

# COMMUNITY ECONOMIC PROFILE

*for*

## CATHEDRAL CITY RIVERSIDE COUNTY, CALIFORNIA

*Prepared in conjunction with Cathedral City and the Cathedral City Chamber of Commerce*

### Location

Cathedral City, incorporated November 16, 1981, is located 110 miles southeast of Los Angeles and 506 miles southeast of San Francisco.

### Economic Growth and Trends

	1980	1990	2000	2010
Population-County	663,166	1,170,413	1,545,387	2,189,641 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 <sup>2</sup>
Population-City	N/A	30,085	42,647	51,200 <sup>1</sup>
Taxable Sales-City	N/A	\$367,321	\$680,502	\$546,894 <sup>2</sup>
Housing Units-City	N/A	10,918	14,027	17,047 <sup>1</sup>
Median Household Income-City	N/A	\$30,908	\$38,887	\$45,693 <sup>3</sup>
School Enrollment K-12	N/A	14,426	20,216	23,943 <sup>4</sup>

1. U.S. Census Bureau, 2010. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2009. Add 000. 3. U.S. Census Bureau, 2006-2010 American Community Survey. 4. California Department of Education, 2010. Enrollment count is for the Palm Springs Unified School District and is for 2009-10.

### Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
January	39.1	53.7	68.3	1.27	57	32	32
April	52.6	69.9	86.9	0.08	55	22	19
July	73.2	90.6	107.8	0.19	60	28	25
October	56.5	73.0	91.4	0.11	58	27	28
Year	54.7	70.9	87.5	5.23	58	27	26

Source: Weather data collected at Palm Springs.

### Transportation

**RAIL:** Union Pacific main line. There is Amtrak passenger rail service in Indio and Palm Springs.

**TRUCK:** 28 carriers in the Coachella Valley.

**OVERNIGHT DELIVERY TO:** Los Angeles, San Francisco, San Diego and Phoenix.

**AIR:** Palm Springs International Airport, 2 mi. west, is served by Alaska, Allegiant Air, American, Delta Connection, Horizon Air, Sun Country, United Airlines, United Express, US Airways Express and WestJet; general facilities, 10,000 ft. runway. Bermuda Dunes (private airport) is located 8 mi. southeast.

**BUS:** SunLine Transit Agency local system serves Coachella Valley communities. Greyhound service is provided in Palm Springs, 7 mi. west.

**PORTS:** Nearest ports are in Los Angeles-Long Beach, 110 mi. west, and San Diego, 131 mi. southwest.

**HIGHWAYS:** 1-10 west to Los Angeles and east to Phoenix, and Calif. 111. Nearby connections to Calif. 74 west, Calif. 62 north and Calif. 86 (NAFTA highway) south to Brawley and El Centro in Imperial County, Yuma, Arizona and Mexicali and Mexico City, Mexico.

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## Industrial Sites

There are 2,874 acres in the city limits zoned for commercial-industrial. About 70 percent is vacant and available in parcels ranging in size from ½ to 160 acres. Included in this acreage total are five industrial parks or districts. The terrain is generally level. Subsoil is sand mix and piling is not required. The size of water mains range from 8 to 24 inches. Sizes of sewer lines range from 8 to 30 inches. There is rail freight along the Union Pacific at north boundaries near Interstate 10.

Site data compiled in cooperation with the Cathedral City Planning Department.

## Public Services

**WATER:** Coachella Valley Water District.

Maximum pumping capacity: 67 million gal/day. Average consumption: 18.3 million gal/day. Base rate per 100 cu. ft.: \$1.21 plus a monthly meter charge of \$7.00. Service connection charge based on meter size. Water System Backup Facility Charge per dwelling unit (\$3,756) and Supplemental Import Water Charge (based on type of development).

(Water service is provided to a portion of Cathedral City by the Desert Water Agency in Palm Springs.)

