



City of La Quinta

TO: Community Services Commission

FROM: Edie Hylton, Deputy City Manager

DATE: October 13, 2014

SUBJECT: COMMUNITY SERVICES REPORT - JULY 2014

Upcoming events of the Community Services Department for September 2014:

Daily Activities Social Bridge at LQ Museum
Mah Jongg at LQ Museum

Fitness Morning Workout at LQ Library
Mat Pilates at LQ Library
Tai Chi Chuan at LQ Library

Leisure Let's Make Jewelry at LQ Museum
Dance, Play & Pretend at La Quinta High School & Community Room
Beginning Ballet at La Quinta High School

Sports Rojas Taekwondo at Adams Elementary
Rojas Martial Arts at La Quinta High School

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

Program	2014	2013	Variance	Sessions Per Month	
				2014	2013
Leisure Classes	66	58	8	35	30
Special Events	170	200	-30	2	2
Sports	584	424	160	23	17
Senior Center	261	246	15	60	43
Total	1,081	928	153	120	92
Senior Activies/Services (FREE)					
Senior Center	305	329	-24	57	68
Total	305	329	-24	57	68
Sports User Groups					
La Quinta Park					
AYSO	NO LA QUINTA PARK				
Friday Night Lights	FIELD USAGE DUE TO SUMMER				
Desert Boot Camp	FIELD REHABILITATION				
Sports Complex					
La Quinta Youth & Sports	150	200	-50	23	21
Colonel Mitchell Paige					
Desert Heat Futbol	0	30	-30	0	1
Facility/Park Rentals					
Senior Center					
(Private Party)	0	400	-400	0	2
Museum					
Meeting Room	0	0	0	0	0
Library					
(Sunday Church)	300	300	0	4	4
Classroom	750	600	150	15	12
Boys & Girls Club Gym					
(Sunday Church)	100	0	100	1	0
Civic Center Campus					
(Private Party)	0	50	-50	0	1
Park Rentals					
La Quinta Park	50	50	0	1	1
Fritz Burns Park	0	0	0	0	0
Total	1,350	1,630	-280	44	42
Total Programs	2,736	2,887	-151	221	202

Volunteer Hours

Senior Center	257	196	61
Total Volunteer Hours	257	196	61

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

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Leisure Classes					
Taekwondo 4 - 8 (Beg.)	15	12	3	8	10
Taekwondo 4 - 8 (Inter.)	20	33	-13	8	10
Taekwondo 9 & up	19	13	6	8	10
Taekwondo Drop-ins	3	0	3	3	0
Rojas Martial Arts 4 - up	9	0	9	8	0
Totals	66	58	8	35	30

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Special Events					
Moonlight Movies At The Pool	170	200	-30	2	2
Totals	170	200	-30	2	2

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Sports					
Open Gym Basketball	267	222	45	10	10
Open Gym Volleyball	178	49	129	9	3
Golf Tour, I.W. Golf Resort	35	43	-8	1	1
Golf Tour, Shadow Ridge	33	34	-1	1	1
Golf Tour, Desert Falls	38	39	-1	1	1
Golf Tour, Classic Club	33	37	-4	1	1
Totals	584	424	160	23	17

Community Services Totals	820	682	138	60	49
----------------------------------	------------	------------	------------	-----------	-----------

Senior Center Program Report for July 2014

	Participation	Participation	Variance	Meetings	Meetings
	2014	2013		2014	2013
Senior Activities/Social Services (Free)					
Senior Activities	89	122	-33	36	40
Senior Social Services	120	207	-87	21	28
Senior Activities/Services Total	209	329	-120	57	68
Volunteers					
Senior Center	24	31	-7	n/a	n/a
Hours	257	196	61	n/a	n/a
Senior Classes/ Programs					
Fitness					
Exercise (Morning Workout)	22	24	-2	12	11
Flex Yoga	34	0	34	4	0
Mat Pilates	6	17	-11	12	11
Drop-in Participation*	20	0	20	14	0
Leisure					
Let's Make Jewelry	13	29	-16	3	5
Social Dance Fusion	10	5	5	5	5
May Luncheon	66	72	-6	1	1
Open Game Play					
Bridge: Social & Party	55	54	1	4	5
Mah Jongg	35	45	-10	5	5
Senior Classes/Programs Total	261	246	15	60	43
SENIOR CENTER TOTAL	470	575	-105	117	111

*Drop-ins are accepted for all classes listed under Fitness.

A decrease in the some activity participation due to construction.

