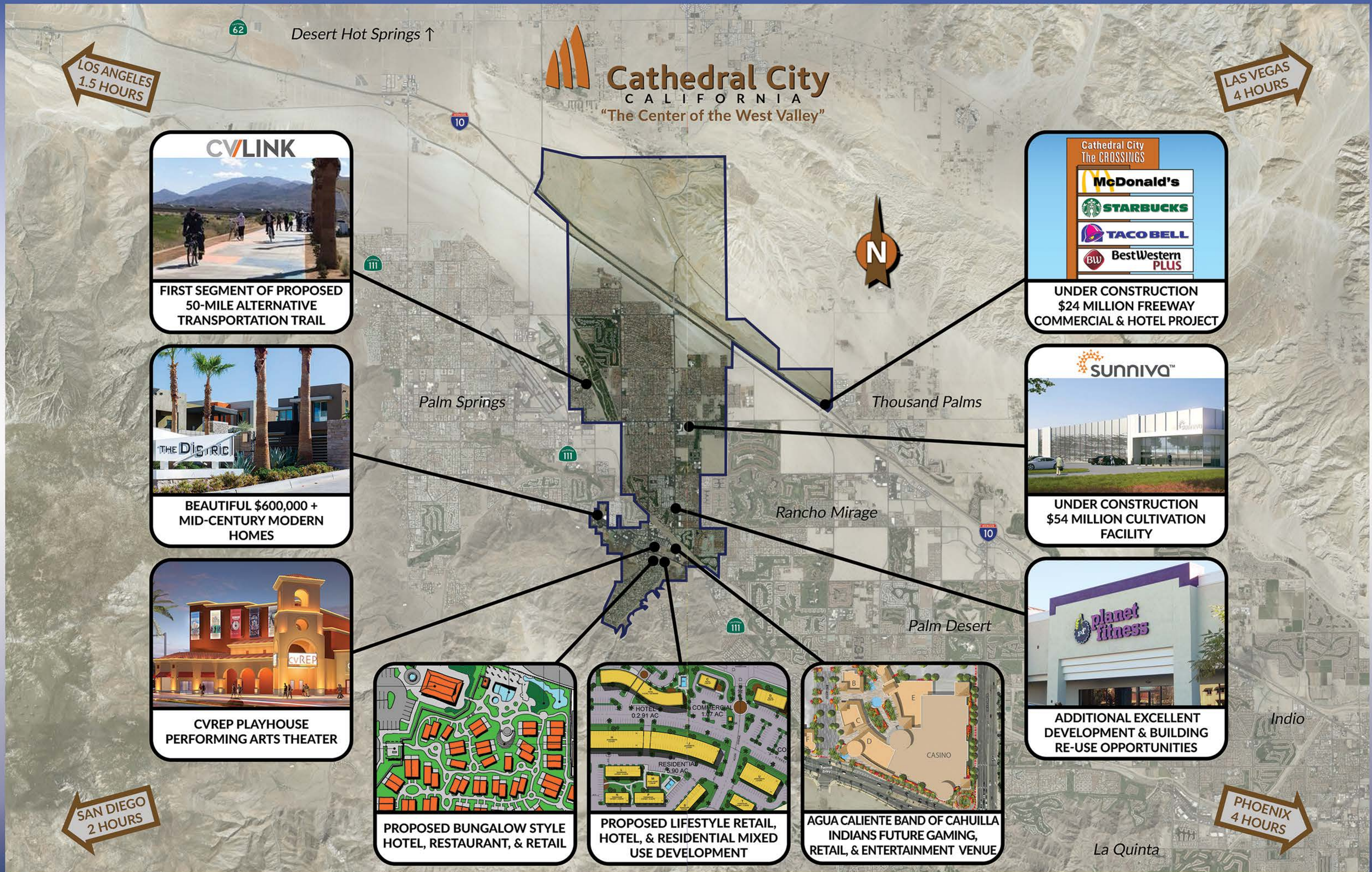
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FIRE STATION 411
TO BE RELOCATED BY AGUA CALIENTE
BAND OF CAHUILLA INDIANS



