



# City of La Quinta

TO: Community Services Commission  
FROM: Edie Hylton, Community Services Director  
DATE: February 10, 2014  
SUBJECT: Community Services Department Report for December 2013

---

Upcoming events of the Community Services Department for February 2014:

- Daily Activities**
- Computer Lab
  - Social Bridge
  - Mah Jongg
  - Quilters
  - Movie Time
  - Wii Bowling/Golf
- Fitness**
- Morning Workout
  - Mat Pilates
  - Zumba Gold
  - Arthritis Tai Chi
  - Tai Chi Chuan
  - Tai Chi Intermediate
  - Yoga for Health
  - Hatha Yoga
  - Chair Yoga
  - Flex Yoga
  - Zumba
  - R.A.D. for Women Basic Physical Defense
- Leisure**
- Social Dance Fusion
  - Charleston Dancing
  - Let's Make Jewelry
  - Acrylic Painting
  - Sketch & Drawing
  - Watercolor
  - Dog Training
  - Current Affairs: Dialogue & Discussion
  - Documentary Discussion
  - AARP Safe Driver Refresher Course
  - Intermediate Bridge II
  - Digital Camera II

Intermediate Internet & Email  
Videology  
Adobe Photoshop Elements  
Italian for Everyone  
Conversational Spanish  
Acoustic Guitar Jam Session  
Hip Hop Dance Cheer, La Quinta High School  
Beginning Ballet 5-10yrs., La Quinta High School  
Dance, Play & Pretend 2.5-5yrs., La Quinta High School  
Dance, Play & Pretend 2.5-5yrs., Fitness Classroom

**Sports**

Karate/Taekwondo

**Events**

Valentine's Luncheon  
Guided Walk, Let's Explore, Bear Creek Nature Trail  
Guided Walk, Boo Hoff's History, Bear Creek Nature Trail  
Guided Hike with Philip Ferranti., Mecca Hills  
Pillars of the Community, City Hall Council Chambers

*All classes or activities are held at the Senior Center unless noted otherwise.*

**Community Services Department  
Attendance Report for December 2013  
Summary Sheet**

Program	<u>Sessions Per Month</u>				
	2013	2012	Variance	2013	2012
Leisure Classes	91	122	-31	32	51
Special Events	650	600	50	1	1
Sports	306	340	-34	13	18
Senior Center	819	844	-25	108	84
<b>Total</b>	<b>1,866</b>	<b>1,906</b>	<b>-40</b>	<b>154</b>	<b>154</b>
<b>Senior Services</b>					
Senior Center	182	264	-82	37	19
<b>Total</b>	<b>182</b>	<b>264</b>	<b>-82</b>	<b>37</b>	<b>19</b>
<b>Sports User Groups</b>					
<b>La Quinta Park</b>					
AYSO	1000	1400	-400	15	13
PDLQ Football	40	0	40	3	0
Desert Boot Camp	50	50	0	11	13
Harlequins Rugby	60	0	60	8	0
<b>Sports Complex</b>					
LQ Youth & Sports Assoc.	250	225	25	15	11
<b>Colonel Mitchell Paige</b>					
C.V. Soccer (Barcelona)	20	0	20	6	0
C.V. Soccer (Titans)	20	0	20	6	0
C.V. Soccer (Lightning Strikers)	20	0	20	6	0
<b>Facility/Park Rentals</b>					
<b>Senior Center</b>					
(Private Party)	0	200	-200	0	1
(Sunday Church)	375	375	0	5	5
<b>Museum</b>					
Meeting Room	0	0	0	0	0
<b>Library</b>					
Classroom	500	300	200	10	6
<b>Civic Center Campus</b>					
(Private Party)	0	50	-50	0	1
<b>Park Rentals</b>					
La Quinta Park	0	100	-100	0	2
Fritz Burns Park	100	50	50	2	1
<b>Total</b>	<b>2,435</b>	<b>2,750</b>	<b>-315</b>	<b>87</b>	<b>53</b>
<b>Total Programs</b>	<b>4,483</b>	<b>4,920</b>	<b>-437</b>	<b>278</b>	<b>226</b>

