



City of La Quinta

COMMISSION MEETING DATE: November 10, 2014

ITEM TITLE: DISCUSSION OF PROGRAMS AND EVENTS

AGENDA CATEGORY:

BUSINESS SESSION:

CONSENT CALENDAR:

STUDY SESSION: 1

PUBLIC HEARING:

RECOMMENDED ACTION:

None for this item.

EXECUTIVE SUMMARY:

- North La Quinta currently has 37 active programs scheduled at six facilities. Most are youth and adults sports that take occur year round. In October, fitness and leisure classes began at Colonel Mitchell Paige. Dance, fitness and martial arts programs are held in the dance room at La Quinta High School. Special events are also held in the north area.
- Central La Quinta currently has 86 active programs that are scheduled for the year; 55 of these programs are ongoing. The facilities provide various youth and adult sports, special events, guided walks and hikes, aquatics, and fitness programs.

FISCAL IMPACT:

Fees are collected from classes that are held at the La Quinta Wellness Center, La Quinta High School, Colonel Mitchell Paige Middle School, Boys & Girls Club Gym and Multipurpose Room, Community Classroom and Library. The City uses contract instructors for these services and receives 30% of the fees collected. Revenue budgeted this year for recreation programs is \$78,000.

Fees are collected from sports associations utilizing field space at various park facilities. The fees collected from the sports associations are fees based on \$5 per resident player and \$10 per non-resident player. The players who receive league scholarships are exempt from paying player fees to the City. In fiscal year 2013-14, fees collected totaled \$23,595 from the sports associations.

The player fees will increase by \$5 per player for the 2014-15 fiscal year; these fees will be collected in November and are estimated to generate approximately \$42,000.

BACKGROUND/ANALYSIS:

In May of 2007, the Community Services Department completed a Master Plan and citywide survey of resident needs. The findings indicated that residents wanted more fitness and wellness programs and facilities. Since then increased fitness programs and events were developed throughout La Quinta. The largest number of programs is offered in central La Quinta where the majority of residents live. The second largest is in north La Quinta (Attachment 1).

In north La Quinta (north of Highway 111) sports programs are offered at Colonel Mitchell Paige, Adams Park, Monticello Park, and La Quinta Park. La Quinta Park has a well-attended adult boot camp program for over five years. This year the city has partnered with the YMCA of the Desert and the National Community Renaissance's Hope Through Housing Foundation to offer a Zombie Out Run event this October. At La Quinta High School dance and martial arts classes are offered for youth and adults; additional fitness classes are planned for this location. Moonlight Movies will continue to be offered at Adams, Monticello, Colonel Mitchell Paige and La Quinta Park. Fitness and leisure classes are offered at Colonel Mitchell Paige along with preschool programs for children 3-5 years of age by the La Quinta Library. A Dog O'Ween event was held at Pioneer Dog Park and the Easter Egg Hunt and Chalk Drawing Contest will be held at La Quinta Park this spring (Attachments 2 and 3).

