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# City Extends Cathedral City "Bucks"; Local Businesses Benefit with New Customers, Summer Business

## Auto Dealers Supplement Program with Test Drive Bucks

The innovative Cathedral City "Bucks" Program (part of the overall 'Local Economic Stimulus Plan') got a boost recently when the City Council (acting as the RDA Board) approved additional funding for the program and extended use of the Bucks through the end of October. Total Redevelopment Agency funding now approaches \$100,000.

In addition, the Auto Center New Car Dealers allocated \$10,000 for "Test Drive Bucks" a facsimile of which appears below. These work exactly like the CC Bucks; participating merchants accept "same as cash" and redeem with the City at face value. Unlike the original 'Bucks', \$20 coupons are given to each person who test drives a car while supplies last. Dealers continue to give new and used car buyers a coupon book with \$100 in 'Bucks' to be redeemed with merchants who have signed up.

Local merchants all agree-the program is a wonderful opportunity for much needed summer business; a huge bonus is that virtually all those who are redeeming these coupons are NEW customers! The potential for creating repeat visits and cementing long term customer relationships for local business owners is an obvious one.

For more information on the program, or to sign up as a participating merchant, please contact the Chamber.



**The Good Thing About Summer...**

...is that it will be over before you know it! Among the bright spots while the heat is on...

We all know this is a tough time of year for the vast majority of local businesses. Kudos to the City and the Auto Center New Car Dealers for giving an assist to some 5 dozen local merchants with nearly \$110,000 in new spending potential from June to September!! And just as important, these mostly new customers will now have a reason to keep coming back... because Cathedral City is Value!

In a longer term view, it is also heartening to see that the 'green shoots' showing up in the economy are indeed starting to take root and grow. Home sales are starting to rebound, median home prices seem to have stabilized and has anyone else noticed that it seems every road in and through the Valley is being repaved?? And while it isn't a local phenomenon by any means, it has to feel good to see the stock market turn bullish in recent weeks.

While the fiscal mess the State is in has yet to be completely taken into account with respect to how this will impact local governments, the best solution for all concerned is for the recovery to start generating revenue growth. Our local auto dealers are starting to see some signs of life in their business and that is a very big deal for Cathedral City. "Cash for Clunkers" seems to have been a very good idea!

Of course, it will be some time before we all agree the "Great Recession" is in the rear view mirror. Meanwhile, let's not lose sight of the fact that all indications are that the very worst is now, or by summer's end going to be over. Business will improve and by the time we are comparing 4<sup>th</sup> quarter numbers to last year, the indicators can't help but be positive!



**Steven Morris  
President &  
CEO**

**August Blood Drives Announced for Cathedral City**

**Saturday August 6th: 9 am to 1 pm  
Hi Lites Aveda ~ 68-718 E. Palm Canyon Dr., # 301**

*Donate Blood and Get \$20 off any Hi-Lites Service and  
a free IMAX Ticket!*

\*\*\*\*\*

**Tuesday, August 11th: 1 pm to 4:30 pm  
Department of Public Social Services ~ 68-615 Perez Rd.**

*Free: Ben & Jerry's  
Knott's Soak City Discount  
Car Sun Shade  
Raffle for Golf at Date Palm C. C.*



## More than 50 Cathedral City Businesses Offer Discount on Free City Website

Cathedral City's new business-focused website ([www.CCisValue.com](http://www.CCisValue.com)) is up and running. The website was launched in mid-June and features all the great place to Shop, Dine, Play, Live, Work and Stay in Cathedral City. About 50 Cathedral City businesses have already signed up and are offering discount/special offer coupons on the website. Any Cathedral City business, with a current Cathedral City business license, willing to offer a discount to the community, can have their discount posted on the website free of charge. To keep things simple, coupons on the web site will have a generic easy to print appearance.

The new marketing campaign will last through June 2010. "The concept of the [www.ccisvalue.com](http://www.ccisvalue.com) web site came from the Marketing Committee looking at best marketing practices in other cities," said Mark Carnevale, Chair of the Marketing Committee. "The City of Santa Fe developed a website where people could learn more about the city and also get valuable information on Santa Fe businesses. The City helped launch the site and eventually handed it over to a business alliance. It has been very successful." Cathedral City businesses that want to put a coupon on the website should call 760-770-0396 or e-mail [ahowe@cathedralcity.gov](mailto:ahowe@cathedralcity.gov).