**SEWER:** Coachella Valley Water District.

Capacity of sewer plant: 18.0 mg/d. Peak daily flow: 10.1 mg/d. Type of treatment plant: activated sludge/tertiary. Sewer service charge: Yes, \$24.50 per month. On what basis rated: Per Dwelling Unit (EDU). Any facilities for non-recoverable industrial wastewater: No. Sewer connection charge: Yes, \$4,231 per EDU.

(Sewer service is provided to a portion of Cathedral City by the Desert Water Agency in Palm Springs.)

## Infrastructure

Master plan of storm drains adopted: Yes, only technical portion adopted. Charges presently assessed as required by the city.

Dedication requirements: Full dedication as per master plan of streets and streets with access to each lot.

Improvement requirements: Pavement, curbs, gutters, sidewalks plus landscaping and bike paths where applicable.

## Utilities

**GAS:** Southern California Gas Co.

For residential and business rates applicable to Cathedral City, contact the Southern California Gas Co. at (800) 427-2200.

**ELECTRIC:** Southern California Edison.

For residential and business rates applicable to Cathedral City, contact Southern California Edison at (800) 655-4555.

**TELEPHONE:** Verizon.

For rates and types of service available in Cathedral City, contact Verizon at (800) 483-4000 for residential or (800) 483-5000 for business.

## Governmental Facilities - Tax and Insurance Rates

- Cathedral City has the council-manager form of government. Assessed valuation minus exemptions (2009-10): \$3,806,507,344; County: \$211.3 billion. Ratio of assessed value to appraised value: 100% of full cash value.
- Industrial property tax rates (2009-10) per \$100 assessed valuation. Code area: 19-003. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.22623.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area: 19-003. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.22623.
- Retail Sales Tax: State 7.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 8.75%.

## The Cathedral City Labor Market Area

## Characteristics of the Labor Force

## Non-Manufacturing Employment

- Police Department: Chief of Police, 60 full-time sworn officers, which include 1 School Resource officer, 8 detectives and 4 Traffic officers. There are 47.5 non-sworn employees, 35 patrol cars, 30 unmarked cars and 1 mobile command post.
- Fire Department: 1 Fire Chief, 2 Battalion Chiefs, 36 sworn full-time firefighters of which 25 are Paramedics. 3 fire stations, 1 100' aerial, 2 type 1 engines, 1 OES engine, 3 ambulances, 1 reserve ambulance, 1 rehab unit, 1 decon trailer, 1 CERT trailer, 4 command vehicles, 2 staff vehicles and 6 code enforcement vehicles.
- Fire Insurance Classification: City rating: 3. Adjacent unincorporated area: 7 to 9.
- Major projects authorized for improvement of City services include I-10/Date Palm Drive interchange improvements, Ramon Road pavement rehabilitation, Cathedral Canyon Drive Bridge at Whitewater River, Date Palm Drive Bridge widening at Whitewater River, East Palm Canyon Drive widening west of Perez Road and traffic signal synchronization at ten intersections on Date Palm Drive. Major projects being planned include major infrastructure improvements for the North City area, sanitary sewer improvements for un-sewered areas of the City and Ramon Road Bridge widening at Whitewater River.

Area consists of the Coachella Valley (the Cathedral City-Palm Desert, Palm Springs, Desert Hot Springs and Coachella Valley Census County Divisions).

Area population: 404,831		Total employment: 163,026	
Natural Resources & Mining	6,323	Professional & Business Services	20,175
Construction	17,255	Educational & Health Services	26,929
Manufacturing	5,110	Leisure & Hospitality	28,802
Trade, Transportation & Utilities	30,317	Other Services	9,109
Information	3,028	Government	5,348
Financial Activities	10,630		

Source: U.S. Census Bureau, 2006-2010 American Community Survey.

**Extent of Unionization:** Culinary workers, bartenders and retail employees in leading supermarkets are unionized. Construction workers and groundskeepers are usually unionized.