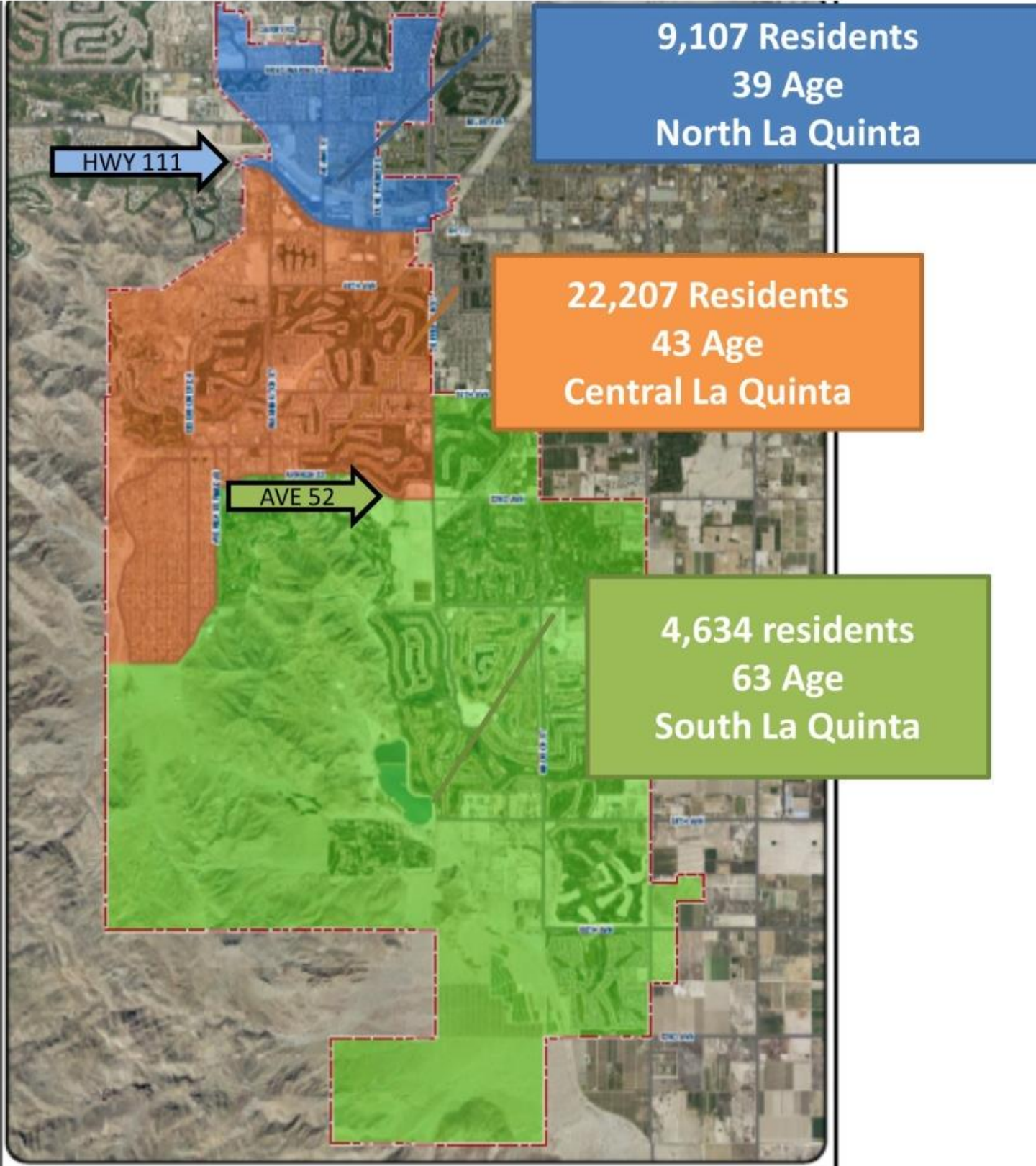
In central La Quinta (between Avenue 54 and Highway 111) the majority of classes are held at the La Quinta Wellness Center. During construction some classes have been relocated to the La Quinta Library, Museum and John Adams Elementary; and will resume at the center after the first of the year. During the daytime hours, staff will continue to provide programming in fitness, dance, art, music, computers, and other leisure enrichment topics. These classes are open to the public for adults 18 years of age and older and are offered year round. In the evening hours classes are available for youth and adults. Currently programs are being planned for children during the summer months at the Library, Museum and Wellness Center in the afternoon hours. Women's Kickboxing class is offered twice a week in the multipurpose community room at the Boys & Girls Club. At this location there are free open gym basketball and volleyball programs that are held three nights a week. La Quinta Community Fitness Center located at La Quinta Community Park is well attended with over 2,000 memberships (Attachments 4 and 5). This facility and park are owned and operated by the Desert Recreation District.

Throughout the year special events are held in Old Town, La Quinta Community Park, Civic Center Campus, Fritz Burns Park and Pool, the Cove Oasis, and SilverRock Golf Course. The most popular events are the monthly guided walks and hikes, disc golf tournaments, and sporting events for the youth. During the summer months fitness classes are highly attended as more residents come inside to exercise. The aquatic programs and the annual Summer Golf Tour are offered to the public and have healthy attendance numbers (Attachment 6).