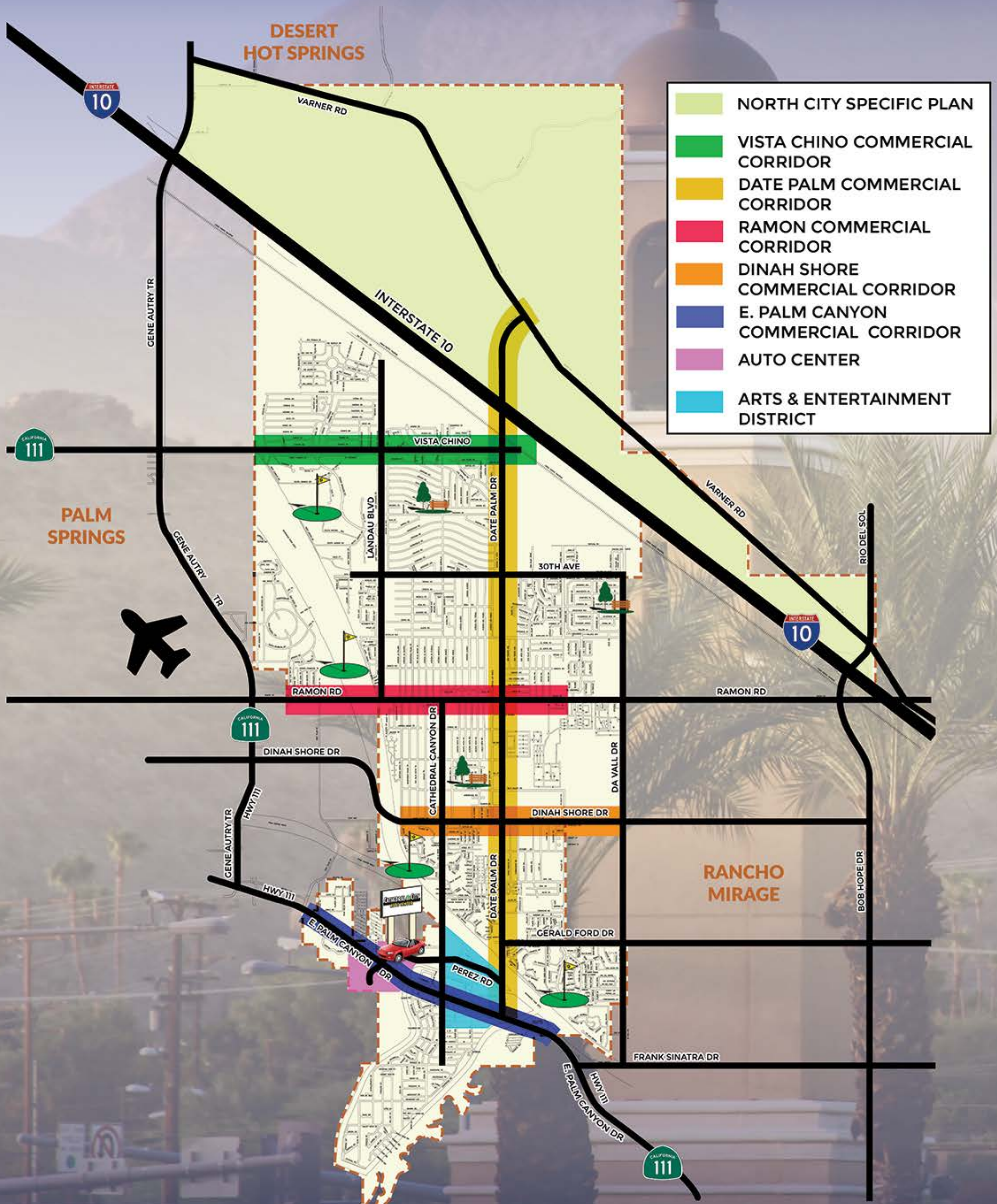
6
AGUA CALIENTE BAND OF CAHUILLA
INDIANS FUTURE GAMING,
RETAIL, & ENTERTAINMENT VENUE



7
PROPOSED LIFESTYLE RETAIL,
HOTEL, & RESIDENTIAL MIXED
USE DEVELOPMENT



ECONOMIC ZONES





QUALITY OF LIFE



Education



CULTURE



Arts



Dining



Shopping



Housing



Festivals & Events



Youth Activities



PARKS



Healthcare



Senior Services



Public Safety

FESTIVALS & EVENTS

There is ALWAYS something going on in Cathedral City



For Sponsorship Opportunities, contact:
Eric Davis, City of Cathedral City (760) 770-0340, Ext. 134
SponsorshipSpecialist@cathedralcity.gov

HEALTH & FITNESS



BOOMERS ENTERTAINMENT CENTER

67-700 E Palm Canyon Dr

Enjoy miniature golf, bumper boats, go-karts, and more. Boomers! is fun for kids of ALL ages.



CV/LINK

First segment of a proposed 50 mile alternative transportation route for pedestrians, bicyclists, and neighborhood electric vehicles.



FITNESS CENTERS

From large national chains to the small one-on-one gyms, Cathedral City has a focus on health and fitness.



DESERT ICE CASTLE ICE SKATING

68-600 Perez Rd

Skate at the only indoor ice skating rink in the Coachella Valley! Great way to have fun and stay cool!



BIG LEAGUE DREAMS

If you've ever dreamed of playing in a big league ballpark, Big League Dreams Sports Parks are the place for you.



GOLF

Cathedral City has 3 outstanding public golf courses. Enjoy the fresh desert air and scenic mountain views.



For more information
Please contact:

Stone James

Economic Development Director
SJames@CathedralCity.gov
760-770-0336

City of Cathedral City
Economic Development Department
68700 Avenida Lalo Guerrero
Cathedral City, California 92234

www.CathedralCity.gov
www.CCEDD.org
www.DiscoverCathedralCity.com

