

The New American City

To discover Cathedral City is to begin a deepening relationship with a place that has all the essential ingredients for creating the life you want. That is if you want a life enriched by the time honored values of integrity, hard work, self-reliance, community, acceptance, and pride of place.

Here, these are the values that shape the surroundings, anchor the future, and lend warmth and depth to everyday life. Cathedral City is the new American city – the place to realize an old dream in the modern world.

About Cathedral City

Incorporated just three decades ago (1981) Cathedral City offers residents and visitors alike a sense of community and quality of life unparalleled in the Coachella Valley. Named one of the “top ten best bargain retirement spots” by *US News and World Reports*, Cathedral City retains a strong service orientation with its police, fire and schools consistently 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.

Business 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.

Key facts

DEMOGRAPHICS

- > From 2000–2011, Cathedral City’s population increased from 42,647 to 52,841 – a gain of 10,194 people (20%) in eleven years.
- > Cathedral City’s median household income is \$42,927 and average household income is \$60,569 according to the most recent American Community Survey (2009). Per capita income is \$22,242.
- > Workforce population of 70,000 within 10-mile radius of Cathedral City center
- > During the past 10 years, Cathedral City’s permanent population has grown by 20% and is significantly greater – at 51,200 – than that of Palm Springs (44,500) and Rancho Mirage (17,500). Additionally, there is room for population growth in Cathedral City as there is substantial developable land available within the city for more housing and commercial space, especially on land that has been annexed and/or added to the city’s sphere of influence in recent years.
- > 17,000 residents live in the area for three to six months a year, an 18.5% growth rate over the past 10 years. These “snowbirds” pump significant dollars into the local economy.
- > With over 50,000 residents Cathedral City has a significantly higher permanent population than its neighboring cities, Palm Springs (44,500) and Rancho Mirage (17,500), making it the largest City in the Western Valley.
- > Analysts project by 2016 the 10-mile area adjacent to the Cathedral City City Center will have a population of 218,169.

Cathedral City Demographic Snapshot

POPULATION

Permanent	52,841
Seasonal	17,000
Density (#/acre)	2,760

HOUSING

Housing units	21,527
Family households	64.9%
Family households w/kids under 18	58.6%
Household size	3.11
Homes owned	48.7%
Homes rented	29.1%
Homes vacant	22.2%

RACE

White	63.5%
Asian	5.0%
Black	2.6%
Native American	1.1%
Other	23.5%
Hispanic	60.2%

AGE

Median age	32.4
Under 18	27.1%
18 to 64	58.6%
60 and over	19.3%

Quality of Life

- > Cathedral City was named one of “America’s Top 10 Bargain Retirement Spots” by *US News and World Report*.
- > Cathedral City is the Coachella Valley’s home for distinctive activities. From a world class ice rink for Olympic hopefuls to “big league” style baseball and soccer fields, Cathedral City’s athletic facilities draw participants from around the nation.

School System

- > From 1999-2011, the Palm Springs Unified School District that serves Cathedral City’s students has increased its Academic Performance Index scores from 555 to 759. The district’s scores have increased since 2004.
- > College of the Desert is a fully accredited community college bestowing various associate art degrees. The college works with local businesses providing contract education and a comprehensive array of training and management programs.
- > The University of Phoenix has a nearby campus located in Palm Desert offering working students the unique opportunity to earn their associates, bachelors, masters, or doctoral degrees with accomodating on-campus and online class schedules.

Market Facts

- > In 2009, the Census Bureau’s American Community Survey found that the total income of Cathedral City’s residents was \$1.1 billion or 10.3% of the \$10.7 Billion in the Coachella Valley. Total income for Western Region market area residents: \$4.4 Billion.
- > Total payroll released by Cathedral City’s firms and agencies rose from \$215 million in 2000 to \$286 million by 2010 – an increase from 2000-2010 of \$70.3 million or 32.7%.
- > Per capita taxable sales in Cathedral City were \$10,859 during 2010, ranking in the top half of Riverside County cities.
- > Deposits in Cathedral City’s financial institutions stood at \$148.6 million in 2010.
- > \$3.5 Billion: The assessed valuation of property in Cathedral City. This represents a stunning 68% growth rate over the past 10 years.
- > \$482,281,000: Cathedral City’s total retail sales in 2010 were over 40 percent higher than neighboring Rancho Mirage (\$279,730,000).
- > 5,000 acres Amount of recently annexed land with favorable commercial zoning that is available as part of the new “North City” plan.

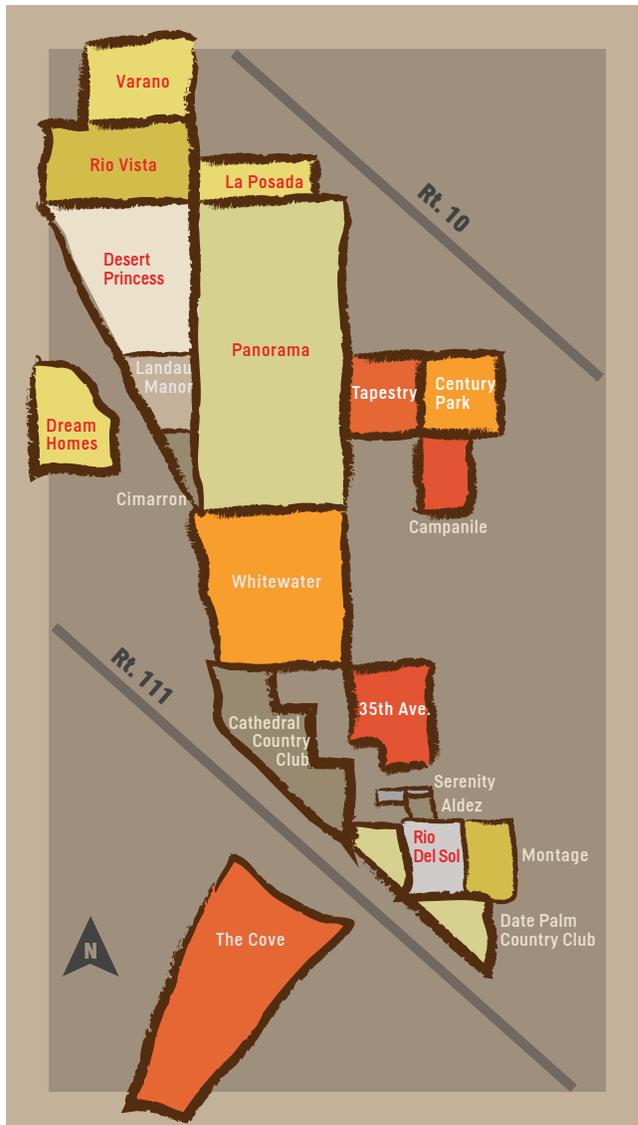
Public Safety

Cathedral City has one of the lowest crime rates in the Coachella Valley. From 1993-2010, the number of incidents per 1,000 people fell from 65.8 to 34.3, a drop of -47.9%. This occurred as 567 fewer crimes were reported (-24.3%) despite the fact that the population increased by 16,002 people (45.2%).

Neighborhoods

Cathedral City is made up of a diverse tapestry of close-knit neighborhoods. Each has its own unique style and history, but share a strong sense of character and identity.

CATHEDRAL CITY



Contact Information

Building Department	760-770-0340
Inspection Requests	760-770-0341
Planning Department	760-770-0370
Engineering Department	760-770-0349
Business License	760-770-0353
Code Compliance	760-770-0309
Conservation/Recycling	760-770-0369
Fire Department (Admin)	760-770-8200
Police Department	760-770-0362
Public Relations	760-770-0396