



City of La Quinta

TO: Community Services Commission

FROM: Edie Hylton, Community Services Director

DATE: October 14, 2013

SUBJECT: Community Services Department Report for September 2013

Upcoming events of the Community Services Department for November 2013:

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
- * Chair Yoga
- * Flex Yoga
- Zumba, Senior Center
- R.A.D. for Women Basic Physical Defense, Senior Center

Leisure

- * Social Dance Fusion
- * Beginning Ukulele
- * Let's Make Jewelry
- * Acrylic Painting
- * Sketch & Draw
- * Watercolor
- * Dog Training
- * Current Affairs: Dialogue & Discussion
- * Documentary Discussion
- * AARP Safe Driver
- * Hooked on Loops
- * Intermediate Bridge I
- * Computer Fundamentals

*Digital Camera II
*Intermediate Internet & Email
U Art & Computer, Senior Center
Adobe Photoshop Elements, Senior Center
Italian for Everyone, Senior Center
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, Senior Center

Events *Thanksgiving Luncheon
Veteran's Day, Civic Center Campus
Roundabout Dedication, Ave 52/Sinaloa & Eisenhower
Y-Flag Football/ Football Rookies Registration Begins
Disc Golf Tournament, Civic Center Campus

**Senior Center class or activity*

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

Program	2013	2012	Variance	Sessions Per Month	
				2013	2012
Leisure Classes	87	140	-53	32	60
Special Events	65	85	-20	1	2
Sports	229	230	-1	14	17
Senior Center	534	493	41	105	67
Total	915	948	-33	152	146
Senior Services					
Senior Center	334	288	46	35	14
Total	334	288	46	35	14
Sports User Groups					
La Quinta Park					
AYSO	1500	1500	0	8	11
Desert Boot Camp	50	50	0	13	12
Sports Complex					
LQ Youth & Sports Assoc.	250	200	50	22	15
Colonel Mitchell Paige					
AYSO	300	250	50	5	6
Facility/Park Rentals					
Senior Center					
(Private Party)	150	0	150	1	0
(Sunday Church)	375	375	0	5	5
Museum					
Meeting Room	0	50	-50	0	1
Library					
Classroom	600	350	250	12	7
Civic Center Campus					
(Private Party)	100	0	100	2	0
Park Rentals					
La Quinta Park	200	150	50	4	3
Fritz Burns Park	50	0	50	1	0
Total	3,575	2,925	650	73	60
Total Programs	4,824	4,161	663	260	220

Volunteer Hours

Senior Center	180	131	49
Total Volunteer Hours	180	131	49

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

	2013	2012		2013	2012
	Participants	Participants	Variance	Meetings	Meetings
Leisure Classes*					
Zumba	13	15	-2	8	8
Karate/Taekwondo 4 - 8 (Beg.)	23	20	3	8	7
Karate/Taekwondo 4 - 8 (Inter.)	33	36	-3	8	7
Karate/Taekwondo 9 & up	18	28	-10	8	7
Totals	87	99	-12	32	29

	2013	2012		2013	2012
	Participants	Participants	Variance	Meetings	Meetings
Special Events					
9/11 Memorial - Candlelight Vigil	65	35	30	1	1
Totals	65	35	30	1	1

	2013	2012		2013	2012
	Participants	Participants	Variance	Meetings	Meetings
Sports					
Open Gym Basketball	112	94	18	8	11
Open Gym Volleyball	80	92	-12	4	4
Nature Walk	12	9	3	1	1
Y-Rookies Soccer	25	35	-10	1	1
Totals	229	230	-1	14	17

Community Services Totals	381	364	17	47	47
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**Community Services Department
Monthly Revenue Report for September 2013**

Monthly Revenue - Facility Rentals	2013	2012	Variance
Library	\$ -	\$ 50.00	\$ (50.00)
Museum	\$ -	\$ 150.00	\$ (150.00)
Senior Center	\$ 2,069.00	\$ 1,237.50	\$ 831.50
Parks	\$ 930.00	\$ 215.00	\$ 715.00
Sports Fields	\$ 980.00	\$ 1,104.00	\$ (124.00)
Monthly Facility Revenue	\$ 3,979.00	\$ 2,756.50	\$ 1,222.50

Monthly Revenue

Senior Center**	\$ 2,396.00	\$ 2,746.50	\$ (350.50)
Community Services*	\$ 4,756.00	\$ 5,839.00	\$ (1,083.00)
Total Revenue	\$ 7,152.00	\$ 8,585.50	\$ (1,433.50)

Revenue Year to Date

Facility Revenue	\$ 9,484.00	\$ 5,296.50	\$ 4,187.50
Senior Center	\$ 5,743.00	\$ 5,074.50	\$ 668.50
Community Services	\$ 12,250.00	\$ 16,220.00	\$ (3,970.00)
Total Revenue to Date	\$ 27,477.00	\$ 26,591.00	\$ 886.00

**Duplicate Bridge offered in September 2012.

*More leisure enrichment classes offered in September 2012.

