



City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Deputy City Manager

DATE: December 16, 2014

SUBJECT: COMMUNITY SERVICES REPORT - NOVEMBER 2014

Upcoming events of the Community Services Department for January 2015:

Daily Activities	Social Bridge, LQ Museum Mah Jongg, LQ Museum Advance Ukulele, LQ Museum
Events	Wellness Center Grand Opening Humana Well-Being Walk and Healthy Fun Fair, Civic Center Campus
Fitness	Morning Workout, LQ Library Mat Pilates, LQ Library Tai Chi Chuan, LQ Library Flex Yoga, LQ Museum Chair Yoga, LQ Library Yoga for Health, LQ Museum Hoop Dance, Colonel Mitchell Paige Women's Kickboxing, B&G Multipurpose Hikes with Philip Ferranti, Mecca Hills Nature Walk: Where Does Our Water Come From? Hike Boo Hoff Trail, Top of La Quinta Cove
Leisure	Dog Training, Civic Center Campus Amphitheater Sketch & Draw, Civic Center Campus Amphitheater Cardio Tennis, Fritz Burns Tennis Courts Intermediate Bridge I, LQ Museum
Sports	Rojas Taekwondo, Adams Elementary Rojas Martial Arts, La Quinta High School

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

Program	2014	2013	Variance	Sessions Per Month	
				2014	2013
Leisure Classes	93	72	21	43	33
Special Events	150	130	20	1	3
Sports *	330	686	-356	21	16
Senior Center	103	156	-53	33	35
Total	676	1,044	-368	98	87
Senior Activies/Services (FREE)					
Senior Center	271	219	52	21	19
Total	271	219	52	21	19
Sports User Groups					
La Quinta Park					
AYSO	1000	1000	0	18	18
Desert Sands Harlequins RFC	40	60	-20	6	8
Coachella Valley Soccer Club	250	0	250	2	0
Desert Boot Camp	50	50	0	9	10
Sports Complex					
La Quinta Youth & Sports	250	250	0	19	20
PDLQ Football	150	100	50	10	9
Colonel Mitchell Paige					
AYSO	300	650	-350	9	13
Friday Night Lights	400	0	400	11	0
Facility/Park Rentals					
Senior Center					
(Private Party)	CLOSED FOR RENOVATION				
Museum					
Meeting Room/ Courtyard	450	50	400	7	1
Library					
(Sunday Church)	375	300	75	5	4
Classroom	1050	600	450	21	12
Boys & Girls Club Gym					
(Sunday Church)	100	0	100	1	0
Civic Center Campus					
Desert Arc's Italian Festival	8000	0	8000	2	0
(Private Party)	50	100	-50	1	2
Park Rentals					
La Quinta Park	150	100	50	3	2
Fritz Burns Park	150	250	-100	3	5
Fritz Burns Tennis Courts	25	0	25	4	0
Total	12,790	3,510	9,280	131	104
Total Programs	13,737	4,773	8,964	250	210

Volunteer Hours

Senior Center	32	146	-115
Total Volunteer Hours	32	146	-115

* Taekwondo Tournament not offered in 2014.

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

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Leisure Classes					
Taekwondo 4 - 8 (Beg.)	20	15	5	8	8
Taekwondo 4 - 8 (Inter.)	23	30	-7	8	8
Taekwondo 9 & up	9	16	-7	8	8
Taekwondo Drop-ins	7	0	7	3	0
Rojas Martial Arts 4 - up	18	0	18	8	0
Dance, Play & Pretend	4	5	-1	4	3
CMP Library Program	12	0	12	4	0
Totals	93	66	27	43	27

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Special Events					
Veterans Day Ceremony	150	80	70	1	1
Totals	150	80	70	1	1

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Sports					
Open Gym Basketball	83	122	-39	7	7
Open Gym Volleyball	127	32	95	7	2
Y-Rookies Soccer	40	35	5	3	3
Disc Golf Tournament	25	25	0	1	1
Nature Walk	14	26	-12	1	1
Nature Hike	22	0	22	1	0
Guided Hike w/Phillip Ferran	19	16	3	1	1
Totals	330	256	74	21	15

