

A. Community and Economic Development Staff Review

Recommendation: This item is presented for information, discussion and direction only.

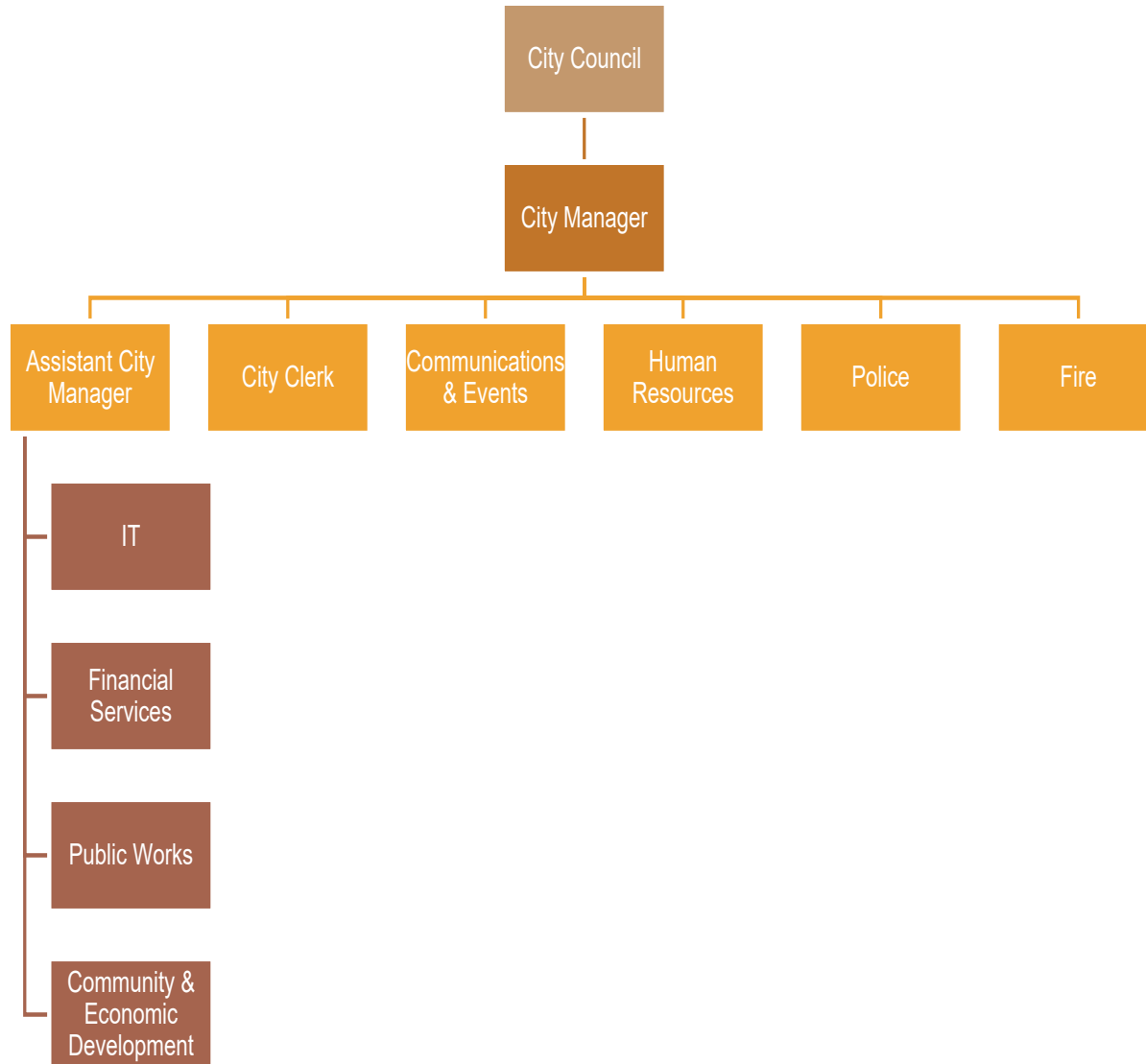
Staffing and Budget Analysis Community and Economic Development Department

