



City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Community Services Director

DATE: July 15, 2014

SUBJECT: COMMUNITY SERVICES DEPARTMENT REPORT FOR JUNE 2014

Upcoming events of the Community Services Department for August 2014:

- Daily Activities** Social Bridge at Museum
Mah Jongg at Museum
- Fitness** Morning Workout at Library
Mat Pilates at Library
Tai Chi Chuan at Library
Zumba at Boys & Girls Club Community Room
- Leisure** Let's Make Jewelry at LQ Museum
- Sports** Rojas Taekwondo at Adams Elementary
Rojas Martial Arts at Adams Elementary
- Events** Boys & Girls Club Back to School Luncheon at Senior Center
Summer Golf Tour at Indian Springs Golf Club
Summer Golf Tour at Westin Mission Hills, Gary Player Course
Summer Golf Tour at Indian Wells Country Club, Cove Course
Summer Golf Tour at Desert Willow, Fire Cliff Course
End of Golf Tour Banquet at Desert Willow Golf Course

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

| Program | 2014 | 2013 | Variance | Sessions Per Month | |
|--|--------------|--------------|-------------|--------------------|------------|
| | | | | 2014 | 2013 |
| Leisure Classes | 101 | 76 | 25 | 44 | 24 |
| Special Events *1 | 0 | 222 | -222 | 0 | 3 |
| Sports | 485 | 423 | 62 | 21 | 21 |
| Senior Center | 259 | 263 | -4 | 74 | 47 |
| Total | 845 | 984 | -139 | 139 | 95 |
| Senior Activies/Services (FREE) | | | | | |
| Senior Center | 363 | 337 | 26 | 44 | 41 |
| Total | 363 | 337 | 26 | 44 | 41 |
| Sports User Groups | | | | | |
| La Quinta Park | | | | | |
| AYSO | 100 | 100 | 0 | 6 | 16 |
| Friday Night Lights | 50 | 0 | 50 | 1 | 0 |
| Desert Boot Camp | 50 | 50 | 0 | 9 | 9 |
| Sports Complex | | | | | |
| La Quinta Youth & Sports | 200 | 300 | -100 | 22 | 20 |
| Colonel Mitchell Paige | | | | | |
| Friday Night Lights | 200 | 0 | 200 | 5 | 0 |
| Facility/Park Rentals | | | | | |
| Senior Center | | | | | |
| (Private Party) | 0 | 0 | 0 | 0 | 0 |
| Museum | | | | | |
| Meeting Room | 100 | 50 | 50 | 2 | 1 |
| Library | | | | | |
| (Sunday Church) | 375 | 375 | 0 | 5 | 5 |
| Classroom | 450 | 500 | -50 | 9 | 10 |
| Civic Center Campus | | | | | |
| (Private Party) | 0 | 0 | 0 | 0 | 0 |
| Park Rentals | | | | | |
| La Quinta Park | 150 | 50 | 100 | 3 | 1 |
| Fritz Burns Park | 50 | 0 | 50 | 1 | 0 |
| Total | 1,725 | 1,425 | 300 | 63 | 62 |
| Total Programs | 2,933 | 2,746 | 187 | 246 | 198 |

Volunteer Hours

| | | | |
|------------------------------|------------|------------|-----------|
| Senior Center | 245 | 181 | 64 |
| Total Volunteer Hours | 245 | 181 | 64 |

*1 In 2013, Movies In The Park and Getty Villa excursion were offered.