**Volunteer Hours**

Senior Center	216	169.5	47
<b>Total Volunteer Hours</b>	<b>216</b>	<b>169.5</b>	<b>47</b>

**Community Services Department  
Program Report for December 2013**

	2013	2012		2013	2012
	Participants	Participants	Variance	Meetings	Meetings
<b>Leisure Classes*</b>					
Zumba	8	11	-3	6	8
Karate/Taekwondo 4 - 8 (Beg.)	16	17	-1	8	8
Karate/Taekwondo 4 - 8 (Inter.)	35	40	-5	8	8
Karate/Taekwondo 9 & up	23	18	5	8	8
Beginning Ballet	4	0	4	1	0
Dance, Play & Pretend	5	0	5	1	0
<b>Totals</b>	<b>91</b>	<b>86</b>	<b>5</b>	<b>32</b>	<b>32</b>

	2013	2012		2013	2012
	Participants	Participants	Variance	Meetings	Meetings
<b>Special Events</b>					
Tree Lighting Ceremony	650	600	50	1	1
<b>Totals</b>	<b>650</b>	<b>600</b>	<b>50</b>	<b>1</b>	<b>1</b>

	2013	2012		2013	2012
	Participants	Participants	Variance	Meetings	Meetings
<b>Sports</b>					
Open Gym Basketball	149	122	27	6	10
Open Gym Volleyball	62	93	-31	4	4
Nature Walk @ Bear Creek Trail	12	22	-10	1	2
Guided Hike Garner Valley	23	0	23	1	0
Youth Flag Football Tournament	60	75	-15	1	1
<b>Totals</b>	<b>306</b>	<b>312</b>	<b>-6</b>	<b>13</b>	<b>17</b>

<b>Community Services Totals</b>	<b>1,047</b>	<b>998</b>	<b>49</b>	<b>46</b>	<b>50</b>
----------------------------------	--------------	------------	-----------	-----------	-----------

**Community Services Department  
Monthly Revenue Report for December 2013**

<b>Monthly Revenue - Facility Rentals</b>	<b>2013</b>	<b>2012</b>	<b>Variance</b>
Library	\$ 100.00	\$ -	\$ 100.00
Museum	\$ -	\$ -	\$ -
Senior Center	\$ 1,444.00	\$ 2,437.50	\$ (993.50)
Parks	\$ 65.00	\$ 570.00	\$ (505.00)
Sports Fields	\$ 1,260.00	\$ 858.00	\$ 402.00
<b>Monthly Facility Revenue</b>	<b>\$ 2,869.00</b>	<b>\$ 3,865.50</b>	<b>\$ (996.50)</b>

<b>Monthly Revenue</b>			
Senior Center	\$ 4,540.00	\$ 3,104.00	\$ 1,436.00
Community Services	\$ 5,906.50	\$ 4,562.00	\$ 1,344.50
<b>Total Revenue</b>	<b>\$ 10,446.50</b>	<b>\$ 7,666.00</b>	<b>\$ 2,780.50</b>

<b>Revenue Year to Date</b>			
Facility Revenue	\$ 18,755.50	\$ 16,988.50	\$ 1,767.00
Senior Center	\$ 18,145.50	\$ 18,001.50	\$ 144.00
Community Services	\$ 26,343.00	\$ 31,553.00	\$ (5,210.00)
<b>Total Revenue to Date</b>	<b>\$ 63,244.00</b>	<b>\$ 66,543.00</b>	<b>\$ (3,299.00)</b>