Council Workshop

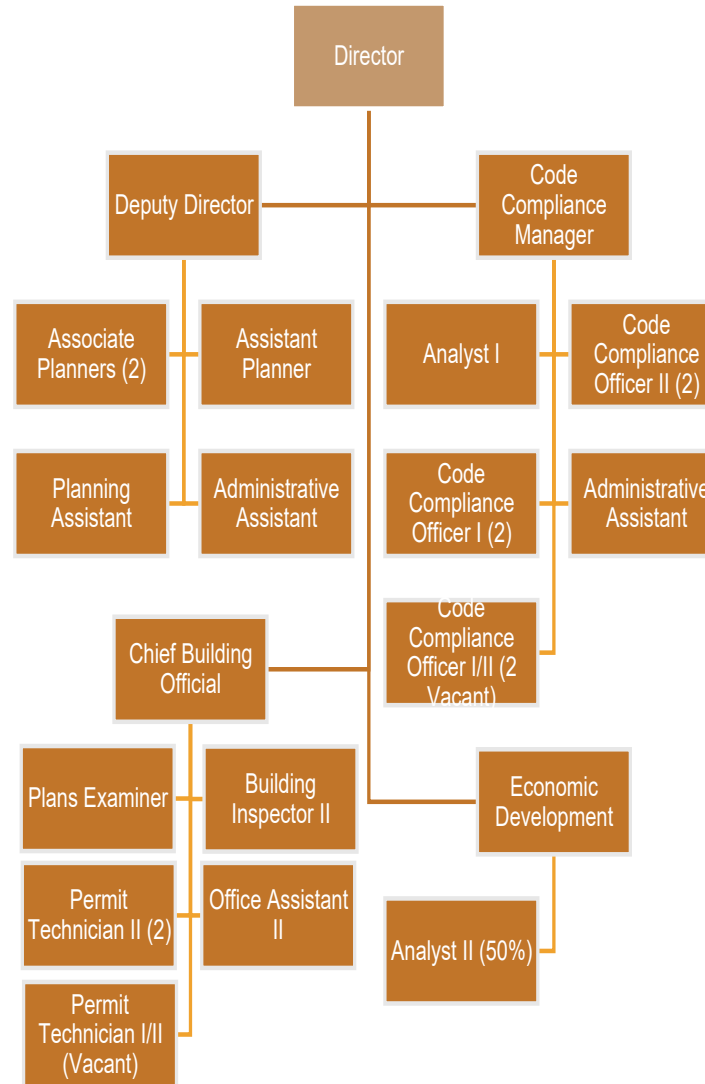
April 2, 2025



City Organization



Community and Economic Development Department



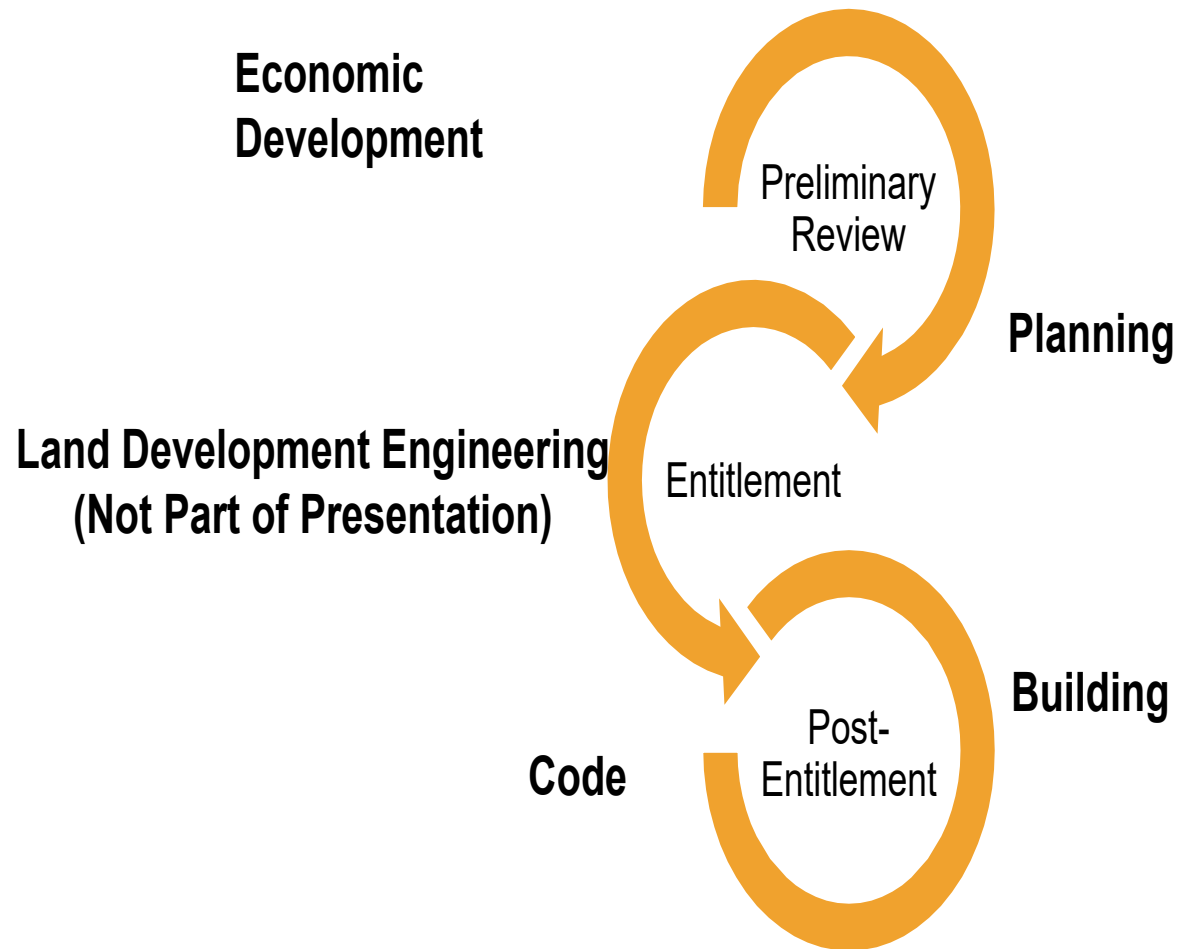
Community and Economic Development Department

