



# City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Community Services Director

DATE: May 20, 2014

SUBJECT: COMMUNITY SERVICES DEPARTMENT REPORT FOR APRIL 2014

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Upcoming events of the Community Services Department for June 2014:

<b>Daily Activities</b>	Social Bridge Mah Jongg Quilters
<b>Fitness</b>	Morning Workout Mat Pilates Arthritis Tai Chi Tai Chi Chuan Tai Chi Intermediate Yoga for Health Chair Yoga Flex Yoga
<b>Leisure</b>	Social Dance Fusion Let's Make Jewelry Charleston Dancing Zumba *Dance, Play and Pretend, La Quinta High School *Beginning Ballet, La Quinta High School *Acoustic Guitar Jam, Community Room
<b>Sports</b>	Karate/Taekwondo *Rojas Martial Arts
<b>Events</b>	Summer Luncheon *Summer Golf Tour – Golf Club at Terra Lago, South Course *Summer Golf Tour – Indian Canyons, South Course *Summer Golf Tour – Tahquitz Creek, Resort Course *Summer Golf Tour – Heritage Palms Golf Club

*\*Denotes classes/events held at other locations*



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

Program	2014	2013	Variance	Sessions Per Month	
				2014	2013
Leisure Classes	108	96	12	57	39
Special Events	1870	1800	70	3	1
Sports	535	301	234	25	24
Senior Center	342	517	-175	78	63
<b>Total</b>	<b>2,855</b>	<b>2,714</b>	<b>141</b>	<b>163</b>	<b>127</b>
<b>Senior Activies/Services (FREE)</b>					
Senior Center	498	528	-30	51	41
<b>Total</b>	<b>498</b>	<b>528</b>	<b>-30</b>	<b>51</b>	<b>41</b>
<b>Sports User Groups</b>					
<b>La Quinta Park</b>					
AYSO	250	200	50	18	23
La Quinta Youth & Sports	100	100	0	18	18
Friday Night Lights	50	0	50	9	0
Desert Boot Camp	50	50	0	10	10
Harlequins Rugby	80	0	80	9	0
<b>Sports Complex</b>					
La Quinta Youth & Sports	750	700	50	22	24
<b>Colonel Mitchell Paige</b>					
Friday Night Lights	400	0	400	21	0
<b>Facility/Park Rentals</b>					
<b>Senior Center</b>					
(Private Party)	100	250	-150	1	2
<b>Museum</b>					
Meeting Room	100	250	-150	2	5
<b>Library</b>					
(Sunday Church)	300	300	0	4	4
Classroom	300	650	-350	6	13
<b>Civic Center Campus</b>					
(Private Party)	400	550	-150	1	2
<b>Park Rentals</b>					
La Quinta Park	200	200	0	4	4
Fritz Burns Park	150	100	50	3	2
<b>Total</b>	<b>3,230</b>	<b>3,350</b>	<b>-120</b>	<b>128</b>	<b>107</b>
<b>Total Programs</b>	<b>6,583</b>	<b>6,592</b>	<b>-9</b>	<b>342</b>	<b>275</b>

**Volunteer Hours**

Senior Center	159	227	-68
<b>Total Volunteer Hours</b>	<b>159</b>	<b>227</b>	<b>-68</b>

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

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
<b>Leisure Classes</b>					
Karate/Taekwondo 4 - 8 (Beg.)	24	21	3	9	9
Karate/Taekwondo 4 - 8 (Inter.)	16	39	-23	9	9
Karate/Taekwondo 9 & up	29	18	11	9	9
Rojas Martial Arts 4 - up	23	0	23	9	0
Rojas Martial Arts 14 - up	3	0	3	9	0
Dance, Play & Pretend	5	4	1	8	3
Beginning Ballet	8	0	8	4	0
<b>Totals</b>	<b>108</b>	<b>82</b>	<b>26</b>	<b>57</b>	<b>30</b>

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
<b>Special Events</b>					
Moonlight Movies	70	0	70	1	0
Easter Egg Hunt	800	600	200	1	1
City Picnic *	1000	1800	-800	1	1
<b>Totals</b>	<b>1870</b>	<b>2400</b>	<b>-530</b>	<b>3</b>	<b>2</b>

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
<b>Sports</b>					
Open Gym Basketball	312	197	115	10	14
Open Gym Volleyball	114	54	60	6	4
Disc Golf Tournament @ First Tee	30	0	30	1	0
Nature Walk on Bear Creek Trail	11	14	-3	1	1
Guided Hikes at Cove Oasis	8	11	-3	2	1
Guided Hike with Phillip Ferranti	20	0	20	1	0
Y Rookies T-Ball	40	25	15	4	4
<b>Totals</b>	<b>535</b>	<b>301</b>	<b>234</b>	<b>25</b>	<b>24</b>

<b>Community Services Totals</b>	<b>2,513</b>	<b>2,783</b>	<b>-270</b>	<b>85</b>	<b>56</b>
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\*Lower attendance in 2014 due to inclement weather - event was moved indoors.