South of Avenue 54 is comprised of gated communities, many with their own programs and facilities so there are few programs offered. Riverside County staff at Lake Cahuilla work with the City to provide special events including hikes, and a Civil War Reenactment and fishing derbies. The City promotes this facility on its website and at City Hall.

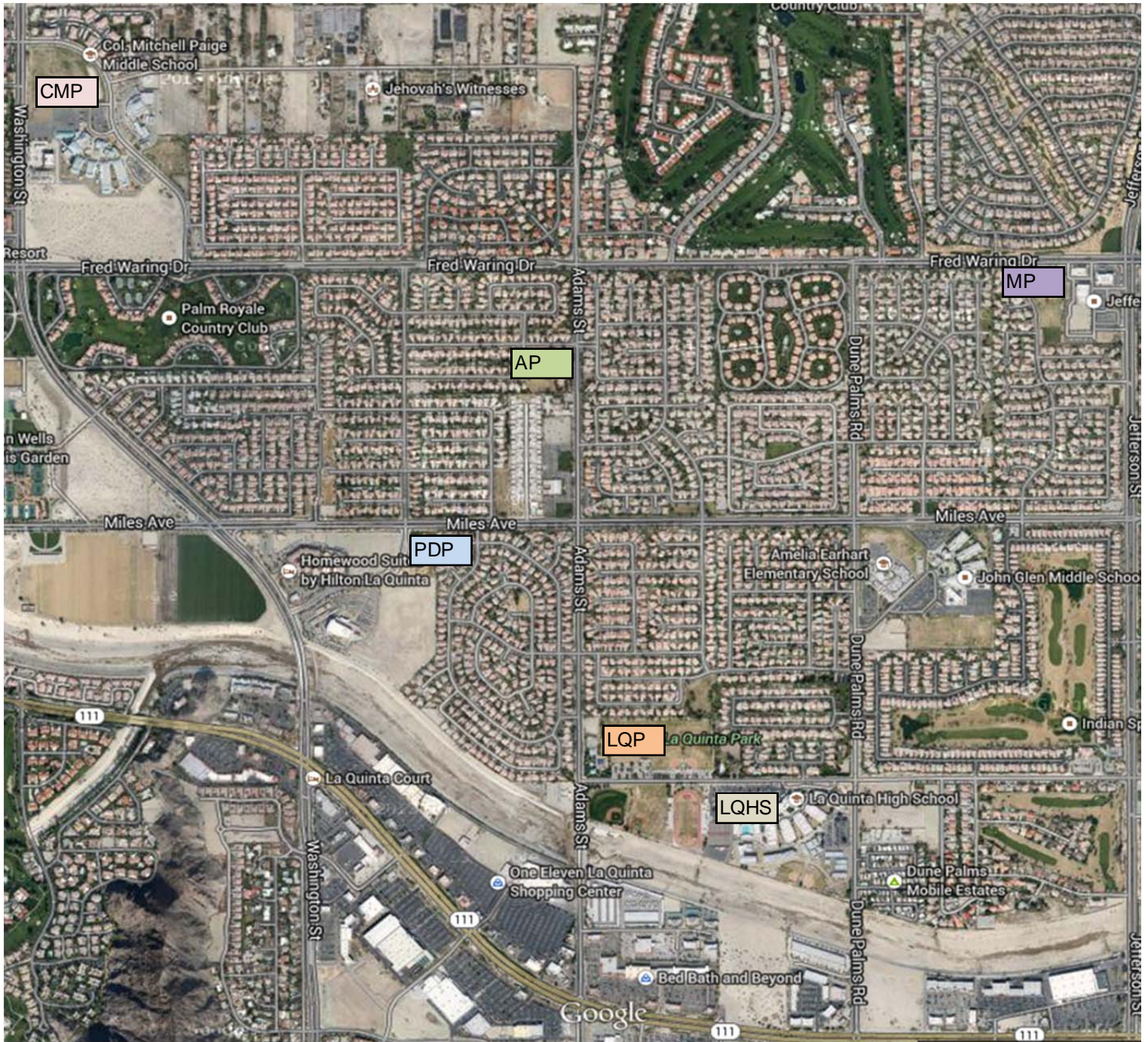
Report prepared by: Christina Calderon, Community Services Supervisor
Report approved for submission by: Edie Hylton, Deputy City Manager