	FY13-14	FY20-21 COVID	FY22-23 Adopted	FY24-25 Authorized	Change from 13-14
Administration	1	0	0	1	-
Planning	2.5	4	5	6	140%
Building and Safety	2	3	6	7	250%
Code Compliance	2	3	6	9	350%
Economic Development	1	1	1	1.5	50%
Total	8.5	11	18	24.5	182%

Director

Functions	Participate in City Management	15%
	Staffing Citizen Commissions and Committees	10%
	Manage Activities of Divisions and Overall Department	60%
	Community Relations and Public Assistance	5%
	Special Projects and Department Initiatives	10%

Development Process / Code Enforcement



Economic Development



Economic Development Functions

FUNCTION	PERCENTAGE MANAGER	PERCENTAGE ANALYST
Business Attraction, Retention, and Expansion	25	30
Workforce Development	20	20
Entrepreneurship Support	20	25
Housing & Quality of Life	15	10
Tourism & Regional Collaboration	20	15

Economic Development Professional Services and Memberships

- Greater Coachella Valley Chamber of Commerce
 - Current services agreement expires at the end of the fiscal year
 - Scope includes:
 - Business support and engagement services - \$30k
 - City marketing - \$12k
 - Event services - \$25.1k (including State of the City at \$22.5)
 - State of the City included in Special Events RFP
- Coachella Valley Economic Partnership
 - Current cost of membership is \$25k annually
 - Not structured as a services agreement

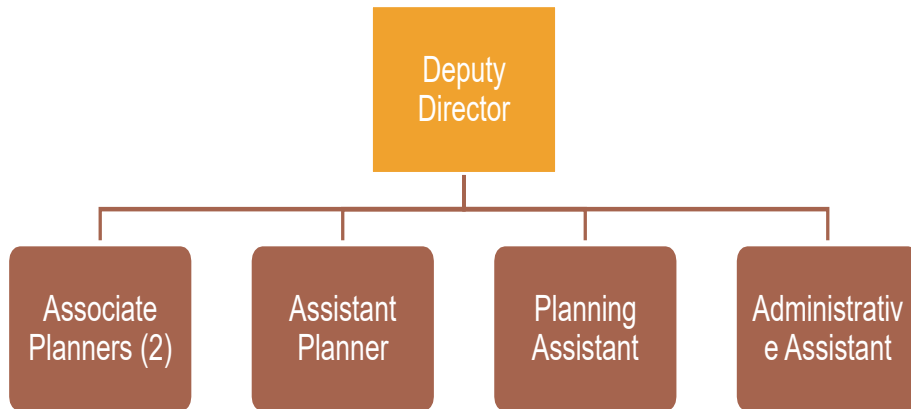
Economic Development Budget

Object	Description	FY 23/24 Actuals	FY 24/25 Actuals	FY 24/25 Revised Budget	FY 25/26 Proposed Budget	FY 26/27 Proposed Budget
8601	Professional and Technical Services	\$77,436	\$33,550	\$82,500	\$47,000	\$47,000
8706	Memberships	\$25,912	\$25,495	\$30,750	\$5,750	\$5,750
	Operating and Capital Expenditure s Total	\$592,434	\$95,567	\$211,562	\$137,265	\$135,199

Economic Development Goals

- Develop business information package and create educational media content
- Survey small businesses to obtain feedback on assistance needed
- Explore programs to support local businesses
- Review and assess childcare accessibility
- Explore the creation of a comprehensive economic development strategy
- Host workshops to support development and new businesses
- Leverage relationships with organizations such as CVEP, CET, SBDC, SBA, and others
- Generate new marketing material supporting economic development efforts.
- Compile survey feedback from both the residents and business community
- Explore ways to support housing of various affordability levels
- Maintain relationships with Visit Greater Palm Springs to promote tourism efforts
- Explore ways to leverage Sister City relationship with Tequila, Jalisco, MX

Planning



Development and Entitlements

Plan Review and Building Permits

Public Assistance

Administrative Permits and Licensing

Commissions and Committees

Special Projects and Department Initiatives

Administration

Planning Functions

FUNCTION	PERCENTAGE DEPUTY DIRECTOR	PERCENTAGE ASSOCIATE PLANNER	PERCENTAGE ASSISTANT PLANNER	PERCENTAGE PLANNING ASSISTANT	ADMINISTRATIV E ASSISTANT
Development and Entitlements	20	40	60	10	10
Plan Review and Building Permits	--	10	10	25	--
Public Assistance	5	5	10	50	--
Administrative Permits and Licensing	--	--	5	10	--
Commissions and Committees	15	5	10	--	50
Special Projects and Department Initiatives	10	40	5	5	15
Administration	50	--	--	--	--

