



City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Community Services Director

DATE: January 21, 2014

SUBJECT: COMMUNITY SERVICES DEPARTMENT REPORT FOR DECEMBER 2013

Upcoming events of the Community Services Department for February 2014:

- 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
 - * Hatha Yoga
 - * Chair Yoga
 - * Flex Yoga
 - * Zumba
 - * R.A.D. for Women Basic Physical Defense
- Leisure**
- * Social Dance Fusion
 - * Charleston Dancing
 - * Let's Make Jewelry
 - * Acrylic Painting
 - * Sketch & Drawing
 - * Watercolor
 - * Dog Training
 - * Current Affairs: Dialogue & Discussion
 - * Documentary Discussion
 - * AARP Safe Driver Refresher Course
 - * Intermediate Bridge II
 - * Digital Camera II
 - * Intermediate Internet & Email
 - * Videology
 - * Adobe Photoshop Elements
 - * Italian for Everyone

* Conversational Spanish
* Acoustic Guitar Jam Session
Hip Hop Dance Cheer, La Quinta High School
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

* Valentine's Luncheon
Guided Walk, Let's Explore, Bear Creek Nature Trail
Guided Walk, Boo Hoff's History, Bear Creek Nature Trail
Guided Hike with Philip Ferranti., Mecca Hills
Pillars of the Community, City Hall Council Chambers

**Class or activity held at Senior Center*

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

Program	2013	2012	Variance	Sessions Per Month	
				2013	2012
Leisure Classes	91	122	-31	32	51
Special Events	650	600	50	1	1
Sports	306	340	-34	13	18
Senior Center	819	844	-25	108	84
Total	1,866	1,906	-40	154	154
Senior Services					
Senior Center	182	264	-82	37	19
Total	182	264	-82	37	19
Sports User Groups					
La Quinta Park					
AYSO	1000	1400	-400	15	13
PDLO Football	40	0	40	3	0
Desert Boot Camp	50	50	0	11	13
Harlequins Rugby	60	0	60	8	0
Sports Complex					
LQ Youth & Sports Assoc.	250	225	25	15	11
Colonel Mitchell Paige					
C.V. Soccer (Barcelona)	20	0	20	6	0
C.V. Soccer (Titans)	20	0	20	6	0
C.V. Soccer (Lightning Strikers)	20	0	20	6	0
Facility/Park Rentals					
Senior Center					
(Private Party)	0	200	-200	0	1
(Sunday Church)	375	375	0	5	5
Museum					
Meeting Room	0	0	0	0	0
Library					
Classroom	500	300	200	10	6
Civic Center Campus					
(Private Party)	0	50	-50	0	1
Park Rentals					
La Quinta Park	0	100	-100	0	2
Fritz Burns Park	100	50	50	2	1
Total	2,435	2,750	-315	87	53
Total Programs	4,483	4,920	-437	278	226

Volunteer Hours

Senior Center	216	169.5	47
Total Volunteer Hours	216	169.5	47

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

	2013	2012		2013	2012
	Participants	Participants	Variance	Meetings	Meetings
Leisure Classes*					
Zumba	8	11	-3	6	8
Karate/Taekwondo 4 - 8 (Beg.)	16	17	-1	8	8
Karate/Taekwondo 4 - 8 (Inter.)	35	40	-5	8	8
Karate/Taekwondo 9 & up	23	18	5	8	8
Beginning Ballet	4	0	4	1	0
Dance, Play & Pretend	5	0	5	1	0
Totals	91	86	5	32	32

	2013	2012		2013	2012
	Participants	Participants	Variance	Meetings	Meetings
Special Events					
Tree Lighting Ceremony	650	600	50	1	1
Totals	650	600	50	1	1

	2013	2012		2013	2012
	Participants	Participants	Variance	Meetings	Meetings
Sports					
Open Gym Basketball	149	122	27	6	10
Open Gym Volleyball	62	93	-31	4	4
Nature Walk @ Bear Creek Trail	12	22	-10	1	2
Guided Hike Garner Valley	23	0	23	1	0
Youth Flag Football Tournament	60	75	-15	1	1
Totals	306	312	-6	13	17

Community Services Totals	1,047	998	49	46	50
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**Community Services Department
Monthly Revenue Report for December 2013**