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

| | 2014 | 2013 | | 2014 | 2013 |
|---------------------------|--------------|--------------|-----------|-----------|-----------|
| | Participants | Participants | Variance | Meetings | Meetings |
| Leisure Classes | | | | | |
| Taekwondo 4 - 8 (Beg.) | 22 | 16 | 6 | 9 | 8 |
| Taekwondo 4 - 8 (Inter.) | 19 | 44 | -25 | 9 | 8 |
| Taekwondo 9 & up | 23 | 16 | 7 | 9 | 8 |
| Taekwondo Drop-ins | 9 | 0 | 9 | 4 | 0 |
| Rojas Martial Arts 4 - up | 22 | 0 | 22 | 9 | 0 |
| Dance, Play & Pretend | 6 | 0 | 6 | 4 | 0 |
| Totals | 101 | 76 | 25 | 44 | 24 |

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

| | 2014 | 2013 | | 2014 | 2013 |
|---------------------------|--------------|--------------|-----------|-----------|-----------|
| | Participants | Participants | Variance | Meetings | Meetings |
| Sports | | | | | |
| Open Gym Basketball | 173 | 183 | -10 | 8 | 12 |
| Open Gym Volleyball | 173 | 60 | 113 | 9 | 4 |
| Golf Tour, Terra Lago | 42 | 32 | 10 | 1 | 1 |
| Golf Tour, Indian Canyons | 34 | 41 | -7 | 1 | 1 |
| Golf Tour, Tahquitz Creek | 28 | 38 | -10 | 1 | 1 |
| Golf Tour, Heritage Palms | 35 | 32 | 3 | 1 | 1 |
| Totals | 485 | 386 | 99 | 21 | 20 |

| | | | | | |
|----------------------------------|------------|------------|------------|-----------|-----------|
| Community Services Totals | 586 | 462 | 124 | 65 | 44 |
|----------------------------------|------------|------------|------------|-----------|-----------|

| | Participation | Participation | Variance | Meetings | Meetings |
|---|---------------|---------------|-----------|------------|-----------|
| | 2014 | 2013 | | 2014 | 2013 |
| Senior Activities/Social Services (Free) | | | | | |
| Senior Activities | 216 | 129 | 87 | 30 | 24 |
| Senior Social Services | 147 | 208 | -61 | 14 | 17 |
| Senior Activities/Services Total | 363 | 337 | 26 | 44 | 41 |
| Volunteers | | | | | |
| Senior Center | 24 | 29 | -5 | n/a | n/a |
| Hours | 227 | 190 | 37 | n/a | n/a |
| Senior Classes/ Programs | | | | | |
| Fitness | | | | | |
| Chair Yoga/Yoga for Health | 5 | 3 | 2 | 8 | 4 |
| Exercise (Morning Workout) | 16 | 27 | -11 | 13 | 11 |
| Flex Yoga | 8 | 0 | 8 | 3 | 0 |
| Mat Pilates | 8 | 11 | -3 | 13 | 11 |
| Drop-in Participation* | 32 | 0 | 32 | 19 | 0 |
| Leisure | | | | | |
| Let's Make Jewelry | 22 | 10 | 12 | 4 | 4 |
| Social Dance Fusion | 13 | 5 | 8 | 4 | 4 |
| May Luncheon | 70 | 74 | -4 | 1 | 1 |
| Open Game Play | | | | | |
| Bridge: Social & Party | 46 | 90 | -44 | 5 | 8 |
| Mah Jongg | 39 | 43 | -4 | 4 | 4 |
| Senior Classes/Programs Total | 259 | 263 | -4 | 74 | 47 |
| SENIOR CENTER TOTAL | | | | | |
| | 622 | 600 | 22 | 118 | 88 |

*Drop-ins are accepted for all classes listed under Fitness.

A decrease in the some activity participation due to construction.

**Community Services Department
Monthly Revenue Report for June 2014**

| Monthly Revenue - Facility Rentals | 2014 | 2013 | Variance |
|---|--------------------|--------------------|--------------------|
| Library | \$ 1,312.50 | \$ - | \$ 1,312.50 |
| Museum | \$ 100.00 | \$ 225.00 | \$ (125.00) |
| Senior Center | \$ - | \$ 1,125.00 | \$ (1,125.00) |
| Parks | \$ 245.00 | \$ 65.00 | \$ 180.00 |
| Sports Fields | \$ 790.00 | \$ 1,170.00 | \$ (380.00) |
| Monthly Facility Revenue | \$ 2,447.50 | \$ 2,585.00 | \$ (137.50) |

