



# City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Community Services Director

DATE: February 18, 2014

SUBJECT: Community Services Department Report — January 2014

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Upcoming events of the Community Services Department for March 2014:

<b>Daily Activities</b>	<ul style="list-style-type: none"> <li>Computer Lab</li> <li>Social Bridge</li> <li>Mah Jongg</li> <li>Quilters</li> <li>Movie Time</li> <li>Wii Bowling/Golf</li> </ul>
<b>Fitness</b>	<ul style="list-style-type: none"> <li>Morning Workout</li> <li>Mat Pilates</li> <li>Zumba Gold</li> <li>Arthritis Tai Chi</li> <li>Tai Chi Chuan</li> <li>Tai Chi Intermediate</li> <li>Yoga for Health</li> <li>Hatha Yoga</li> <li>Chair Yoga</li> <li>Flex Yoga</li> <li>Zumba</li> </ul>
<b>Leisure</b>	<ul style="list-style-type: none"> <li>Social Dance Fusion</li> <li>Charleston Dancing</li> <li>Acoustic Guitar Jam Session</li> <li>Let's Make Jewelry</li> <li>Conversational Spanish</li> <li>Sketch &amp; Drawing</li> <li>Watercolor</li> <li>Documentary Discussion</li> <li>*Hip Hop Cheer Dance, La Quinta High School (LQHS)</li> <li>*Beginning Ballet 5 to 10 yrs., LQHS</li> <li>*Dance, Play &amp; Pretend 2.5 to 5 yrs., LQHS &amp; Fitness Classroom</li> </ul>

**Sports**

Karate/Taekwondo

**Events**

Congregate Luncheon with Mizell Senior Center

\* Guided Walk, Wildflowers and Birds, Bear Creek Nature Trail

\* Guided Walk, What is Habitat, Bear Creek Nature Trail

\* Guided Hike with Philip Ferranti, White Water Canyon, Pacific Trail Loop

*\*Denotes classes/events held at other locations*

**Community Services Department  
Attendance Report for January 2014  
Summary Sheet**

Program	2014	2013	Variance	Sessions Per Month	
				2014	2013
Leisure Classes	132	163	-31	54	74
Special Events	2100	2270	-170	3	5
Sports	493	635	-142	20	22
Senior Center	1031	1140	-109	148	133
<b>Total</b>	<b>3,756</b>	<b>4,208</b>	<b>-452</b>	<b>225</b>	<b>234</b>
<b>Senior Services</b>					
Senior Center	242	199	43	38	13
<b>Total</b>	<b>242</b>	<b>199</b>	<b>43</b>	<b>38</b>	<b>13</b>
<b>Sports User Groups</b>					
<b>La Quinta Park</b>					
AYSO	700	700	0	21	24
Desert Boot Camp	50	50	0	12	11
Harlequins Rugby	60	40	20	10	4
<b>Sports Complex</b>					
LQ Youth & Sports Assoc.	250	225	25	11	19
LQYSA Tournaments	200	0	200	6	0
<b>Colonel Mitchell Paige</b>					
C.V. Soccer Club	20	0	20	4	0
Lightning Strikers Soccer	20	0	20	7	0
Titans Soccer	20	0	20	6	0
Y Football (League Practices)	40	50	-10	12	16
<b>Facility/Park Rentals</b>					
<b>Senior Center</b>					
(Private Party)	0	50	-50	0	1
(Sunday Church)	300	300	0	4	4
<b>Museum</b>					
Meeting Room	120	0	120	2	0
<b>Library</b>					
Classroom	720	540	180	12	9
<b>Civic Center Campus</b>					
(Private Party)	0	0	0	0	0
<b>Park Rentals</b>					
La Quinta Park	100	100	0	2	2
Fritz Burns Park	50	50	0	1	1
<b>Total</b>	<b>2,650</b>	<b>2,105</b>	<b>545</b>	<b>110</b>	<b>91</b>
<b>Total Programs</b>	<b>6,648</b>	<b>6,512</b>	<b>136</b>	<b>373</b>	<b>338</b>

**Volunteer Hours**

Senior Center	215	166	49
<b>Total Volunteer Hours</b>	<b>215</b>	<b>166</b>	<b>49</b>