Monthly Revenue - Facility Rentals	2013	2012	Variance
Library	\$ 100.00	\$ -	\$ 100.00
Museum	\$ -	\$ -	\$ -
Senior Center	\$ 1,444.00	\$ 2,437.50	\$ (993.50)
Parks	\$ 65.00	\$ 570.00	\$ (505.00)
Sports Fields	\$ 1,260.00	\$ 858.00	\$ 402.00
Monthly Facility Revenue	\$ 2,869.00	\$ 3,865.50	\$ (996.50)

Monthly Revenue

Senior Center	\$ 4,540.00	\$ 3,104.00	\$ 1,436.00
Community Services	\$ 5,906.50	\$ 4,562.00	\$ 1,344.50
Total Revenue	\$ 10,446.50	\$ 7,666.00	\$ 2,780.50

Revenue Year to Date

Facility Revenue	\$ 18,755.50	\$ 16,988.50	\$ 1,767.00
Senior Center	\$ 18,145.50	\$ 18,001.50	\$ 144.00
Community Services	\$ 26,343.00	\$ 31,553.00	\$ (5,210.00)
Total Revenue to Date	\$ 63,244.00	\$ 66,543.00	\$ (3,299.00)

Senior Center Program Report for December 2013

	Participation	Participation	Variance	Meetings	Meetings
	2013	2012		2013	2012
Senior Activities					
Computer Lab	14	0	14	6	0
Craft Time w/ DRD Tiny Tot Program	30	23	7	1	1
Golden Tones	22	44	-22	3	3
Monthly Birthday Party	40	40	0	1	1
Movie Time	43	37	6	4	4
Putting Action & Wii Bowling	19	21	-2	5	7
Quilters	31	21	10	3	4
Tai Chi Arthritis	21	0	21	5	0
Tai Chi Chuan	41	37	4	5	3
Tai Chi Intermediate	33	0	33	3	0
Tennis	134	70	64	8	8
Ukulele Players	36	80	-44	9	7
Woodcarvers	37	31	6	4	4
Senior Activity Total	501	404	97	57	42
Senior Leisure Classes/ Programs					
Beginning Bridge	20	0	20	2	0
Bridge: Social & Party	54	232	-178	6	12
Chair Yoga	2	3	-1	3	1
Exercise (Morning Workout)	45	25	20	9	6
Flex Yoga	7	0	7	3	0
Guitar Jam Session	10	0	10	2	0
Jewelry Making	9	5	4	3	2
Luncheon: Holiday	82	109	-27	1	1
Mah Jongg	29	16	13	3	3
Mat Pilates	27	17	10	9	6
Sketch & Draw	10	0	10	2	0
Social Dance Fusion	7	10	-3	3	2
Watercolor	7	0	7	2	0
Yoga for Health	9	4	5	3	1
Senior Leisure Classes Total*	318	421	-103	51	34
Total Senior Activities/Programs	819	825	-6	108	76
Senior Social Services					
FIND	135	145	-10	4	6
CAP Warm Center	5	0	5	21	0
HICAP/Legal/Notary/Presentation	11	18	-7	5	4
LIHEAP Office Processing	7	0	7	5	0
Walgreen's Flu Immunizations	13	0	13	1	0
Concert Pianist Gleb Ivanov	11	0	11	1	0
Volunteers		45	-45	n/a	n/a
TOTAL SENIOR SERVICES	182	208	-26	37	10
SENIOR CENTER TOTAL	1001	1033	-32	145	86

Community Services Updates
For December 2013

Backflow devices were stolen within one week from the Bear Creek Trail, Adams Park, and Pioneer Park. Thieves steal the backflows to recycle the brass. These thefts do impact the irrigation and drinking fountain services to the park facilities. The backflow devices are owned and maintained by the Coachella Valley Water District. If anyone sees any suspicious activity around backflow devices, they are asked to contact the Police immediately.

La Quinta Community Fitness Center Counts for December 2013							
Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1							0
2	16				12	143	171
3	1				7	114	122
4	4				7	140	151
5	2				5	114	121
6	2				6	126	134
7	3				2	51	56
8							0
9	2				6	181	189
10	2				4	112	118
11					4	129	133
12	4				3	120	127
13	1				5	92	98
14					3	48	51
15							0
16	10				7	153	170
17	7				7	120	134
18	9				7	123	139
19	4				7	117	128
20	7				7	115	129
21	4				5	48	57
22							0
23	7				13	113	133
24							0
25							0
26	5				16	94	115
27	12				11	101	124
28	4				6	61	71
29							0
30	7	1			8	141	157
31							0
AVG	5.38	1	0	0	6.87	111.13	86.778
TTL	113	1	0	0	158	2556	2828

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;

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 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.