- Attachments:
1. LQ Resident Demographics
 2. Listing of North La Quinta programs
 3. North La Quinta map with legend
 4. Listing of Central La Quinta programs
 5. Listing of programs held at Senior Center
 6. Central La Quinta map with legend



LA QUINTA PROGRAMS NORTH OF HIGHWAY 111

Location	Program	Type	Age	Day	Time
Colonel Mitchell Paige	Y Rookies Soccer	Sports	3-5	F	5-6pm
Colonel Mitchell Paige	Y Youth Flag Football Tourney	Sports	6-14	F	5-8pm
Colonel Mitchell Paige	Y Rookies Football	Sports	3-5	F	5-6pm
Colonel Mitchell Paige	Y Youth Flag Football League	Sports	6-14	F	5-8pm
Colonel Mitchell Paige	Y Rookies T-Ball	Sports	3-5	F	5-6pm
Colonel Mitchell Paige	AYSO Soccer	Sports	5-17	M/T/W/TH/F/Sat	5-9pm
Colonel Mitchell Paige	Travel Soccer Clubs	Sports	8-18	M/T/W/TH	5-9pm
Colonel Mitchell Paige	Travel Rugby	Sports	13--18	M/T/W/TH	5-9pm
Colonel Mitchell Paige	Friday Night Lights Youth Flag Football League	Sports	6-18	F	5-9pm
Colonel Mitchell Paige	Disc Golf Tournament	Sports	All	Sat	10-2pm
Colonel Mitchell Paige	Mobility Madness Event	Sports	5-up	Sat	9-1pm
Colonel Mitchell Paige	Desert Youth Olympics	Sports	3-8	Sat	8-12pm
Colonel Mitchell Paige	Moonlight Movies	Special Event	All	F	8-10pm
Colonel Mitchell Paige	Zumba	Fitness	13-up	T/TH	6-7pm
Colonel Mitchell Paige	Hoop Dance	Fitness	18-up	T/TH	7:15-8:15pm
Colonel Mitchell Paige	Watercolor	Leisure	12-up	TH	5:30-7pm
Colonel Mitchell Paige	Sketch & Draw	Leisure	12-up	T	5:30-7pm
Colonel Mitchell Paige	Bike Rodeo	Special Event	All	Sat	9-1pm
Pioneer Dog Park	Dog-O-Ween	Special Event	All	Sat	10-12pm
Adams Park	Adult Sand Volleyball	Sports	16-up	M-Sun	Vary
Adams Park	Moonlight Movies	Special Event	All	F	8-10pm
Monticello Park	Disc Golf Tournament	Sports	8-up	Sat	10-2pm
Monticello Park	Moonlight Movies	Special Event	All	F	8-10pm
La Quinta Park	AYSO Soccer	Sports	5-17	M/T/W/TH/F/S	5:30-10pm
La Quinta Park	LQHS Rugby	Sports	14-18	M/T/W/TH	3:30-5pm
La Quinta Park	LQHS Lacrosse	Sports	14-18	M/T/W/TH	3:30-5pm
La Quinta Park	LQYSA Baseball	Sports	5-17	M/T/W/TH/F/S	5-10pm
La Quinta Park	Disc Golf Tournament	Sports	8-up	Sat	10-2pm
La Quinta Park	Egg Hunt	Special Event	All	Sat	9-11am
La Quinta Park	Moonlight Movies	Special Event	All	F	8-10pm
La Quinta Park	Zombie Out Run	Special Event	All	Sat	5:30-9pm
La Quinta High School	Mock City Council	Leisure	14-18	TH	5-7pm
La Quinta High School	Beginning Ballet	Leisure	5-10	TH	6-7pm
La Quinta High School	Dance, Play, & Pretend	Leisure	2-5	TH	5-6pm
La Quinta High School	Martial Arts	Fitness	4-up	M/W	6-8pm
La Quinta High School	Zumbatomics	Fitness	4-7	T	6-7pm