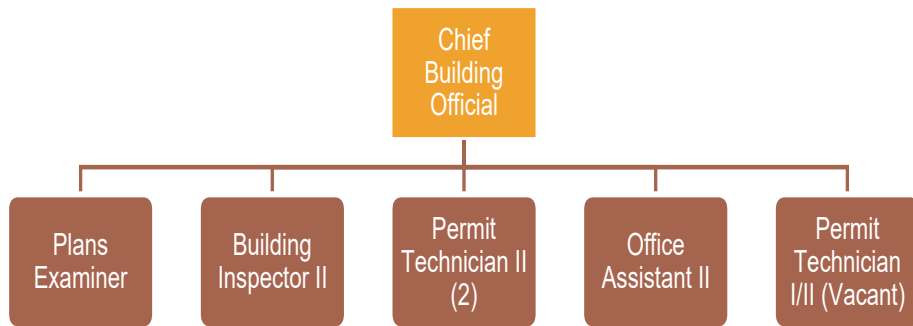
Planning Budget

Object	Description	FY 23/24 Actuals	FY 24/25 Actuals	FY 24/25 Revised Budget	FY 25/26 Proposed Budget	FY 26/27 Proposed Budget
8601	Professional and Technical Services	\$56,040	\$23,934	\$508,720	\$16,000	\$29,000
8602	Extraordinary One-time Technical Services				\$400,832	\$47,972
	Operating and Capital Expenditure s Total	\$825,924	\$660,999	\$1,484,270	\$1,569,871	\$1,188,225

Goals

- Make substantial progress on development of new development code and citywide objective design standards, culminating in the production of a public review draft in early 2026
- Apply for grants and seek funding sources for additional planning studies and code amendments beyond the new development code, such as the development of a sustainable, climate-appropriate landscape palette
- Revise development application forms and checklists and create material to support the development review process
- Develop standardized conditions of approval templates
- Identify code changes related to legislative updates

Building



Plan Check

Permit Issuance

Inspections

Public Assistance

Special Projects and Department Initiatives

Building Functions

FUNCTION	PERCENTAGE BUILDING OFFICIAL	PERCENTAGE PLANS EXAMINER	PERCENTAGE INSPECTOR	PERCENTAGE PERMIT TECH	PERCENTAGE OFFICE ASSISTANT
Plan Check	15	85	5	5	5
Permit Issuance	5	--	--	70	10
Inspections	5	5	90	--	10
Public Assistance	15	5	5	15	60
Special Projects and Department Initiatives	60	5	--	10	15

Building Budget

Object	Description	FY 23/24 Actuals	FY 24/25 Actuals	FY 24/25 Revised Budget	FY 25/26 Proposed Budget	FY 26/27 Proposed Budget
	Salaries and Benefits	\$720,984	\$569,403	\$931,421	\$948,883	\$1,006,602
8601	Professional and Technical Services	\$464,524	\$184,769	\$360,000	\$180,000	\$180,000
	Operating and Capital Expenditures Total	\$1,216,766	\$836,801	\$1,429,637	\$1,271,958	\$1,334,960

Building Staffing

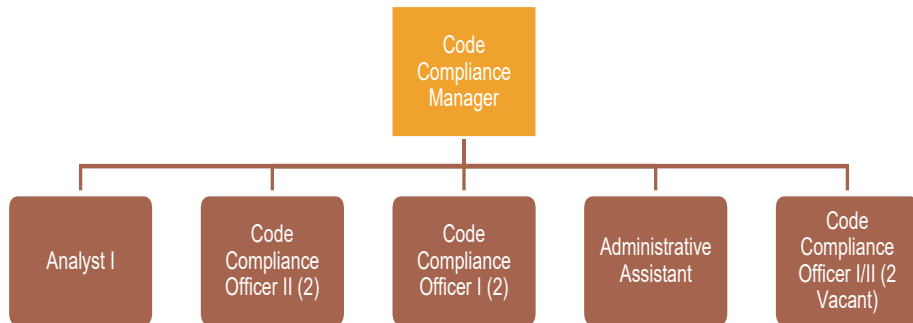
- Convert vacant Permit Technician I/II FTE to a Building Inspector I/II
- Supported by workload:

Measure	2023 Actual	2024 Actual	2025 Estimated	2026 Estimated	2027 Estimated
Building	2,124	1,932	2,050	2,100	2,100
SF Dwelling	53	65	80	110	130
Permit Valuation	\$81M	\$81M	\$92M	\$85M	\$87M
Inspections	7,187	5,926	6,300	6,500	6,750

Building Goals

- Sustain permitting and plan review performance
- Develop and adopt of 2025 California Building Standards Code (triennial code adoption cycle)
- Evaluate continued use of HR Green for building inspection services

Code Compliance



General Code Enforcement

Title 25 and Mobile Home Park Administration

Cannabis Enforcement

STVR Program Administration and Enforcement

Public Assistance

Special Projects and Department Initiatives

Code Compliance Functions

FUNCTION	PERCENTAGE MANAGER	PERCENTAGE ANALYST	PERCENTAGE OFFICER II	PERCENTAGE OFFICER I	ADMINISTRATIV E ASSISTANT
General Code Enforcement	5	5	40	60	40
Title 25 and Mobile Home Park Administration	5	5	5	--	--
Cannabis Enforcement	5	25	10	5	--
STVR Program Administration and Enforcement	5	20	5	5	--
Public Assistance	20	20	25	15	30
Special Projects and Department Initiatives	60	25	15	15	30