Senior Center Program Report for December 2013

	Participation 2013	Participation 2012	Variance	Meetings 2013	Meetings 2012
<b>Senior Activities</b>					
Computer Lab	14	0	14	6	0
Craft Time w/ DRD Tiny Tot Program	30	23	7	1	1
Golden Tones	22	44	-22	3	3
Monthly Birthday Party	40	40	0	1	1
Movie Time	43	37	6	4	4
Putting Action & Wii Bowling	19	21	-2	5	7
Quilters	31	21	10	3	4
Tai Chi Arthritis	21	0	21	5	0
Tai Chi Chuan	41	37	4	5	3
Tai Chi Intermediate	33	0	33	3	0
Tennis	134	70	64	8	8
Ukulele Players	36	80	-44	9	7
Woodcarvers	37	31	6	4	4
<b>Senior Activity Total</b>	<b>501</b>	<b>404</b>	<b>97</b>	<b>57</b>	<b>42</b>
<b>Senior Leisure Classes/ Programs</b>					
Beginning Bridge	20	0	20	2	0
Bridge: Social & Party	54	232	-178	6	12
Chair Yoga	2	3	-1	3	1
Exercise (Morning Workout)	45	25	20	9	6
Flex Yoga	7	0	7	3	0
Guitar Jam Session	10	0	10	2	0
Jewelry Making	9	5	4	3	2
Luncheon: Holiday	82	109	-27	1	1
Mah Jongg	29	16	13	3	3
Mat Pilates	27	17	10	9	6
Sketch & Draw	10	0	10	2	0
Social Dance Fusion	7	10	-3	3	2
Watercolor	7	0	7	2	0
Yoga for Health	9	4	5	3	1
<b>Senior Leisure Classes Total*</b>	<b>318</b>	<b>421</b>	<b>-103</b>	<b>51</b>	<b>34</b>
<b>Total Senior Activities/Programs</b>	<b>819</b>	<b>825</b>	<b>-6</b>	<b>108</b>	<b>76</b>
<b>Senior Social Services</b>					
FIND	135	145	-10	4	6
CAP Warm Center	5	0	5	21	0
HICAP/Legal/Notary/Presentation	11	18	-7	5	4
LIHEAP Office Processing	7	0	7	5	0
Walgreen's Flu Immunizations	13	0	13	1	0
Concert Pianist Gleb Ivanov	11	0	11	1	0
Volunteers	37	45	-8	n/a	n/a
<b>TOTAL SENIOR SERVICES</b>	<b>219</b>	<b>208</b>	<b>11</b>	<b>37</b>	<b>10</b>
<b>SENIOR CENTER TOTAL</b>	<b>1038</b>	<b>1033</b>	<b>5</b>	<b>145</b>	<b>86</b>

**Community Services Updates  
For December 2013**

Backflow devices were stolen within one week from the Bear Creek Trail, Adams Park, and Pioneer Park. Thieves steal the backflows to recycle the brass. These thefts impact the irrigation and drinking fountain services to the park facilities. The backflow devices are owned and maintained by the Coachella Valley Water District. If anyone sees any suspicious activity around backflow devices, they are asked to contact the Police immediately.

La Quinta Community Fitness Center Counts for December 2013							
Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1							0
2	16				12	143	171
3	1				7	114	122
4	4				7	140	151
5	2				5	114	121
6	2				6	126	134
7	3				2	51	56
8							0
9	2				6	181	189
10	2				4	112	118
11					4	129	133
12	4				3	120	127
13	1				5	92	98
14					3	48	51
15							0
16	10				7	153	170
17	7				7	120	134
18	9				7	123	139
19	4				7	117	128
20	7				7	115	129
21	4				5	48	57
22							0
23	7				13	113	133
24							0
25							0
26	5				16	94	115
27	12				11	101	124
28	4				6	61	71
29							0
30	7	1			8	141	157
31							0
<b>AVG</b>	<b>5.38</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>6.87</b>	<b>111.13</b>	<b>86.778</b>
<b>TTL</b>	<b>113</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>158</b>	<b>2556</b>	<b>2828</b>

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.