| Monthly Revenue | | | |
|------------------------|---------------------|--------------------|--------------------|
| Senior Center | \$ 2,025.00 | \$ 1,809.50 | \$ 215.50 |
| Community Services | \$ 16,806.50 | \$ 7,088.00 | \$ 9,718.50 |
| Total Revenue | \$ 18,831.50 | \$ 8,897.50 | \$ 9,934.00 |

| Revenue Year to Date | | | |
|------------------------------|----------------------|----------------------|---------------------|
| Facility Revenue | \$ 38,208.50 | \$ 36,173.50 | \$ 2,035.00 |
| Senior Center | \$ 38,027.50 | \$ 41,463.50 | \$ (3,436.00) |
| Community Services | \$ 84,776.50 | \$ 65,617.00 | \$ 19,159.50 |
| Total Revenue to Date | \$ 161,012.50 | \$ 143,254.00 | \$ 17,758.50 |

Community Services Updates
June 2014

The sports fields at La Quinta Park, the Sports Complex, and Colonel Paige are scheduled for their annual field renovation. Each summer, the fields are closed to re-establish the Bermuda grass and to get the turf as healthy as possible in preparation for the busy fall and winter months when the grass is dormant. The fields are scheduled to be aerated and top-dressed during the second week of July. Top dressing is a practice used by golf courses to smooth the playing surface by applying a layer of sand. Additionally, the new sand modifies the existing soil structure to allow more air and nutrients to enter the root zone. There will be multiple applications of fertilizer to stimulate active turf growth into thin and worn-out areas of the fields. Sod will be used in early September for any bare areas that remain in the fields.

La Quinta Community Fitness Center Counts for June 2014

| Day | Memberships Sold | Rubys Sold | Sapphires Sold | Diamonds Sold | Walk-ins Sold | Daily Counts | Daily Totals |
|------------|------------------|------------|----------------|---------------|---------------|---------------|---------------|
| 1 | | | | | | | 0 |
| 2 | 8 | | | | 1 | 189 | 198 |
| 3 | 5 | | | | 1 | 157 | 163 |
| 4 | 6 | | | | 4 | 120 | 130 |
| 5 | 4 | | | | | 150 | 154 |
| 6 | 8 | | | | 6 | 91 | 105 |
| 7 | | | | | | 49 | 49 |
| 8 | | | | | | | 0 |
| 9 | 10 | 1 | | | 5 | 98 | 114 |
| 10 | 5 | | | | | 154 | 159 |
| 11 | 7 | | | | 1 | 149 | 157 |
| 12 | 6 | 1 | | | 1 | 84 | 92 |
| 13 | 6 | | | | 3 | 133 | 142 |
| 14 | 1 | | | | 2 | 61 | 64 |
| 15 | | | | | | | 0 |
| 16 | 10 | 1 | | | 2 | 123 | 136 |
| 17 | 4 | | | | | 171 | 175 |
| 18 | 6 | | | | 3 | 166 | 175 |
| 19 | 5 | | | | 2 | 145 | 152 |
| 20 | 8 | 1 | | | 8 | 147 | 164 |
| 21 | 1 | | | | | 66 | 67 |
| 22 | | | | | | | 0 |
| 23 | 13 | | | | 3 | 194 | 210 |
| 24 | 7 | | | | 4 | 166 | 177 |
| 25 | 8 | | | | | 162 | 170 |
| 26 | 5 | | | | 1 | 151 | 157 |
| 27 | 6 | | | | 2 | 135 | 143 |
| 28 | 1 | | | | | 44 | 45 |
| 29 | | | | | | | 0 |
| 30 | 13 | | | | 2 | 232 | 247 |
| 31 | | | | | | | 0 |
| AVG | 6.38 | 1 | 0 | 0 | 2.83 | 133.48 | 110.78 |
| TTL | 153 | 4 | 0 | 0 | 51 | 3337 | 3545 |

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 Designed Program by Personal Training Staff; Post-Fitness Assessment Test)

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

- 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.