

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	2004
Population-County	663,166	1,170,413	1,545,387	1,776,743 ¹
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$21,709,135 ²
Population-City	N/A	30,085	42,647	48,588 ¹
Taxable Sales-City	N/A	\$367,321	\$680,502	\$814,737 ²
Housing Units-City	N/A	10,918	14,027	15,697 ¹
Median Household Income-City	N/A	\$30,908	\$38,887	\$44,540 ³
School Enrollment K-12	N/A	14,426	20,216	22,067 ⁴

1. California Department of Finance, January 1, 2004. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2003. Add 000. 3. UCLA Anderson Forecast, University of California, Los Angeles, 2004. 4. California Department of Education, 2003. Enrollment count is for 2002-03.

Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
January	39.1	53.7	68.3	1.22	57	32	32
April	52.6	69.9	86.9	0.25	55	22	19
July	73.2	90.6	107.8	0.29	60	28	25
October	56.5	73.0	91.4	1.33	58	27	28
Year	54.7	70.9	87.5	7.07	58	27	26

*Weather data collected at Palm Springs.

Transportation

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

TRUCK: 9 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, America West Express, American, American Eagle, Continental Express, Delta, Delta Connection, Horizon, Northwest, Sun Country, United, and United Express; 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.

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

HIGHWAYS: I-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.

Industrial Sites

There are 2,230 acres in the city limits zoned for commercial-industrial. In addition, there are about 900 acres within the city's sphere of influence. About 50 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 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 18 inches. There is possible rail freight due to close proximity to Union Pacific at north boundaries near Interstate 10.

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

Public Service

WATER: Coachella Valley Water District.

Maximum pumping capacity: 34 million gal/day. Average consumption: 19 million gal/day. Cost per 1,000 gallons in quantities of 100,000 gal/month: \$0.85 plus a monthly meter charge of \$5.00. Cost per 1,000 gallons in quantities of 1,000,000 gal/month: \$0.85 plus monthly meter charge of \$5.00. Water connection charges: Yes, based on meter size (single-family unit).

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

SEWER: Coachella Valley Water District.

Capacity of sewer plant: 18.5 mg/d. Peak daily flow: 12.65 mg/d. Type of treatment plant: Tertiary. Sewer service charge: Yes, \$13.40 per month. On what basis rated: Per Dwelling Unit (EDU). Any facilities for non-recoverable industrial wastewater: No. Sewer connection charge: Yes, \$2,991 per EDU.

(Sewer service is provided to a portion of the City 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 (2003-04): \$2,502,665,006; County: \$118.5 billion. Ratio of assessed value to appraised value: 100% of full cash value.
- Industrial property tax rates (2003-04) per \$100 assessed valuation. Code area: 19-003. City rate: \$.00000; County: \$1.00000; School: \$.06052; Other: \$.06000; Total: \$1.12052.
- Commercial property tax rates (2003-04) per \$100 assessed valuation. Code area: 19-003. City rate: \$.00000; County: \$1.00000; School: \$.06052; Other: \$.06000; Total: \$1.12052.
- Retail Sales Tax: State 6.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 7.75%.

The Cathedral City Labor Market Area

- Police Department: Chief of Police, 53 full-time sworn officers, which include 3 Community Alliance officers, 1 D.A.R.E. officer, 1 School Resource officer, 10 detectives, and 2 Traffic officers. There are 29.5 non-sworn employees and 30 patrol cars.
- Fire Department: 1 Fire Chief, 1 Division/Training Chief, 1 Division Chief/Fire Marshal, 36 sworn full-time Firefighters of which 17 are Paramedic/Firefighters and 6 are Haz-Mat Certified, 3 fire stations, 2 back-up engines, 1 rescue squad vehicle, 3 medical ambulances, 1 reserve medical ambulance, 1 haz-mat vehicle with decon trailer, 1 incident command vehicle, and three staff vehicles.
- Fire Insurance Classification: Source of Rating: Robinson's Rating Service. City rating: 3. Adjacent unincorporated area: 7 to 9.
- Major projects authorized for improvement of city services or to adjacent unincorporated area: Massive capital improvement program includes I-10/Date Palm Drive interchange improvements, Ramon Road beautification project, alignment and repaving of Date Palm Drive, repaving of East Palm Canyon Drive from Cathedral Canyon to the western city limits.

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

Area population: 318,125		Total employment: 120,429	
Natural Resources & Mining	6,979	Professional & Business Services	12,900
Construction	11,771	Education & Health Services	18,867
Manufacturing	4,484	Leisure & Hospitality	23,193
Trade, Transportation & Utilities	21,735	Other Services	6,930
Information	2,646	Government	3,643
Financial Activities	7,281		

Source: U.S. Census, 2000.

Characteristics of the Labor Force

Culinary workers, bartenders and retail employees in leading supermarkets are unionized. Construction workers and groundskeepers are usually unionized. Principal job opportunities are in the sales, services and structural work occupations. Some opportunities may be found in the benchwork and machine trade occupations. Having been incorporated recently, 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, 1161 Spruce Street, 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	1,998	Public schools
Desert Auto Park	325	Automobile sales
Wal-Mart	296	Retail sales
Sam's Club	255	Retail sales
Cathedral City	200	Local government
Doral Desert Princess Resort	200	Resort hotel
Target	162	Retail sales
Canyon Springs-Cathedral City	145	Develop. disabled persons services
Albertsons (2 stores)	129	Supermarket
Lawrence Welk's Desert Oasis	107	Destination resort
Food 4 Less	85	Supermarket
Coca Cola Bottling Company	78	Beverage distribution

Non-Manufacturing Employment

Community Facilities

Housing Availability, Prices & Rentals

Remarks

Major raw material resources include sand and gravel. Facilities include 1 machine shop. 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, 393 licensed beds, 7 miles west, and Eisenhower Medical Center, 261 licensed beds, 3 miles east), 22 physicians/surgeons, 26 dentists, 1 optometrist, and 27 chiropractors.

EDUCATION: Palm Springs Unified School District includes 15 elementary schools, 4 middle schools, 3 high schools, 1 high school academy, 1 continuation high school, and 1 adult school. College of the Desert, a 2-year community college, is located in Palm Desert as is the Coachella Valley Campus of California State University-San Bernardino.

CULTURAL: 25 churches, a public library, 2 newspapers, 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: 3 golf courses (2 additional courses in the planning stage), tennis courts, a bowling center, a mini-theme park, Little League, Boys and Girls Club, AYSO, a boxing club, service organizations, nightclubs, and entertainment spots.

According to the California Department of Finance, there are 20,023 housing units in Cathedral City. The housing stock consists of 10,677 single detached units, 2,587 single attached units, 2,369 multiple 2 to 4 units, 1,644 multiple 5 plus units, and 2,746 mobile homes.

The median sales price for new and existing homes is \$240,250, according to the California Association of Realtors First Quarter 2004 Report.

There are 11 hotels/motels, with over 600 rooms, in Cathedral City.

There are 10 mobile home parks in the community area with 2,168 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 the residents and visitors. An attractive feature of Cathedral City is an abundance of available property and the variety in affordable housing. Five neighborhood/community shopping centers have been constructed within the last few years.

For further information contact the Riverside County Economic Development Agency, P. O. Box 1180, Riverside, CA 92502, (951) 955-8916 or (800) 984-1000; the City of Cathedral City, 68-700 Avenida Lalo Guerrero, Cathedral City, CA 92234, (760) 770-0386; or on-line at www.cathedralcity.gov, or the Cathedral City Chamber of Commerce, 68-845 Perez Road, Suite 6, Cathedral City, CA 92234, (760) 328-1213.