Code Compliance Budget

Object	Description	FY 23/24 Actuals	FY 24/25 Actuals	FY 24/25 Revised Budget	FY 25/26 Proposed Budget	FY 26/27 Proposed Budget
	M08930 – Abatement Services	--	--	--	\$40,000	\$40,000
8602	City Detect	--	--	--	\$80,000	\$80,000
	Operating and Capital Expenditure s Total	\$375,339	\$239,592	\$462,616	\$550,665	\$570,751



Filters

1 day 7 days 30 days

Start date
01/16/2025

End date
03/17/2025

Areas
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Chimney [Select all](#)

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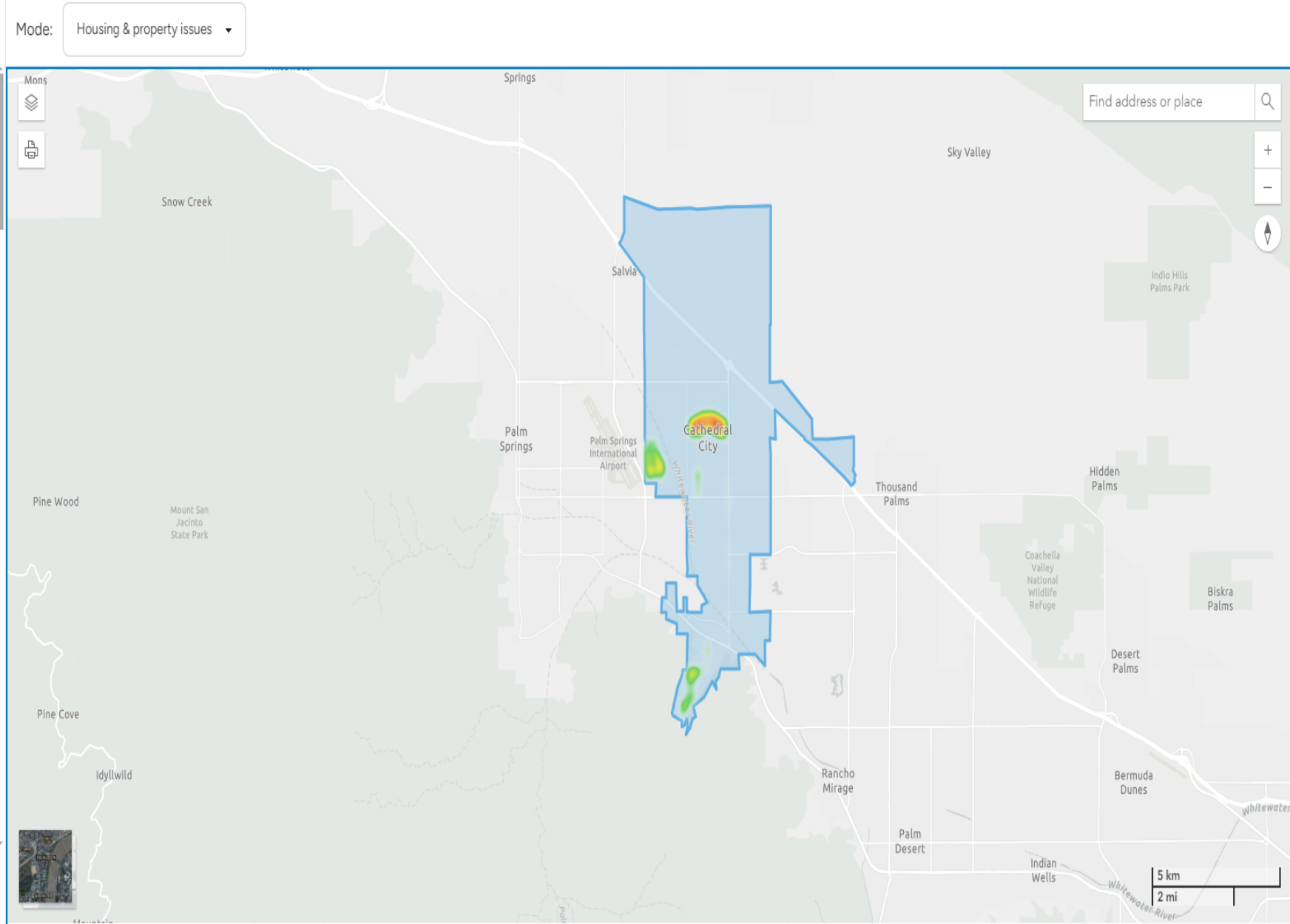
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Search



