



City of La Quinta

COMMISSION MEETING DATE: November 10, 2014

ITEM TITLE: RECOMMEND ANNUAL MEMBERSHIP AND DAILY USE FEES FOR THE WELLNESS ADDITION AT THE SENIOR CENTER

AGENDA CATEGORY:

BUSINESS SESSION: 3

CONSENT CALENDAR:

STUDY SESSION:

PUBLIC HEARING:

RECOMMENDED ACTION:

Approve the Annual Membership and daily use fees as recommended.

EXECUTIVE SUMMARY:

The expansion and renovation of the senior center is a part of the City Council's vision to expand the health and wellness services in the community. The building improvements include:

- The expansion of approximately 5,900 sq. ft. of new recreation space.
- The development of a fitness workout area with cardiovascular and strength training equipment.
- Classroom space for fitness classes and other leisure enrichment programs.
- The annual membership fees for the use of the fitness workout area will be recommended to the City Council.

FISCAL IMPACT:

The annual cost to operate the expanded portion of the facility is estimated at approximately \$50,000. This includes additional utilities, janitorial, supplies, maintenance, and additional part-time staff during the early morning, evening and Saturday hours. The itemizations for these costs are as follows:

| | |
|----------------------------|-----------------|
| Utilities | \$11,000 |
| Staffing | \$12,000 |
| Supplies and Services | \$15,400 |
| Operations and Maintenance | \$12,000 |
| Grand Total | \$50,400 |

Revenues from use of the fitness area and additional programs would fund the cost to operate the expansion. If 1,000 annual memberships at \$50 per person are sold, the operating cost for the expansion will be covered with no new expenses to the General Fund. The recommended fees are suggested below:

- City residents \$50 annual membership \$5 daily fee
- Non-residents \$75 annual membership \$7.50 daily fee

BACKGROUND/ANALYSIS:

The facility was built in 1994 and serves adults in the community with programs in fitness and wellness, art, dance, special events, social programs and social services. All daytime classes and programs are open to participants 18 years of age and older. The average participant age range is 50 to 65. Most current programs will continue while new activities will be offered. Expanded services will be offered in health and fitness, nutrition and healthy cooking, social activities, lifelong learning and cultural arts. Programs will be available for all ages in the evening and weekends throughout the year. Additional programs for youth will be added in the summer months.

The new addition will include a 3,000 sq. ft. workout area that provide users with state of the art fitness equipment and an aerobics room that will offer classes in a wide array of fitness and health related programs. These classes will be taught by contract instructors who will establish their class fees.

The fitness center will include expanded hours of operation and will be open Monday through Friday 5:30 am to 9:00 pm and Saturday 8:00 am to 12:00 noon. The facility is available for rental when not in use for residents and to local non-profit groups. The center will to be open in January with a Grand Opening date on January 17, 2015.

ALTERNATIVES

The City Council desires that fees be established to recover the new cost of services provided, therefore staff has no alternative.

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