Legend		# of programs
Colonel Mitchell Paige	CMP	18
Pioneer Dog Park	PDP	1
Adams Park	AP	2
Monticello Park	MP	2
La Quinta Park	LQP	8
La Quinta High School	LQHS	5
Total amount of programs		36

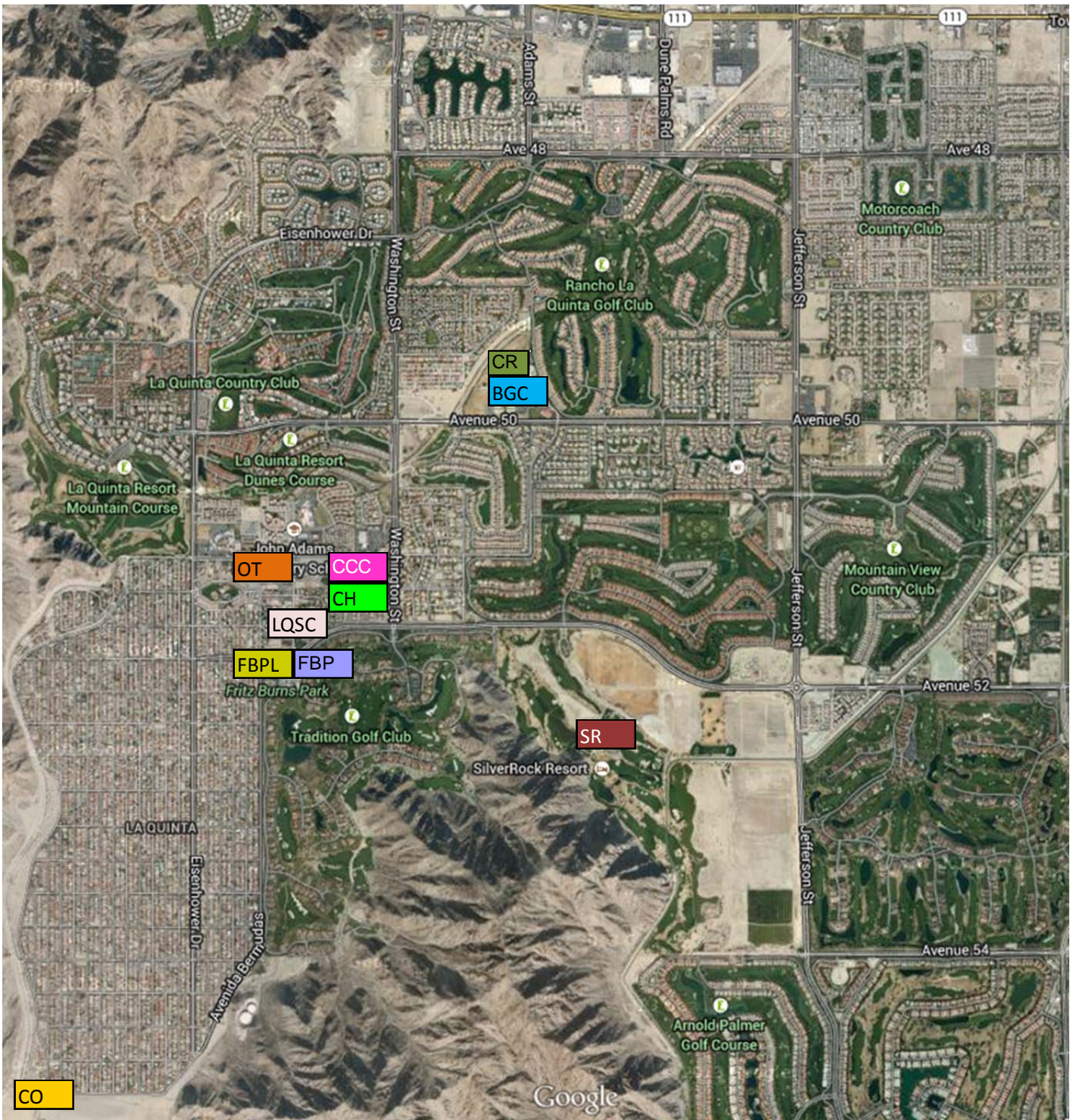
LA QUINTA PROGRAMS SOUTH OF HIGHWAY 111

Location	Program	Type	Age	Day	Time
Boys and Girls Club	Youth Karate Tournament	Sports	4-up	Sat	10-5pm
Boys and Girls Club	Tae Kwon Do Tournament	Sports	4-up	Sat	10-5pm
Boys and Girls Club	Women's Kickboxing	Fitness	7-up	M/W	7-8pm
Community Classroom	Dance, Play, Pretend	Leisure	2-5	F	9-10am
Sports Complex	LQYSA Baseball	Sports	5-17	M/T/W/TH/F/S	5-10pm
Sports Complex	LQYSA Softball	Sports	5-17	M/T/W/TH/F/S	5-10pm
Sports Complex	PDLQ Football	Sports	5-14	T/TH	5-8pm
Sports Complex	PDLQ Cheer	Sports	5-14	T/TH	5-8pm
Old Town	Farmers market	Special Event	All	Sun	8-12:30pm
Old Town	Christmas Tree Lighting	Special Event	All	F	6-8pm
Old Town	Humana Day @ Farmers Market	Special Event	All	Sun	8-12:30pm
Civic Center Campus	Veteran's Day	Special Event	All	Vary	11-1pm