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

Monthly Revenue - Facility Rentals	2014	2013	Variance
Library	\$ 1,181.00	\$ -	\$ 1,181.00
Museum	\$ -	\$ -	\$ -
Senior Center	\$ -	\$ 3,550.00	\$ (3,550.00)
Parks	\$ 90.00	\$ 415.00	\$ (325.00)
Sports Fields	\$ 200.00	\$ 110.00	\$ 90.00
Monthly Facility Revenue	\$ 1,471.00	\$ 4,075.00	\$ (2,604.00)

Monthly Revenue			
Senior Center**	\$ 1,544.00	\$ 1,782.50	\$ (238.50)
Community Services	\$ 3,363.00	\$ 3,868.00	\$ (505.00)
Total Revenue	\$ 4,907.00	\$ 5,650.50	\$ (743.50)

Revenue Year to Date			
Facility Revenue	\$ 1,471.00	\$ 4,075.00	\$ (2,604.00)
Senior Center	\$ 1,544.00	\$ 1,782.50	\$ (238.50)
Community Services	\$ 3,363.00	\$ 3,868.00	\$ (505.00)
Total Revenue to Date	\$ 6,378.00	\$ 9,725.50	\$ (3,347.50)

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

Community Services Updates July 2014

The sports fields at La Quinta Park, the Sports Complex, and Colonel Paige were aerated this month. Each summer, the fields are closed to re-establish the Bermuda grass and to get the turf as healthy as possible in preparation for the busy fall and winter months when the grass is dormant. Due to the youth sports leagues being their busiest during the cool season, we are unable to over-seed the fields like the golf courses because that would require the fields to be off limits during the entire month of October. The fields at La Quinta Park were also top-dressed. Top dressing is a practice used by golf courses to smooth the playing surface by applying a layer of sand. Additionally, the new sand modifies the existing soil structure to allow more air and nutrients to enter the root zone. There will be multiple applications of fertilizer at each facility to stimulate active turf growth into thin and worn-out areas of the fields. Sod will be used in early September for any bare areas that remain in the fields.

A new drinking fountain was installed on the Bear Creek Trail at the Chillon rest stop. Three more drinking fountains are scheduled to be installed at the remaining rest stops. The new fountains have a lower bowl for dogs to use.

Staff is aware of the recent water restrictions that are being mandated by the State of California. We will be working closely with CVWD to insure the City Parks are running as efficiently as possible to conserve water. In recent years, the City has reduced turf areas throughout the parks with the support of CVWD. This fiscal year, additional turf reductions will be presented to City Council for approval. These reductions will only be for areas where the turf is not necessary for sports, recreation, or general park enjoyment. It is important to note that the Parks Landscape Contractor is recognized by the State of California as a Certified Landscape Irrigation Auditor and is an EPA WaterSense Partner. Additionally, the parks are all controlled by Railbirds' best central computer control system. Each park irrigation system is inspected almost daily to insure the systems functioning efficiently. In recent weeks, the irrigation system at La Quinta Park has received continual vandalism. This has caused turf stress (browning) throughout the park. Staff is watering the turf in the daytime hours to prevent the total loss of turf. Once the grass is healthy enough, the irrigation schedule will return to evening watering only.

La Quinta Community Fitness Center Counts for July 2014

Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1	10					183	193
2	3				1	183	187
3	12	1				152	165
4							0
5	3				2	64	69
6							0
7	8				4	207	219
8	7	1			1	148	157
9	5				3	161	169
10	4				3	151	158
11	6					148	154
12	2					58	60
13							0
14	11				3	169	183
15	7				4	181	192
16	4	2			3	165	174
17	3				1	137	141
18	4				2	153	159
19	3				1	54	58
20							0
21	9				3	210	222
22	8				2	152	162
23	8				5	174	187
24	8				1	162	171
25	3				4	163	170
26	2				4	56	62
27							0
28	4				7	206	217
29	10	1			10	170	191
30	6				6	165	177
31	3	1			8	144	156
AVG	5.88	1.2	0	0	3.55	150.62	153.81
TTL	153	6	0	0	78	3916	4153

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;

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

- 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.



City of La Quinta

TO: Community Services Commission
FROM: Edie Hylton, Deputy City Manager
DATE: October 13, 2014
SUBJECT: COMMUNITY SERVICES REPORT - AUGUST 2014

Upcoming events of the Community Services Department for October 2014:

Daily Activities

Social Bridge, LQ Museum
Mah Jongg, LQ Museum
Advance Ukulele, LQ Museum

Fitness

Morning Workout, LQ Library
Mat Pilates, LQ Library
Tai Chi Chuan, LQ Library
Flex Yoga, LQ Museum
Chair Yoga, LQ Museum
Yoga for Health, LQ Museum
Hikes with Philip Ferranti, Garner Valley
Zumba, Colonel Mitchell Paige
Women's Kickboxing, B& G Multipurpose

Leisure

Beginning Bridge, LQ Museum
Dog Training, Amphitheater Civic Center Campus
Canine Massage, Amphitheater Civic Center Campus
Dance, Play & Pretend, La Quinta High School & Community Room
Beginning Ballet, La Quinta High School

Sports

Rojas Taekwondo, Adams Elementary
Rojas Martial Arts, La Quinta High School
Disc Golf, Cove Oasis Trailhead
Zombie *Out* Run, La Quinta Park
Dog-o-Ween, Pioneer Park