## Take the Cathedral City Public Arts Commission Survey!

The Cathedral City Public Arts Commission wants to hear from all Cathedral City residents (and other interested people, too)! The Commissioners are beginning to develop a Cathedral City Public Arts Master Plan and step one is getting input from the public.

First off, it is important to remember that the cost of purchasing public art does not come from taxpayer dollars or from the City's general fund. Funding comes from fees paid by developers and, by law, can only be used to purchase Public Art. By answering the short questionnaire (only 10 questions) you can help the Public Arts Commission learn the kinds of Art you respond to, content preferences, and where you would like to see public art displayed, among other things.

To take the survey, log on to <http://www.thespiritofthedesert.com/index.php/pacpoll>. The results of others who have taken the survey can be seen when the survey is completed.

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## 1/2 Page Ads

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Call the Chamber at  
760-328-1213

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## Mark Your Calendar

### Upcoming Events:

August 20: Mixer- Quality Inn

September 2: Power Breakfast-  
“*State of the Chamber*” Panel

October 13: Luncheon  
“*State of the City*” Address

### Thanks! to our July Power Breakfast Sponsors:

United Cerebral Palsy  
Inland Empire

Building Industry Association

### Mixers -

3rd Thursday  
5:30-7:30 August:  
Quality Inn & Suites

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**EAGLE 106.9** [www.theeagle1069.com](http://www.theeagle1069.com)

**The Desert Radio Group**

**KNEWS 1270am La Voz** [www.knewsradio.com](http://www.knewsradio.com)

**TEAM KXPS 1010** [www.1010kxps.com](http://www.1010kxps.com)

# Power Breakfast



## No Power Breakfast in August

September 2nd:  
**“State of the Chamber”**  
Panel Discussion: Larry Davis,  
Fred Bell, Matthew Campos,  
Steve Morris



## **NETWORKING MIXER**

Thursday, August 20, 2009  
5:30 p.m. to 7:30 p.m.

 **Quality Inn & Suites**

69151 E. Palm Canyon Dr. ,  
Cathedral City

Looking for a GREAT WAY to promote your business??  
Donate a RAFFLE PRIZE!

Contact the Chamber at (760)328-1213 or e-mail [admin@cathedralcitycc.com](mailto:admin@cathedralcitycc.com)

Admission:        \$5 Members     \$10 Potential Members

Desert Business Interiors

Jason Cason  
72-162 Hwy 111  
Rancho Mirage, CA 92270  
760-340-1112  
www.desertbusinessinteriors.com

Mayfield College

Julie Ha  
35-325 Date Palm Drive, Ste 101  
Cathedral City, CA 92234  
760-328-5554  
www.mayfieldcollege.org

Thanks Renewing Members

Pajaro Business Park  
Larry Langer- 14 Years

Royal Palms  
Mobile Home Park  
Dave White- 14 Years

Desert Urgent Care  
Isela Olvera- 12 Years

Agua Caliente Band of  
Cahuilla Indians  
Nancy Conrad- 11 Years

Agua Caliente Cultural  
Museum  
Michael Hammond - 11 Years

The Warehouse  
Richard & Jill Hibbard- 11 Years

James Workman Middle  
School  
Brad Sauer- 10 Years

Riverside County Econ.  
Development Agency  
Wendy Frederick- 10 Years

American Cancer Society  
Leticia Urquiza- 9 Years

Boomers!  
Don Frederickson- 9 Years

Milauskas Eye Institute  
Dorothy Milauskas- 9 Years

Landau Elementary  
School  
Lynne Keating- 9 Years

Gold Coast Enterprises  
Jerry Uffelman- 8 Years

Lee Wayne Corporation  
Don Raiselis- 7 Years

The Esplanade  
W. Gene Mays- 6 Years

One Hour Heating & Air  
Conditioning  
Tonya Edwards- 2 Years

Stroke Recovery Center  
James P. Martinez- 1 Year

A-American Self Storage  
Paula Huettl- 1 Year

Note: Place in Your Chamber Directory for complete, up-to-date listing of Members

Networking Mixer



Thank You for  
Hosting our Mixer



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