Principal job opportunities are in sales, services and structural work occupations. Some opportunities may be found in benchwork and machine trade occupations. The city is continuing to expand its business base. It enjoys a more stable year-round resident rate and a portion of its labor force works in other areas of the Coachella Valley as a result of Cathedral City's central location and easy commuting distances.

Information regarding wage rates, extent of unionization, fringe benefits and related data may be obtained from the State Employment Development Department, Labor Market Information Division, 1325 Spruce Street, Suite 110, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Blvd., Suite 1100, Sacramento, California 95823, (916) 262-2162.

Leading economic industries are sports equipment, housing and construction supplies. The largest employing firms in the community area are:

Name of Employer	Employment	Description
Palm Springs Unified School District	2,039	Public school system
Cathedral City New Auto Dealers	556	Automobile dealerships
Cathedral City	220	Local government
Addus Healthcare	200	Healthcare
Albertsons	200	Supermarket
Doral Desert Princess Resort	175	Resort hotel
Stater Bros.	169	Supermarket
Target	160	Retail
Canyon Springs-Cathedral City	145	Develop disabled persons services
Southern California Edison	140	Utilities
Lawrence Welk's Desert Oasis	107	Destination resort

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## Community Facilities

Major raw material resources include sand and gravel. Facilities include 2 machine shops. Automobile dealerships, restaurants, construction material supply companies, hardware stores and drug and variety stores are centrally located.

**HEALTH:** Cathedral City is served by two general hospitals (Desert Regional Medical Center, 367 licensed beds, 7 miles west, and Eisenhower Medical Center, 313 licensed beds, 3 miles east), 15 physicians/surgeons, 15 dentists, 1 optometrist and 10 chiropractors.

**EDUCATION:** Palm Springs Unified School District includes 16 elementary schools, 4 middle schools, 3 high schools, 1 continuation high school, 2 alternative schools and 1 adult school. Two private schools are located in Cathedral City. College of the Desert, a public community college (2 year), is located in Palm Desert as is Brandman University, the Coachella Valley Campus of California State University, San Bernardino and the University of California, Riverside Palm Desert Graduate Center.

**CULTURAL:** 24 churches, 5 banks, 1 public library, 1 newspaper, radio and television stations both direct reception and through cable, city parks, a city recreation center, a variety of festivals and events in the Town Square and the first Big League Dreams Sports Park, the premier softball/baseball facility in Southern California. Other recreational facilities in the city include: 5 golf courses, tennis courts, a soccer park, a bowling center, a mini theme park, Little League, Boys and Girls Club, AYSO, a boxing club, service organizations, 3 movie theaters with 25 screens, nightclubs and entertainment spots.

According to the California Department of Finance, Cathedral City has 21,527 housing units. The housing stock consists of 11,550 single detached units, 2,659 single attached units, 2,428 multiple 2 to 4 units, 2,035 multiple 5 plus units and 2,855 mobile homes.

The median sales price for new and existing homes is \$157,500, as reported by DataQuick for September 2010.

There are 10 hotels/motels, with 642 rooms, in Cathedral City.

There are 9 mobile home and RV parks in Cathedral City with 2,012 mobile home spaces and 307 RV spaces.

Community leaders seek a balance between residential, commercial, industrial and tourist development. Cathedral City has an ideal resort climate for most of the year, offering the perfect setting for both residents and visitors. Five neighborhood/community shopping centers have been constructed within the last few years.

## Housing Availability, Prices & Rentals

## Remarks

*For further information contact the Riverside County Economic Development Agency, P.O. Box 1180, Riverside, CA 92502, (951) 955-8916 or (800) 984-1000; Cathedral City, 68-700 Avenida Lalo Guerrero, Cathedral City, CA 92234, (760) 770-0386; online at [www.cathedralcity.gov](http://www.cathedralcity.gov); or the Cathedral City Chamber of Commerce, 68-950 E. Palm Canyon, Suite 106, Cathedral City, CA 92234, (760) 328-1213.*