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1 day 7 days 30 days

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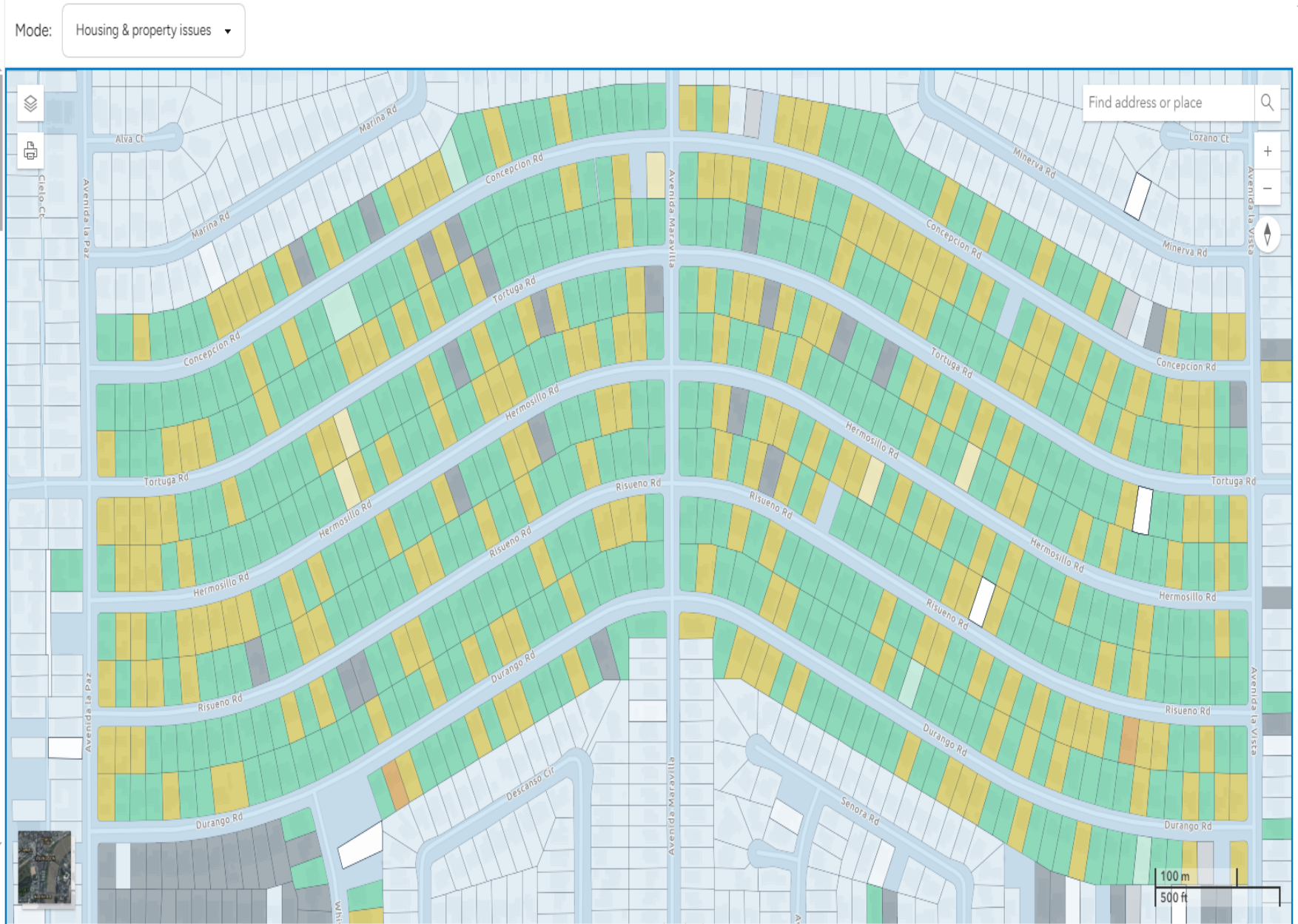
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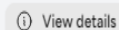
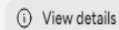
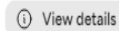
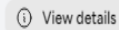
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Search



Step 3: Export final data

☐ Overgrown ☐ Structural ☐ Tarp





1



2



3



4

CITY DETECT

Page 2 of 18



Address: 68075 Tortuga Rd, Cathedral City, CA 92234, USA

Parcel ID: 675-252-001

Time Taken: Feb 3, 2025, 11:06 AM

Note:

Issues:

- Lawn: Dead Patch
- Lawn: Vehicle

Code Compliance Goals

- Produce solutions for cannabis odor control and enforcement
- Implement new technologies, improve operational efficiencies
- Update the municipal code to improve enforcement capabilities
- Organize and host community clean-up events
- Address vacant and underutilized properties and non-compliant commercial properties
- Create and implement a business license enforcement program
- Identify, seek funding for, and implement emerging code enforcement technologies, such as City Detect, drones, and mobile applications
- Develop a parking enforcement program
- Continue to develop and implement a volunteer/internship program
- Provide regular updates to City Council

Staffing and Budget Analysis Community and Economic Development Department

Council Workshop

April 2, 2025



Economic Development Roadmap



STRATEGIC PLANNING SESSION - JANUARY 2025

ABOUT ECON DEV

Cathedral City's **business-friendly** environment helps companies of various sizes and industries to start-up, grow, thrive, and succeed. The City fosters **real partnerships and collaborations** with local businesses in order to contribute to their continued success, as integral members of the Cathedral City community.

Many visitors and residents are drawn to Cathedral City for its **climate, desert beauty, and family-oriented atmosphere**. The City of Cathedral City created the Economic Development Team to provide specialized services to the business community.

With a proven track record of **fostering innovation** and supporting **business growth**, Cathedral City stands out as the premier destination for companies looking to succeed in a **vibrant and collaborative community**.

