



City of La Quinta

TO: Honorable Mayor and Members of the City Council
FROM: Edie Hylton, Community Services Director
DATE: April 15, 2014
SUBJECT: COMMUNITY SERVICES DEPARTMENT REPORT FOR MARCH 2014

Upcoming events of the Community Services Department for May 2014:

Daily Activities	Social Bridge Mah Jongg Quilters
Fitness	Morning Workout Mat Pilates Arthritis Tai Chi Tai Chi Chuan Tai Chi Intermediate Yoga for Health Chair Yoga Flex Yoga
Leisure	Social Dance Fusion Let's Make Jewelry
Sports	Karate/Taekwondo *Rojas Martial Arts
Events	Spring Luncheon *Disc Golf Tournament, La Quinta Park *Free Moonlight Movies, La Quinta Park & Monticello Park

**Denotes classes/events held at other locations*

**Community Services Department
Attendance Report for March 2014
Summary Sheet**

Program	2014	2013	Variance	Sessions Per Month	
				2014	2013
Leisure Classes	97	89	8	57	46
Special Events *	0	600	-600	0	1
Sports	877	551	326	23	24
Senior Center	759	996	-237	98	94
Total	1,733	2,236	-503	178	165
Senior Services					
Senior Center	233	378	-145	18	31
Total	233	378	-145	18	31
Sports User Groups					
La Quinta Park					
AYSO	250	300	-50	20	26
La Quinta Youth & Sports	100	100	0	20	15
Friday Night Lights	50	0	50	8	0
Desert Boot Camp	50	50	0	10	10
Harlequins Rugby	80	0	80	8	0
Sports Complex					
La Quinta Youth & Sports	750	700	50	22	21
Colonel Mitchell Paige					
Friday Night Lights	400	0	400	9	0
Y Football (League Practices)	40	50	-10	8	4
Facility/Park Rentals					
Senior Center					
(Private Party)	300	100	200	2	1
(Sunday Church)	375	300	75	5	4
Museum					
Meeting Room	120	200	-80	2	4
Library					
Classroom	600	750	-150	10	15
Civic Center Campus					
(Private Party)	150	0	150	3	0
La Quinta Arts Festival	30000	30000	0	4	4
Park Rentals					
La Quinta Park	400	150	250	7	2
Fritz Burns Park	50	50	0	1	1
Fritz Burns Park - Tennis Courts	30	30	0	4	4
Total	33,745	32,780	965	143	111
Total Programs	35,711	35,394	317	339	307

Volunteer Hours

Senior Center	319	308	11
Total Volunteer Hours	319	308	11

* Egg Hunt is in April 2014 this year.

**Community Services Department
Program Report for March 2014**

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Leisure Classes					
Zumba	8	13	-5	6	6
Karate/Taekwondo 4 - 8 (Beg.)	18	15	3	9	8
Karate/Taekwondo 4 - 8 (Inter.)	11	31	-20	9	8
Karate/Taekwondo 9 & up	26	16	10	9	8
Rojas Martial Arts 4 - up	19	0	19	9	0
Rojas Martial Arts 14 - up	5	0	5	9	0
Dance, Play & Pretend	4	4	0	3	4
Beginning Ballet	6	3	3	3	4
Totals	97	82	15	57	38

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Special Events					
NONE					
Totals	0	0	0	0	0

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Sports					
Open Gym Basketball	291	158	133	8	7
Open Gym Volleyball	66	78	-12	4	4
Desert Youth Olympics	225	150	75	1	1
Nature Walk on Bear Creek Trail	34	31	3	2	2
Guided Hikes at Cove Oasis	14	12	2	1	1
Guided Hike with Phillip Ferranti	22	23	-1	1	2
Y Rookies Football	25	12	13	2	2
Youth Flag Football (League Games)	160	200	-40	2	2
Y Rookies T-Ball	40	25	15	2	3
Totals	877	689	188	23	24

Community Services Totals	974	771	203	80	62
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**Community Services Department
Monthly Revenue Report for March 2014**

Monthly Revenue - Facility Rentals	2014	2013	Variance
Library	\$ -	\$ -	\$ -
Museum	\$ 125.00	\$ 500.00	\$ (375.00)
Senior Center	\$ 2,425.00	\$ 1,125.00	\$ 1,300.00
Parks	\$ 1,405.00	\$ 115.00	\$ 1,290.00
Sports Fields	\$ 875.00	\$ 1,292.00	\$ (417.00)
Monthly Facility Revenue	\$ 4,830.00	\$ 3,032.00	\$ 1,798.00

Monthly Revenue

Senior Center	\$ 3,722.00	\$ 3,737.00	\$ (15.00)
Community Services	\$ 6,213.00	\$ 3,188.00	\$ 3,025.00
Total Revenue	\$ 9,935.00	\$ 6,925.00	\$ 3,010.00