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

Program	2014	2013	Variance	Sessions Per Month	
				2014	2013
Leisure Classes	69	54	15	37	24
Special Events	315	227	88	3	4
Sports	423	353	70	20	21
Senior Center	187	226	-39	37	34
Total	994	860	134	97	83
Senior Activies/Services (FREE)					
Senior Center	176	238	-62	21	19
Total	176	238	-62	21	19
Sports User Groups					
La Quinta Park					
AYSO	150	0	150	5	0
Sports Complex					
La Quinta Youth & Sports	0	100	-100	0	1
Colonel Mitchell Paige					
Friday Night Lights	0	0	0	0	0
Facility/Park Rentals					
Senior Center					
(Private Party)	0	0	0	0	0
Museum					
Meeting Room	50	0	50	1	0
Library					
(Sunday Church)	375	300	75	5	4
Classroom	300	400	-100	6	8
Boys & Girls Club Gym					
(Sunday Church)	100	0	100	1	0
Civic Center Campus					
(Private Party)	100	0	100	2	0
Park Rentals					
La Quinta Park	100	100	0	2	2
Fritz Burns Park	0	0	0	0	0
Total	1,175	900	275	22	15
Total Programs	2,345	1,998	347	140	117

Volunteer Hours

Senior Center	129	278	-149
Total Volunteer Hours	129	278	-149

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

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Leisure Classes					
Taekwondo 4 - 8 (Beg.)	14	14	0	8	8
Taekwondo 4 - 8 (Inter.)	22	30	-8	8	8
Taekwondo 9 & up	15	10	5	8	8
Taekwondo Drop-ins	11	0	11	5	0
Rojas Martial Arts 4 - up	7	0	7	8	0
Totals	69	54	15	37	24

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Special Events					
Moonlight Movies At The Pool	250	167	83	2	2
Golf Tour Banquet	65	50	15	1	1
Totals	315	217	98	3	3

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Sports					
Open Gym Basketball	145	133	12	8	12
Open Gym Volleyball	153	71	82	8	5
Golf Tour, Indian Springs	27	34	-7	1	1
Golf Tour, Westin Mission Hills	26	35	-9	1	1
Golf Tour, Indian Wells C.C.	32	41	-9	1	1
Golf Tour, Desert Willow	40	39	1	1	1
Totals	423	353	70	20	21

Community Services Totals	807	624	183	60	48
----------------------------------	------------	------------	------------	-----------	-----------

Senior Center Program Report for August 2014

	Participation	Participation	Variance	Meetings	Meetings
	2014	2013		2014	2013
Senior Activities/Social Services (Free)					
Senior Activities	74	119	-45	14	15
Senior Social Services	102	119	-17	7	4
Senior Activities/Services Total	176	238	-62	21	19
Volunteers					
Senior Center	19	26	-7	n/a	n/a
Hours	129	278	-149	n/a	n/a
Senior Classes/ Programs					
Fitness					
Exercise (Morning Workout)	24	28	-4	13	11
Mat Pilates	8	15	-7	13	11
Leisure					
Let's Make Jewelry	8	9	-1	2	3
B&G Back to School Luncheon	72	100	-28	1	1
Open Game Play					
Bridge: Social & Party	47	40	7	4	4
Mah Jongg	28	34	-6	4	4
Senior Classes/Programs Total	187	226	-39	37	34
SENIOR CENTER TOTAL	363	464	-101	58	53

A decrease in the activity participation due to construction.

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

Monthly Revenue - Facility Rentals	2014	2013	Variance
Library	\$ 1,444.00	\$ -	\$ 1,444.00
Museum	\$ 125.00	\$ -	\$ 125.00
Senior Center	\$ -	\$ 1,050.00	\$ (1,050.00)
Parks	\$ 880.00	\$ 180.00	\$ 700.00
Sports Fields	\$ 200.00	\$ 200.00	\$ -
Monthly Facility Revenue	\$ 2,649.00	\$ 1,430.00	\$ 1,219.00

Monthly Revenue

Senior Center	\$ 1,014.00	\$ 1,564.50	\$ (550.50)
Community Services	\$ 4,075.00	\$ 3,626.00	\$ 449.00
Total Revenue	\$ 5,089.00	\$ 5,190.50	\$ (101.50)

Revenue Year to Date

Facility Revenue	\$ 4,120.00	\$ 5,505.00	\$ (1,385.00)
Senior Center	\$ 2,558.00	\$ 3,347.00	\$ (789.00)
Community Services	\$ 7,438.00	\$ 7,494.00	\$ (56.00)
Total Revenue to Date	\$ 14,116.00	\$ 16,346.00	\$ (2,230.00)

La Quinta Community Fitness Center Counts for August 2014

Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1	3				7	153	163
2						59	59
3							0
4	6				5	182	193
5	5				3	176	184
6	7				1	176	184
7	7					128	135
8	8					157	165
9	2				2	52	56
10							0
11	3	1			4	189	197
12	3				7	158	168
13	2				4	174	180
14	1				12	148	161
15	3				7	131	141
16	1				1	57	59
17							0
18	9				6	209	224
19	4				1	152	157
20	7				1	152	160
21	2					123	125
22	8					135	143
23						52	52
24							0
25	8				3	167	178
26					3	149	152
27	4				1	130	135
28	2				3	139	144
29	5				3	141	149
30	2				3	60	65
31							0
AVG	4.43	1	0	0	3.85	136.50	113.7
TTL	102	1	0	0	77	3549	3729

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)

- 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.