Civic Center Campus	Distinguished Artist Honors	Special Event	All	Th	11-1pm
Civic Center Campus	Athletic Honors	Special Event	All	TH	11-1pm
Civic Center Campus	Disc Golf Tournament	Sports	8-up	Sat	10-2pm
Civic Center Campus	Birthday Bash and Picnic	Special Event	All	Sat	10-1pm
Civic Center Campus	Moonlight Movies	Special Event	All	F	8-10pm
Civic Center Campus	Humana Walk & Fun Fair	Special Event	All	Sat	9-1pm
Civic Center Campus	9/11 Candlelight Vigil	Special Event	All	Vary	7:30-8:30pm
City Hall	Mock City Council	Leisure	14-18	TH	5-7pm
City Hall	Pillars of the Community	Special Event	18-up	Th	11-1pm
Cove Oasis	Disc Golf Tournament	Sports	8-up	Sat	10-2pm
Cove Oasis	Guided Hikes	Fitness	All	Sat	Vary
Cove Oasis	Tails on Trails	Special Event	All	Sat	8-11am
Fritz Burns Park	Y Tri	Special Event	3-8	Sat	8-12pm
Fritz Burns Park	Kid's Day	Special Event	All	Sat	10-1pm
Fritz Burns Park	Cardio Tennis	Fitness	13-up	T/TH	6-7pm
Fritz Burns Pool	Aquatics	Leisure	All	Daily	Vary
Fritz Burns Pool	Movies at the Pool	Special Event	All	F	8-10pm

