



# City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Community Services Director

DATE: June 17, 2014

SUBJECT: COMMUNITY SERVICES DEPARTMENT REPORT FOR MAY 2014

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Upcoming events of the Community Services Department for July 2014:

<b>Daily Activities</b>	Social Bridge Mah Jongg Quilters
<b>Fitness</b>	Morning Workout Mat Pilates Arthritis Tai Chi Tai Chi Chuan Tai Chi Intermediate Yoga for Health Chair Yoga Flex Yoga
<b>Leisure</b>	Social Dance Fusion Let's Make Jewelry
<b>Sports</b>	Rojas Taekwondo *Rojas Martial Arts
<b>Events</b>	July Luncheon *Movie Nights at Fritz Burns Pool *4 <sup>th</sup> of July Free Swim at Fritz Burns Pool *Summer Golf Tour – Indian Wells Golf Resort, Players Course *Summer Golf Tour – Marriott's Shadow Ridge *Summer Golf Tour – Desert Falls Country Club *Summer Golf Tour – Classic Club at Palm Desert

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



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

Program	2014	2013	Variance	Sessions Per Month	
				2014	2013
Leisure Classes	95	101	-6	48	36
Special Events	565	0	565	2	0
Sports	558	548	10	24	22
Senior Center	252	286	-34	77	51
<b>Total</b>	<b>1,470</b>	<b>935</b>	<b>535</b>	<b>151</b>	<b>109</b>
<b>Senior Activies/Services (FREE)</b>					
Senior Center	397	461	-64	46	28
<b>Total</b>	<b>397</b>	<b>461</b>	<b>-64</b>	<b>46</b>	<b>28</b>
<b>Sports User Groups</b>					
<b>La Quinta Park</b>					
AYSO	150	100	50	17	25
La Quinta Youth & Sports	100	100	0	16	23
Friday Night Lights	50	0	50	9	0
Desert Boot Camp	50	50	0	10	11
<b>Sports Complex</b>					
La Quinta Youth & Sports	700	700	0	23	23
<b>Colonel Mitchell Paige</b>					
Friday Night Lights	400	0	400	20	0
<b>Facility/Park Rentals</b>					
<b>Senior Center</b>					
(Private Party)	0	400	-400	0	2
<b>Museum</b>					
Meeting Room	50	250	-200	1	5
<b>Library</b>					
(Sunday Church)	300	300	0	4	4
Classroom	600	600	0	12	12
<b>Civic Center Campus</b>					
(Private Party)	50	50	0	1	1
<b>Park Rentals</b>					
La Quinta Park	100	100	0	2	2
Fritz Burns Park	150	0	150	3	0
<b>Total</b>	<b>2,700</b>	<b>2,650</b>	<b>50</b>	<b>118</b>	<b>108</b>
<b>Total Programs</b>	<b>4,567</b>	<b>4,046</b>	<b>521</b>	<b>315</b>	<b>245</b>

**Volunteer Hours**

Senior Center	227	190	37
<b>Total Volunteer Hours</b>	<b>227</b>	<b>190</b>	<b>37</b>

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

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
<b>Leisure Classes</b>					
Taekwondo 4 - 8 (Beg.)	24	26	-2	8	8
Taekwondo 4 - 8 (Inter.)	16	37	-21	8	8
Taekwondo 9 & up	20	17	3	8	8
Taekwondo Drop-ins	8	0	8	4	0
Rojas Martial Arts 4 - up	21	0	21	8	0
Dance, Play & Pretend	6	9	-3	4	4
<b>Totals</b>	<b>95</b>	<b>89</b>	<b>6</b>	<b>40</b>	<b>28</b>

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
<b>Special Events</b>					
Moonlight Movies	565	210	355	2	2
<b>Totals</b>	<b>565</b>	<b>210</b>	<b>355</b>	<b>2</b>	<b>2</b>

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
<b>Sports</b>					
Open Gym Basketball	187	240	-53	8	12
Open Gym Volleyball	114	74	40	8	5
Nature Walk @ Bear Creek Trail	8	12	-4	1	1
Disc Golf Tournament @ L.Q. Park	20	22	-2	1	1
Golf Tour, Escena Golf Club	39	41	-2	1	1
Y Rookies T-Ball	40	25	15	4	2
Y Tri (youth triathlon)	150	175	-25	1	1
<b>Totals</b>	<b>558</b>	<b>589</b>	<b>-31</b>	<b>24</b>	<b>23</b>

<b>Community Services Totals</b>	<b>1,218</b>	<b>888</b>	<b>330</b>	<b>66</b>	<b>53</b>
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## Senior Center Program Report for May 2014