THE FIVE STRATEGIC PILARS



Cathedral City Economic Development has created a *draft* Roadmap as the entire department has been **revamped and restructured to be part of Community and Economic Development**. As part of the restructuring, staff has developed the following roadmap that leads the city towards the development and adoption of a Comprehensive Economic Development Strategy.

- Economic Development will work over the next year to refine its 5 Strategic pillars to foster **growth, resilience, and inclusivity**.
 - Together they address key priorities such as supporting businesses, empowering the workforce, enhancing viability, promoting sustainable practices, and positioning Cathedral City to be a premier destination.
- This document serves as a foundation for our efforts to develop an adoptable **Comprehensive Economic Development Strategy (CEDS)**.

1 Business Attraction, Retention, & Expansion

2 Workforce Development

3 Entrepreneurship Support

4 Housing & Quality of Life

5 Tourism & Regional Collaboration



BUSINESS GROWTH & RETENTION



Cathedral City is committed to creating a vibrant and dynamic business environment by attracting new investments and supporting existing businesses. Through streamlined processes, targeted incentives, and dedicated resources for businesses, we aim to foster sustainable economic growth. By prioritizing business retention, we ensure long-term stability and prosperity for the local economy.

917

Million in Retail Sales (2023)

Cathedral City has dropped from 3rd most taxable retail sales in the Coachella Valley to 5th most per Capita.

Streamlined Processes



- Simplify The Processes by creating online digital videos to explain online processes.
- Create tailored roadmaps for each permit/review process (i.e. Business License Process, Cannabis, Development, Housing, Commercial, Industrial, etc.)

Targeted Incentives



- Identify ways to support business sectors (i.e. Automotive, Hospitality, Retail, Industrial, etc.)
- Evaluate the ROI for current investments such as existing contracts with GCVCC and CVEP to better serve the business community.

Business Support



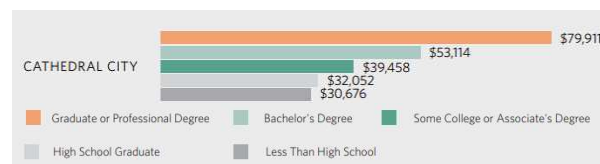
- Ensuring we have adequate investments that compete with neighboring communities such as Indio's investment in their Auto Mall.
- Stakeholder engagement is needed to hear from industry leaders.

WORKFORCE DEVELOPMENT



A skilled and adaptable workforce is essential for economic success. Economic Development will analyze existing and potential partners to provide training programs, career pathways, and highlight employment opportunities. These efforts empower residents with the tools they need to thrive in an evolving job market while meeting the demands of existing and future local employers.

Median Earnings by Educational Attainment



Data from CVEP shows that the higher education equates to higher income. Current driving patterns show that almost 80% of our workforce is commuting to neighboring cities.

Skills Training Programs



Local Employment



Career Pathways

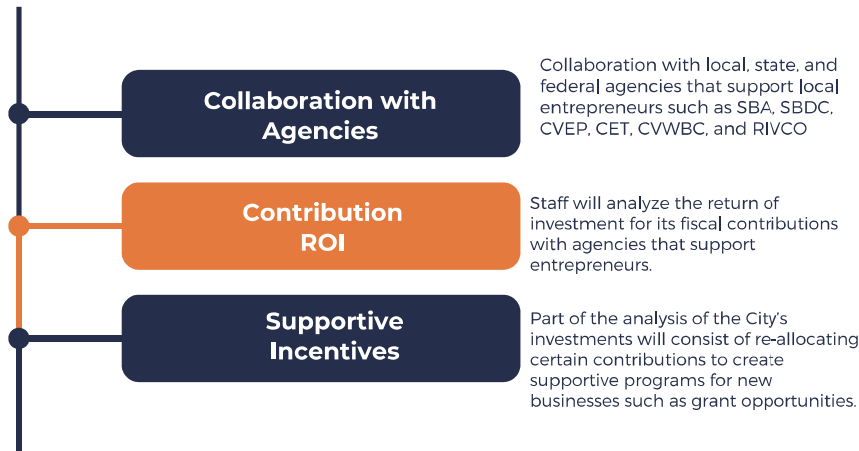


- Collaborate with COD on ensuring continued collaborative efforts with their Roadrunner Campus.
- Entertain collaborative efforts with NPO's such as OneFuture and Center for Employment Training (CET) to help with youth entering the workforce.
- Commuting trends show that the majority of the workforce in Cathedral City comes from other areas in region with less than 10% living and working in Cathedral City.
- Work with regional partners to ensure there are efforts dedicated for Cathedral City.
- Identify ways to support various populations and their respective careers.
- As new industries emerge in the Logistics and Manufacturing realm, we must equip our residents and students with skills necessary to grow within those industries.