**Community Services Department  
Program Report for January 2014**

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
<b>Leisure Classes*</b>					
Zumba	12	14	-2	8	9
Charlestown Dance	4	0	0	3	0
Conversational Spanish	13	0	13	4	0
Italian for Everyone	10	5	5	4	4
Mastering MS Excel	7	11	-4	3	3
Karate/Taekwondo 4 - 8 (Beg.)	18	13	5	8	9
Karate/Taekwondo 4 - 8 (Inter.)	23	42	-19	8	9
Karate/Taekwondo 9 & up	33	23	10	8	9
Dance, Play & Pretend	12	9	3	8	7
<b>Totals</b>	<b>132</b>	<b>117</b>	<b>11</b>	<b>54</b>	<b>50</b>

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
<b>Special Events</b>					
Humana Wellness Walk	500	350	150	1	1
Humana Healthy Fun Fair	1000	1000	0	1	1
Humana Day at Farmers Market	600	700	-100	1	1
<b>Totals</b>	<b>2100</b>	<b>2050</b>	<b>50</b>	<b>3</b>	<b>3</b>

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
<b>Sports</b>					
Open Gym Basketball	152	210	-58	8	9
Open Gym Volleyball	93	126	-33	5	5
Disc Golf Tournament	25	15	10	1	1
Nature Walk on Bear Creek Trail	16	0	16	1	0
Guided Cove Hike - Phillip Ferranti	22	20	2	1	1
Y Rookies Football	25	12	13	2	2
Youth Flag Football (League Games)	160	200	-40	2	2
<b>Totals</b>	<b>493</b>	<b>583</b>	<b>-90</b>	<b>20</b>	<b>20</b>

<b>Community Services Totals</b>	<b>2,725</b>	<b>2,750</b>	<b>-29</b>	<b>77</b>	<b>73</b>
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**Community Services Department  
Monthly Revenue Report for January 2014**

<b>Monthly Revenue - Facility Rentals</b>	<b>2014</b>	<b>2013</b>	<b>Variance</b>
Library	\$ -	\$ 200.00	\$ (200.00)
Museum	\$ 250.00	\$ -	\$ 250.00
Senior Center	\$ 1,181.00	\$ 1,012.50	\$ 168.50
Parks	\$ 220.00	\$ 195.00	\$ 25.00
Sports Fields	\$ 1,945.00	\$ 811.00	\$ 1,134.00
<b>Monthly Facility Revenue</b>	<b>\$ 3,596.00</b>	<b>\$ 2,218.50</b>	<b>\$ 1,377.50</b>

**Monthly Revenue**

Senior Center	\$ 5,383.00	\$ 7,410.00	\$ (2,027.00)
Community Services *	\$ 18,477.00	\$ 8,118.00	\$ 10,359.00
<b>Total Revenue</b>	<b>\$ 23,860.00</b>	<b>\$ 15,528.00</b>	<b>\$ 8,332.00</b>

**Revenue Year to Date**

Facility Revenue	\$ 22,351.50	\$ 19,207.00	\$ 3,144.50
Senior Center	\$ 23,528.50	\$ 25,411.50	\$ (1,883.00)
Community Services	\$ 44,820.00	\$ 39,671.00	\$ 5,149.00
<b>Total Revenue to Date</b>	<b>\$ 90,700.00</b>	<b>\$ 84,289.50</b>	<b>\$ 6,410.50</b>

\* Youth Recreation Leagues' player fees due for Fall/ Winter 2013 season.