Senior Center Program Report for September 2013

	Participation	Participation	Variance	Meetings	Meetings
	2013	2012		2013	2012
Senior Activities					
Computer Lab	33	0	33	19	0
Monthly Birthday Party	30	35	-5	1	1
Movie Time	46	28	18	4	4
Putting Action & Wii Bowling	32	40	-8	8	8
Quilters	30	31	-1	4	4
Tai Chi Arthritis	45	0	45	7	0
Tai Chi Chuan	47	0	47	7	0
Ukulele Players	34	36	-2	4	5
Senior Activity Total	297	170	127	54	22
Senior Leisure Classes/ Programs					
Bridge: Social & Party	64	183	-119	6	13
Exercise (Morning Workout)	24	28	-4	11	11
Jewelry Making	16	0	16	4	0
Luncheon: International (congregate meal program)	75	69	6	1	1
Mah Jongg	28	28	0	4	5
Mat Pilates	14	8	6	11	11
Social Dance Fusion	10	7	3	2	4
Zumba Gold	6	0	6	12	0
Senior Leisure Classes Total*	237	323	-86	51	45
Total Senior Activities/Programs	534	493	41	105	67
Senior Social Services					
Cool Center	78	33	45	20	14
FIND	171	185	-14	4	5
HICAP/Legal/Notary	9	5	4	4	2
LIHEAP (Riv. Co. Rep. present)	12	11	1	1	1
LIHEAP Office Processing	12	0	12	0	6
Alzheimer's Group	4	0	4	2	0
Bereavement Group	8	0	8	2	0
Care Pathways	8	0	8	2	0
Volunteers	32	27	5	n/a	n/a
TOTAL SENIOR SERVICES	334	261	73	35	28
SENIOR CENTER TOTAL	868	754	114	140	95

Community Services Updates
For September 2013

The Adopt-A-Park Program has received inquiries and two community groups and one individual have volunteered for this opportunity. The Family YMCA of the Desert at Vista Dunes has adopted Adams Park. The La Quinta High School ROTC has adopted La Quinta Park. A Cove resident has adopted the Bear Creek Trail and Fred Wolff Nature Preserve. These volunteers will provide service to each of these facilities for the better enjoyment of all users. The Community Services Department is still accepting applications for the Adopt-A-Park Program.

The lake aeration, bio-filter, circulation, and center fountain systems are all functioning following the recent restoration of the Civic Center Campus Lake. The water clarity continues to improve weekly as the systems continue to function. Staff is still waiting for the ozone system to be installed. This system is custom made for its application and will provide treatment for algae without needing chemicals. Once the ozone system is installed and functioning, staff will have the fish relocated from the upper lake back to the main lake.

Water from the August 25, 2013 rain storm had undermined a section of sidewalk behind the Library. A local contractor was hired to remove the 30 foot long section and install a new sidewalk. The sidewalk repair did not block any access into the Civic Center Campus.

La Quinta Community Fitness Center Counts for September 2013

Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1							0
2							0
3	10					154	164
4	7				8	153	168
5	9				6	133	148
6	6				1	124	131
7	1				1	53	55
8							0
9	3				6	146	155
10	5				2	150	157
11	11	1			3	141	156
12	6				7	96	109
13	8					105	113
14	1					51	52
15							0
16	5					154	159
17	10				1	159	170
18	11				2	155	168
19	8				2	136	146
20	4				3	120	127
21	5				1	53	59
22							0
23	3				4	145	152
24	5				5	140	150
25	7				3	151	161
26					2	147	149
27	6				1	103	110
28	2				2	43	47
29							0
30	8				3	177	188
31							0
AVG	6.13	1	0	0	3.15	124.54	89.476
TTL	141	1	0	0	63	2989	3194

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
- The totals at the end of each row is the total of all of the above transactions for the day.