Community Services Totals	573	402	171	65	43
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Senior Center Program Report for November 2014

	Participation	Participation	Variance	Meetings	Meetings
	2014	2013		2014	2013
Senior Activities/Social Services (Free)					
Senior Activities	260	193	67	19	19
Senior Social Services	11	26	-15	2	0
Senior Activities/Services Total	271	219	52	21	19
Volunteers					
Senior Center	3	26	-23	n/a	n/a
Hours	32	146	-114	n/a	n/a
Senior Classes/ Programs					
Fitness					
Exercise (Morning Workout)	20	55	-35	10	11
Flex Yoga	6	4	2	3	4
Mat Pilates	13	25	-12	10	11
Drop-in Participation	9	0	9	4	0
Open Game Play					
Bridge: Social & Party	43	36	7	4	5
Mah Jongg	12	36	-24	2	4
Senior Classes/Programs Total	103	156	-53	33	35
SENIOR CENTER TOTAL	374	375	-1	54	54

A decrease in the activity/participation due to construction. Facility is closed until January 2015.

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

Monthly Revenue - Facility Rentals	2014	2013	Variance
Library	\$ 2,000.00	\$ 200.00	\$ 1,800.00
Museum	\$ 1,135.00	\$ -	\$ 1,135.00
Senior Center *	\$ -	\$ 1,372.50	\$ (1,372.50)
Parks	\$ 665.00	\$ 770.00	\$ (105.00)
Sports Fields	\$ 1,432.50	\$ 1,130.00	\$ 302.50
Monthly Facility Revenue	\$ 5,232.50	\$ 3,472.50	\$ 1,760.00

Monthly Revenue

Senior Center **	\$ 1,262.00	\$ 3,599.50	\$ (2,337.50)
Community Services ***	\$ 3,819.00	\$ 4,204.50	\$ (385.50)
Total Revenue	\$ 5,081.00	\$ 7,804.00	\$ (2,723.00)

Revenue Year to Date

Facility Revenue	\$ 19,720.00	\$ 15,886.50	\$ 3,833.50
Senior Center	\$ 5,925.00	\$ 13,605.50	\$ (7,680.50)
Community Services	\$ 18,240.00	\$ 20,436.50	\$ (2,196.50)
Total Revenue to Date	\$ 43,885.00	\$ 49,928.50	\$ (6,043.50)

* Senior Center closed for renovation.

** Decrease in revenue due to minimal classes and facility closed for construction.

*** Due to low attendance and relocation of Taekwondo classes.

Community Services Updates
November 2014

The interactive water feature at La Quinta Park has been closed for the season. This feature is closed each year during the first week of November because the water becomes too cold for users to enjoy. The water feature will reopen again in the spring, usually sometime in late April.

The parks landscape contractor has started the repairs of the decomposed granite trail in the Fred Wolff Nature Preserve. This trail is 1.2 miles long and was damaged during the September 8, 2014 flood event. It is expected to take at least two weeks to finish the repairs.

La Quinta Community Fitness Center Counts for November 2014

Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1					2	49	51
2							0
3	11				9	215	235
4	7				4	177	188
5	9				1	182	192
6	6						6
7	4				3	160	167
8	6				2	54	62
9							0
10	13				4	198	215
11							0
12	1	1			6	218	226
13	7				2	156	165
14	11				3	171	185
15	1				1	70	72
16							0
17	8				4	203	215
18	9					165	174
19	8				3	203	214
20					2	132	134
21	6				1	164	171
22	4	1				70	75
23							0
24	6				5	187	198
25	11				4	144	159
26	6	1			4	143	154
27							0
28							0
29	2				4	60	66
30							0
31							0
AVG	6.80	1	0	0	3.37	148.62	111.81
TTL	136	3	0	0	64	3121	3324

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 Designed Program by Personal Training Staff; Post-Fitness Assessment

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

- Memberships 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.