	Participation	Participation	Variance	Meetings	Meetings
	2014	2013		2014	2013
<b>Senior Activities/Social Services (Free)</b>					
Senior Activities	253	191	62	36	19
Senior Social Services	144	270	-126	10	9
<b>Senior Activities/Services Total</b>	<b>397</b>	<b>461</b>	<b>-64</b>	<b>46</b>	<b>28</b>
<b>Volunteers</b>					
Senior Center	24	29	-5	n/a	n/a
Hours	227	190	37	n/a	n/a
<b>Senior Classes/ Programs</b>					
<b>Fitness</b>					
Chair Yoga/Yoga for Health	4	5	-1	8	4
Exercise (Morning Workout)	23	29	-6	12	11
Flex Yoga	16	0	16	4	0
Mat Pilates	10	16	-6	12	11
Drop-in Participation*	44	0	44	23	0
<b>Leisure</b>					
Let's Make Jewelry	15	6	9	4	4
Social Dance Fusion	4	4	0	4	4
May Luncheon	74	65	9	1	1
<b>Open Game Play</b>					
Bridge: Social & Party	32	112	-80	5	8
Mah Jongg	30	39	-9	4	4
<b>Senior Classes/Programs Total</b>	<b>252</b>	<b>276</b>	<b>-24</b>	<b>77</b>	<b>47</b>
<b>SENIOR CENTER TOTAL</b>					
	<b>649</b>	<b>737</b>	<b>-88</b>	<b>123</b>	<b>75</b>

\*We accept drop-ins for all classes listed under Fitness.

A decrease in the total participation number due to a reduction in classes/programs offered due to construction.

**Community Services Department  
Monthly Revenue Report for May 2014**

<b>Monthly Revenue - Facility Rentals</b>	<b>2014</b>	<b>2013</b>	<b>Variance</b>
Library	\$ 1,281.00	\$ -	\$ 1,281.00
Museum	\$ -	\$ 812.50	\$ (812.50)
Senior Center *	\$ -	\$ 1,887.50	\$ (1,887.50)
Parks	\$ 605.00	\$ 405.00	\$ 200.00
Sports Fields	\$ 600.00	\$ 1,177.50	\$ (577.50)
<b>Monthly Facility Revenue</b>	<b>\$ 2,486.00</b>	<b>\$ 4,282.50</b>	<b>\$ (1,796.50)</b>

**Monthly Revenue**

Senior Center**	\$ 1,637.00	\$ 2,566.50	\$ (929.50)
Community Services	\$ 7,408.00	\$ 8,494.00	\$ (1,086.00)
<b>Total Revenue</b>	<b>\$ 9,045.00</b>	<b>\$ 11,060.50</b>	<b>\$ (2,015.50)</b>

**Revenue Year to Date**

Facility Revenue	\$ 35,761.00	\$ 33,588.50	\$ 2,172.50
Senior Center	\$ 36,002.50	\$ 39,654.00	\$ (3,651.50)
Community Services	\$ 67,970.00	\$ 58,529.00	\$ 9,441.00
<b>Total Revenue to Date</b>	<b>\$ 139,733.50</b>	<b>\$ 131,771.50</b>	<b>\$ 7,962.00</b>

\*Two private rentals at Senior Center in 2013.

\*\*Revenue decrease due to construction; limited amount of classes in session on west end of facility.

Community Services Updates  
May 2014

The surface for the interactive water feature at La Quinta Park has been replaced. The water feature opened on May 16, 2014.

The vandalized benches at the top of the Bear Creek Trail have been replaced. All four rest stops on the Bear Creek Trail now have new benches and trash cans. Staff is planning to replace all four rest stop drinking fountains within the next two months. The new drinking fountains will have a dog drinking fountain attachment similar to the drinking fountains located in the dog parks.

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

Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1	5				2	48	55
2	3				2	132	137
3	2					36	38
4							0
5	9				2	210	221
6	3				7	146	156
7	4				5	197	206
8	5				4	143	152
9	5	1			1	135	142
10						63	63
11							0
12	12				5	167	184
13	4				1	152	157
14	4				3	178	185
15	6	1			1	142	150
16	5				2	147	154
17	3					46	49
18							0
19	10				4	88	102
20	2				4	116	122
21					3	166	169
22	4				1	135	140
23	8				7	138	153
24	8					75	83
25							0
26							0
27	13				1	198	212
28	6				5	177	188
29	8				1	142	151
30	2						2
31	2						2
<b>AVG</b>	<b>5.54</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>3.05</b>	<b>132.38</b>	<b>100.963</b>
<b>TTL</b>	<b>133</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>61</b>	<b>3177</b>	<b>3373</b>

The Gems symbolize the Wellness System Fees

**Ruby Level** = \$50 (Self-Directed Program; One Year-Key Use)

**Sapphire Level** = \$175 (All Ruby Level Benefits; Pre-Fitness Assessment Test; Custom

**Diamond Level** = \$295 (All Ruby and Sapphire Level Benefits; Three Additional Personal

- Members Sold is the number of memberships sold that day.
- Walk-ins are people without membership cards that are paying a daily \$5 fee.
- Daily counts are the number 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.