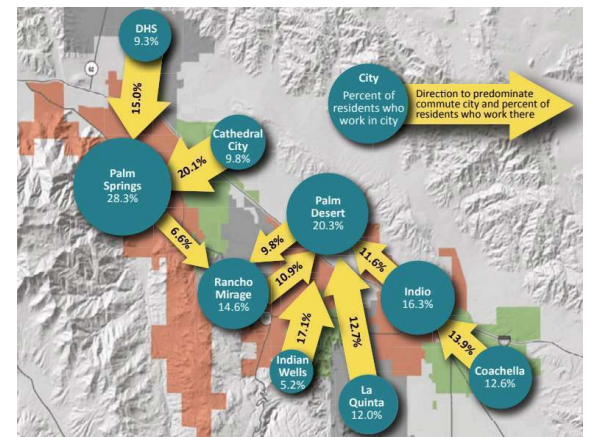
ENTREPRENEURSHIP SUPPORT



Economic Development will use agency relationships to help support entrepreneurs. Through the CEDS process, Economic Development will work with residents, business owners, and stakeholders to bring forward actionable items that City Council can potentially adopt or support.



WORKFORCE COMMUTING PATTERNS



- Data from CVEP shows that only **9.8%** of the residents live and work in Cathedral City with **20.1%** commuting to Palm Springs for their employment.
- Cathedral City has the 3rd to lowest percentage of people who live and work in the City where they reside.

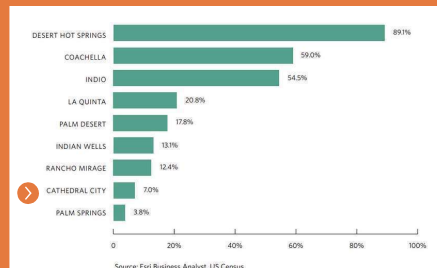
HOUSING & QUALITY OF LIFE



Creating a vibrant and inclusive community is at the heart of Cathedral City's economic development strategy. Through affordable housing, cultural enrichment, and active community engagement, we enhance the city's livability and appeal. These initiatives ensure that all residents share in the benefits of a thriving local economy.



POPULATION GROWTH



- Cathedral City has the **2nd lowest** population growth percentage (7%) in comparison to other Coachella Valley cities.
- The Median Age for Cathedral City is **42.9 years** of age.
- Over the last 20 years (2004-2024) Cathedral City saw an increase of **3,380 residents**.
- Cathedral City is now the 3rd most populated city in the Coachella Valley with an estimated **51,968 residents**.

TOURISM & REGIONAL COLLABORATION



Cathedral City's rich culture, events, and attractions make it a premier destination for visitors and a vital player in the regional economy. By promoting tourism, developing events, and collaborating with neighboring communities, we maximize economic opportunities. These efforts position Cathedral City as a hub for growth and innovation in the Coachella Valley.

Destination Marketing

- We will work in collaboration with Ryan Hunt and the Communications/Events team to utilize data collected from the Visit Greater Palm Springs Downtown Destination survey being conducted by Downs & St. Germain Research.

Event Participation

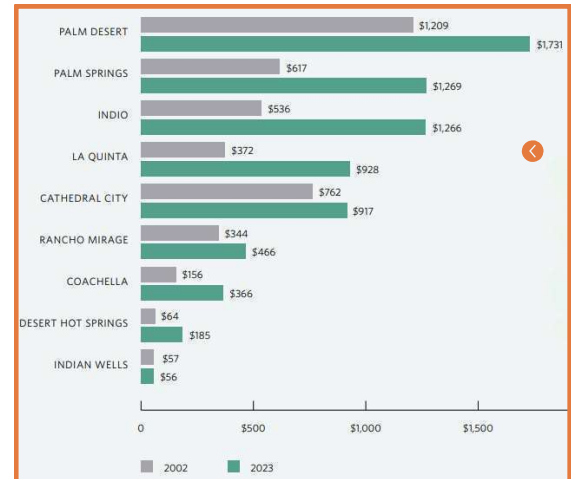
- Large scale events such as the Mary Nutter Collegiate Classic bring in over 30,000 visitors. The inclusion of local restaurants, and hospitality businesses can help boost tax revenues for the city.

Regional Partnerships

- Leveraging our relationship with Visit Greater Palm Springs and other regional agencies /NPO's is critical. These agencies have more resources and were designed to assist the region as a whole with efforts such as tourism.

TAXABLE RETAIL SALES

Taxable Retail Sales (Millions)



- Total Taxable Retail Sales in the Coachella Valley rose **86.4%** in just 8 years from 1994 to 2002. The next 21 years (2002-2023) witnessed a **74.3%** rise.
- In 2023, Cathedral City fell behind Palm Springs, Indio, and La Quinta in city rank for taxable retail sales.
- The Economic Development team will analyze ways to create exposure for local businesses during large events such as the Hot Air Balloon Festival and the Mary Nutter Collegiate Classic.

ROADMAP & IMPLEMENTATION

This roadmap outlines some of the key components needed to create a Comprehensive Economic Development Strategy (CEDS) for Cathedral City. It provides framework for assessing the city's economic landscape, setting actionable goals, and implementing initiatives that drive sustainable growth.



Step 2: Draft an RFI or RFP for consultant to create a CEDS.



Step 3: Identify funding and Apply for Grants for CEDS.



Step 4: Bring forward adoptable action items for City Council input.



Step 5: Adopt and Implement CEDS goals and objectives.



Step 1: Obtain feedback from residents, stakeholders, and business owners to help create a preliminary Economic Development Assessment.

