



# City of La Quinta

**COMMISSION MEETING DATE:** March 9, 2015

**AGENDA CATEGORY:**

**ITEM TITLE:** RECOMMEND ANNUAL WELLNESS CENTER MEMBERSHIP RATES FOR LA QUINTA AND CHAMBER OF COMMERCE BUSINESSES

**BUSINESS SESSION:** 1

**CONSENT CALENDAR:**

**STUDY SESSION:**

**PUBLIC HEARING:**

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## **RECOMMENDED ACTION:**

Recommend annual Wellness Center membership rates for La Quinta and Chamber of Commerce businesses.

## **EXECUTIVE SUMMARY:**

- The Chamber of Commerce (Chamber) has requested a "business rate" for La Quinta businesses and their employees to utilize the newly opened Wellness Center.
- The Chamber anticipates business rates will promote health and wellness in La Quinta and attract more users to the Wellness Center to help offset operating costs.

## **FISCAL IMPACT:**

Suggested La Quinta Business Fees for use of the fitness area are:

\$50 annual memberships for employees (proof of Chamber Membership and employment in a La Quinta Business required)

\$75 annual memberships for non La Quinta businesses in the La Quinta Chamber (proof of Chamber Membership required).

## **BACKGROUND/ANALYSIS:**

The U.S. Department of Health and Human Services reports that reduced healthcare costs of as much as 55% can be attributed to employee fitness and wellness programs.

Additional benefits: reduction in employee absenteeism, reducing injuries and an increase employee productivity and morale. The La Quinta Chamber is the only Healthy Eating Activity Living (HEAL) Chamber in the Coachella Valley and initiation of these rates could improve the health of employees and support the operation of the facility.

The Wellness Center currently has 711 fitness memberships sold and there is an average of 10 daily fitness passes sold each day. We have the ability to accommodate approximately 4,000 members to use the fitness area year round. Daily use by members will vary seasonally throughout the year.

**ALTERNATIVES:**

As the City Council requested that fees be established to recover the new cost of services provided and create a healthy city for residents, staff has no alternative.

Report prepared by: Christina Calderon, Community Services Supervisor  
Report approved for submission by: Steve Howlett, Golf, Parks, & Facilities Manager