## Senior Center Program Report for January 2014

	Participation	Participation	Variance	Meetings	Meetings
	2014	2013		2014	2013
<b>Senior Activities</b>					
Computer Lab	28	4	24	8	3
Golden Tones	25	36	-11	3	3
Monthly Birthday Party	35	45	-10	1	1
Movie Time	57	49	8	5	5
Putting Action & Wii Bowling	37	41	-4	7	10
Quilters	37	56	-19	4	5
Tai Chi Arthritis	10	0	10	7	0
Tai Chi Chuan	60	72	-12	7	8
Tai Chi Intermediate	12	0	12	4	0
Tennis	190	73	117	9	7
Ukulele Players	47	54	-7	4	7
Woodcarvers	44	36	8	5	4
Yoga in the Park	9	0	9	1	0
<b>Senior Activity Total</b>	<b>591</b>	<b>466</b>	<b>125</b>	<b>65</b>	<b>53</b>
<b>Senior Leisure Classes/ Programs</b>					
Acrylic Painting	4	14	-10	4	4
Acoustic Guitar Jam	10	0	10	2	0
Beginning Bridge II	18	0	18	4	0
Bridge: Social & Party	61	338	-277	6	13
Chair Yoga	6	10	-4	3	4
Documentary Discussion	11	0	11	1	0
Exercise (Morning Workout)	58	53	5	12	11
Flex Yoga	7	0	7	4	0
Hooked on Loops	7	7	0	3	3
Intermediate Bridge I	18	23	-5	4	4
Intermediate Ukulele	10	0	10	3	0
Jewelry Making	21	10	11	4	4
Luncheon: Chinese New Year	89	88	1	1	1
Mah Jongg	38	30	8		4
Mat Pilates	33	24	9	12	11
Sketch & Draw	9	0	9	2	0
Social Dance Fusion	5	7	-2	4	4
Use a Digital Camera	5	6	-1	3	3
Watercolor	13	0	13	2	0
Yoga for Health	5	24	-19	4	4
Zumba Gold	11	40	-29	4	10
<b>Senior Leisure Classes Total*</b>	<b>439</b>	<b>674</b>	<b>-235</b>	<b>82</b>	<b>80</b>
<b>Total Senior Activities/Programs</b>	<b>1030</b>	<b>1140</b>	<b>-110</b>	<b>147</b>	<b>133</b>
<b>Senior Social Services</b>					
FIND	154	154	0	4	8
Blood Pressure Screening	8	0	8	1	0
Braille Mobile Vision Checks	10	0	10	1	0
CAP Warm Center	4	0	4	21	0
HICAP/Legal/Notary/Lobby	14	5	9	5	3
Huh? Help U Hear Screening	6	0	6	1	0
LIHEAP Office Processing	4	0	4	4	0
Odyssey Hospice 5 Wishes	5	0	5	1	0
Alzheimer's Group	0	9	-9	0	2
Volunteers	37	31	6	n/a	n/a
<b>TOTAL SENIOR SERVICES</b>	<b>242</b>	<b>199</b>	<b>43</b>	<b>38</b>	<b>13</b>
<b>SENIOR CENTER TOTAL</b>	<b>1272</b>	<b>1339</b>	<b>-67</b>	<b>185</b>	<b>146</b>

## Community Services Updates For January 2014

Staff attended a CV Link meeting at La Quinta High School to hear representatives of CV Link present the trail system. The group discussed the advantages of the trail system and how it can serve the students. High School staff discussed concerns with campus security. CV Link is committed to working with the High School to not only provide student access but provide tubular fencing along the backside of the school for security. The current design for the trail system through La Quinta has the trail on both sides of the levy along the top of the Whitewater Channel. The paved surface will have separate pedestrian and vehicle (bicycle, cart) lanes. The goal of the CV Link is to provide an alternate transportation route through the Coachella Valley that will connect eight Valley Cities and their business corridors using pedestrian, cycles, and other non-emission vehicles.

**La Quinta Community Fitness Center Counts for January 2014**

Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1							0
2	14				9	148	171
3	14				6	137	157
4	5	1			2	63	71
5							0
6	19				12	194	225
7	16				3	160	179
8	13				1	167	181
9	4				4	141	149
10	17				2	156	175
11						48	48
12							0
13	16	1			3	206	226
14	7					185	192
15	5				6	190	201
16	7				2	166	175
17	6	1			8	179	194
18	1				3	59	63
19							0
20							0
21	17				4	226	247
22	7				1	175	183
23	2				6	176	184
24	4	1			4	153	162
25					2	60	62
26							0
27	19				4	233	256
28	6				5	166	177
29	6				8	183	197
30	4				6	160	170
31	12				10	170	192
AVG	9.61	1	0	0	4.83	156.04	130.74
TTL	221	4	0	0	111	3901	4237

The Gems symbolize the Wellness System Fees

**Ruby Level** = \$50.00 (Self-Directed Program; One Year-Key Use)

**Sapphire Level** = \$175.00 (All Ruby Level Benefits; Pre-Fitness Assessment Test; Custom

**Diamond Level** = \$295.00 (All Ruby and Sapphire Level Benefits; Three Additional

- Members Sold is the # of memberships sold that day.
- Walk-ins are people without membership cards that are paying a daily \$5 fee.
- Daily counts are the # of Members coming into the center that have had their membership cards scanned by us.
- The totals at the end of each row is the total of all of the above transactions for the day.