LA QUINTA PROGRAMS

SENIOR CENTER

Location	Program	Type	Age	Day	Time
Senior Center	Chair Yoga	Fitness	18-up	T	10:15-11am
Senior Center	Flex Yoga	Fitness	18-up	W	2-3pm
Senior Center	Tae Kwon Do	Fitness	4-up	M/W	5-8pm
Senior Center	Mat Pilates	Fitness	18-up	M/W/F	9-10am
Senior Center	Morning Workout	Fitness	18-up	M/W/F	9-10am
Senior Center	Arthritis Tai Chi	Fitness	18-up	T/TH	1:15-2pm
Senior Center	Tai Chi Chuan	Fitness	18-up	T/TH	11:15-12pm
Senior Center	Tai Chi Intermediate	Fitness	18-up	T	1:15-2pm
Senior Center	Advanced Tai Chi	Fitness	18-up	TH	12:15-1pm
Senior Center	Yoga for Health	Fitness	18-up	T	11:15-12pm
Senior Center	Zumba	Fitness	8-up	T/TH	7-8pm
Senior Center	Interval Training	Fitness	18-up	T/TH	6-6:30am
Senior Center	Tiny Tigers	Fitness	3-5	T/TH	12:30-1:15pm
Senior Center	Women's Street Self Defense	Fitness	12-up	F	5:30-6:30pm
Senior Center	Social Dance Fusion	Leisure	18-up	T	1:30-2:30pm
Senior Center	Beginning Guitar	Leisure	7-up	T	6-7pm
Senior Center	Second Level Guitar	Leisure	7-up	T	7-8pm
Senior Center	Third Level Guitar	Leisure	7-up	T	6-7pm
Senior Center	Guitar Rock Solos	Leisure	7-up	T	7-8pm
Senior Center	Guitar Jam	Leisure	7-up	T	6-8pm
Senior Center	Beginning Ukulele	Leisure	18-up	T	3-4:30pm
Senior Center	Intermediate Ukulele	Leisure	18-up	TH	3-4:30pm
Senior Center	Advance Ukulele Group	Leisure	18-up	F	1-4pm
Senior Center	Acrylic Painting	Leisure	18-up	TH	9-11am
Senior Center	Sketch & Drawing	Leisure	18-up	F	9-10:30am
Senior Center	Ceramics	Leisure	18-up	M/T/W/F	9-11am
Senior Center	Lets Make Jewelry	Leisure	18-up	T	1:30-4:30pm
Senior Center	Italian for Everyone	Leisure	13-up	T	6-8pm
Senior Center	Current Affairs: Dialogue and Discussion	Leisure	18-up	M/W	6-8pm
Senior Center	Dog Training	Leisure	18-up	T	10-11:30am
Senior Center	Canine Massage	Leisure	18-up	W	10-11am
Senior Center	Documentary Discussion	Leisure	18-up	T	3-4:30pm
Senior Center	AARP Safe Driver	Leisure	18-up	W	8:30-4:30pm
Senior Center	Beginning Bridge	Leisure	18-up	W	1:30-3:30pm
Senior Center	Beginning Bridge II	Leisure	18-up	W	1:30-3:30pm
Senior Center	Intermediate Bridge I	Leisure	18-up	W	1:30-3:30pm
Senior Center	Intermediate Bridge II	Leisure	18-up	W	1:30-3:30pm
Senior Center	Beginning Computers	Leisure	15-up	M	6-8pm
Senior Center	Intermediate Computers	Leisure	15-up	M	6-8pm
Senior Center	Conquering Excel	Leisure	15-up	W	6-8pm
Senior Center	Mastering MS Word	Leisure	15-up	W	6-8pm
Senior Center	Use a Digital Camera	Leisure	18-up	W	9-11am
Senior Center	Digital Camera II	Leisure	18-up	W	9-11am
Senior Center	Social Media	Leisure	18-up	TH	1-2:30pm
Senior Center	LQ Voices Choir	Leisure	18-up	T	10-11am
Senior Center	Movie Time	Special Event	18-up	F	1-3pm
Senior Center	Monthly Luncheons	Special Event	18-up	TH	11-1pm
Senior Center	Talent Showcase	Special Event	All	F	12-2pm
Senior Center	LQAF Art Festival	Special Event	18-up	H/F/Sat/Su	Vary
Senior Center	Volunteer Recognition Luncheon	Special Event	18-up	TH	11-1pm
Senior Center	Social Bridge	Group Play	18-up	M	12-3:30pm
Senior Center	Wii Bowling	Group Play	18-up	W	2-4pm
Senior Center	Putting Fun	Group Play	18-up	W	10-11am
Senior Center	Mah Jongg	Group Play	18-up	T	1-3:30pm
Senior Center	Mexican Train Dominos	Group Play	18-up	W	1-3pm
	Total Senior Center Programs		55		



	Legend	# of programs
Boys and Girls Club	BGC	3
Community Classroom	CR	1
Sports Complex	SC	4
Old Town	OT	3
Civic Center Campus	CCC	8
City Hall	CH	2
Cove Oasis	CO	3
Fritz Burns Park	FBP	3
Fritz Burns Pool	FBPL	2
Senior Center	LQSC	55
SilverRock	SR	1
	Total additional of programs	85