Revenue Year to Date

Facility Revenue	\$ 30,052.50	\$ 25,194.50	\$ 4,858.00
Senior Center	\$ 32,232.50	\$ 33,768.50	\$ (1,536.00)
Community Services	\$ 55,805.00	\$ 46,147.00	\$ 9,658.00
Total Revenue to Date	\$ 118,090.00	\$ 105,110.00	\$ 12,980.00

Senior Center Program Report for March 2014

	Participation	Participation	Variance	Meetings	Meetings
	2014	2013		2014	2013
Senior Activities (Free)					
Computer Lab	14	7	7	3	5
Golden Tones	14	14	0	3	4
Monthly Birthday Party	40	48	-8	1	1
Movie Time	69	24	45	3	3
Putting Action & Wii Bowling	28	27	1	6	6
Quilters	31	40	-9	3	3
Tai Chi Chuan	74	74	0	5	6
Tai Chi Intermediate	27	0	27	3	0
Tennis	54	16	38	8	3
Ukulele Players	38	44	-6	3	4
Woodcarvers	23	42	-19	3	4
Senior Activities Total	412	336	76	41	39
Senior Leisure Classes/ Programs					
Acrylic Painting	3	0	3	3	0
Acoustic Guitar Jam	2	0	2	1	0
Beginning Bridge III	12	0	12	3	0
Bridge: Social & Party	70	70	0	6	14
Chair Yoga	9	11	-2	3	3
Documentary Discussion	11	14	-3	1	1
Exercise (Morning Workout) *	47	77	-30	9	9
Flex Yoga	8	0	8	3	0
Intermediate Bridge II	14	9	5	2	1
Let's Make Jewelry	12	7	5	3	3
Luncheon: March (Free/Paid)	76	84	-8	1	1
Mah Jongg	33	23	10	3	4
Mat Pilates	21	16	5	9	9
Sketch & Draw	5	0	5	2	0
Social Dance Fusion	4	0	4	3	0
Watercolor	7	0	7	2	0
Yoga for Health	13	6	7	3	3
Senior Leisure Classes Total	347	317	30	57	48
Total Senior Activities/Programs	759	653	106	98	87
Senior Social Services (Free)					
AARP Safe Driver	29	0	29	1	0
AARP Tax Assistance	73	83	-10	4	8
FIND	74	189	-115	3	7
HICAP Spanish	2	0	2	1	0
HICAP/Legal	10	9	1	3	3
Lobby Resource Information	8	10	-2	2	3
LIHEAP Office Processing	4	0	4	4	0
Volunteers	33	40	-7	n/a	n/a
TOTAL SENIOR SERVICES	233	331	-98	18	21
SENIOR CENTER TOTAL	992	984	8	116	108

* Fewer participation drop-ins during the month of March.

Community Services Updates
March 2014

There has been an increase in graffiti and vandalism of the public restrooms located at La Quinta Park, Fritz Burns Park, and the Library. An incident occurred on March 12, when vandals set a fire in the outside Library restroom. The Library was evacuated until the Fire Department extinguished the fire. Witnesses are cooperating with the Police Departments investigation. The outside Library restrooms, that serve the Civic Center Campus, will remain closed until the repairs are completed.

La Quinta Community Fitness Center Counts for March 2014

Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1	4				9	72	85
2							0
3	5				6	184	195
4	8				3	192	203
5	5				5	188	198
6	1	2			8	150	161
7	5				8	162	175
8	2				2	55	59
9							0
10	5				14	206	225
11	3				9	160	172
12	10				7	192	209
13	5				8	166	179
14	10				9	150	169
15						60	60
16							0
17	7	1			12	216	236
18	11				4	149	164
19	8	1			4	175	188
20	2	1			6	163	172
21	3				4	176	183
22	5				5	39	49
23							0
24	5				7	205	217
25	6				6	160	172
26	2				13	170	185
27	3				11	134	148
28	4				2	156	162
29	4				5	54	63
30							0
31	9				6	190	205
AVG	5.28	1.25	0	0	6.92	150.92	132.37
TTL	132	5	0	0	173	3924	4234

The Gems symbolize the Wellness System Fees

Ruby Level = \$50 (Self-Directed Program; One Year-Key Use)

Sapphire Level = \$175 (All Ruby Level Benefits; Pre-Fitness Assessment Test; Custom

Diamond Level = \$295 (All Ruby and Sapphire Level Benefits; Three Additional Personal

- Members Sold is the number of memberships sold that day.
- Walk-ins are people without membership cards that are paying a daily \$5 fee.
- Daily counts are the number 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.