

Measure B is not an increase merely a continuation of a previously approved funding measure

Measure B is not like Measure J that PS voters approved. Measure B is an opportunity to continue financial stability while Measure J is being used to help promote economic development.

Cathedral City, city council prides themselves on listening to the needs and wishes of the community. We continue to seek input from our citizens advisory committee and when an independent survey was conducted, 80% of those surveyed favored extending this local funding measure.

In 2013, Cathedral City passed a balanced budget. Measure B is needed to continue this financial stability. Money Sacramento cannot take away.

List of accomplishments:

Reduced operating budget by 20%

Significant pension reform

Employee concessions of 13%

Intensified graffiti removal program

Reconstruction of Ramon Rd

Construction of Eagle Canyon dam

I-10/Date Palm interchange

Median up grades on Ramon Rd, Dinah Shore and Date Palm Dr

New businesses: new Volkswagon dealership

 New Family Dollar store

 Expansion of Lincoln dealership

 New Fiat dealership

 Neighborhood 7-11

 The Desert Family Medical Center

As well as facade improvement at old Albertson's

Plans in for new Harbor Freight

Plans in for new Tesla showroom

Major improvement going on at ARCO station, at I-10 and date Palm

Buildings repurposed with new businesses

 American Tire Depot Company

 Rocky's Pawn Shop

 Carpet Empire (all on East Palm Canyon)

 Mathis Bros Mattress Store

 Taco Bell and new Subway in downtown

Just completing a dog park

Working to finalize Whitewater neighborhood park

Working with developer to successfully conclude LAFCO annexation so he can proceed with his development. This is outside the Thousand Palms annexation.

Renegotiated telephone contracts saving in excess of \$50k/year to the general fund.

Implemented a citywide Transient Occupancy Tax program for all short-term vacation rentals generating approximately \$30k per year to the city's general fund