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

<b>Monthly Revenue - Facility Rentals</b>	<b>2014</b>	<b>2013</b>	<b>Variance</b>
Library	\$ 1,050.00	\$ -	\$ 1,050.00
Museum	\$ 250.00	\$ 962.50	\$ (712.50)
Senior Center	\$ 250.00	\$ 1,125.00	\$ (875.00)
Parks	\$ 960.00	\$ 1,325.00	\$ (365.00)
Sports Fields	\$ 712.50	\$ 699.00	\$ 13.50
<b>Monthly Facility Revenue</b>	<b>\$ 3,222.50</b>	<b>\$ 4,111.50</b>	<b>\$ (889.00)</b>

**Monthly Revenue**

Senior Center *	\$ 2,133.00	\$ 3,319.00	\$ (1,186.00)
Community Services	\$ 4,757.00	\$ 3,888.00	\$ 869.00
<b>Total Revenue</b>	<b>\$ 6,890.00</b>	<b>\$ 7,207.00</b>	<b>\$ (317.00)</b>

**Revenue Year to Date**

Facility Revenue	\$ 33,275.00	\$ 29,306.00	\$ 3,969.00
Senior Center	\$ 34,365.50	\$ 37,087.50	\$ (2,722.00)
Community Services	\$ 60,562.00	\$ 50,035.00	\$ 10,527.00
<b>Total Revenue to Date</b>	<b>\$ 128,202.50</b>	<b>\$ 116,428.50</b>	<b>\$ 11,774.00</b>

*\*Revenue decrease due to construction; limited amount of classes in session on west end of facility.*

## Senior Center Program Report for April 2014

	Participation	Participation	Variance	Meetings	Meetings
	2014	2013		2014	2013
<b>Senior Activities/Social Services (Free)</b>					
Senior Activities	387	309	78	43	30
Senior Social Services	111	219	-108	8	11
<b>Senior Activities/Services Total</b>	<b>498</b>	<b>528</b>	<b>-30</b>	<b>51</b>	<b>41</b>
<b>Volunteers</b>					
Senior Center	20	37	-17	n/a	n/a
Hours	159	227	-68	n/a	n/a
<b>Senior Classes/ Programs</b>					
<b>Fitness</b>					
Chair Yoga	4	12	-8	4	4
Exercise (Morning Workout)	30	30	0	13	13
Flex Yoga	5	0	5	3	0
Mat Pilates	11	15	-4	13	13
Yoga for Health	4	10	-6	4	4
Drop-in Participation*	40	0	40	24	0
<b>Leisure</b>					
Let's Make Jewelry	8	19	-11	3	5
Social Dance Fusion					
Volunteer Recognition Luncheon	44	61	-17	1	1
<b>Open Game Play</b>					
Bridge: Social & Party	141	323	-182	8	18
Mah Jongg	55	47	8	5	5
<b>Senior Classes/Programs Total</b>	<b>342</b>	<b>517</b>	<b>-175</b>	<b>78</b>	<b>63</b>
<b>SENIOR CENTER TOTAL</b>	<b>840</b>	<b>1045</b>	<b>-205</b>	<b>129</b>	<b>104</b>

\*We accept drop-ins for all classes listed under Fitness.

A decrease in the total participation number due to a reduction in classes/programs offered due to construction.

Community Services Updates  
April 2014

The mature vegetation around the perimeter of Velasco Park was removed to provide better visibility into the Park. This practice is called Crime Prevention Through Environmental Design, or CPTED. The idea is to remove elements in landscaping to minimize the opportunity for crime. With the addition of security lighting and the removal of large vegetation, park users are able to enjoy the open park environment. The La Quinta Police Department has worked with City staff to apply the principles of CPTED in other City parks including the Fred Wolff Nature Preserve and the Bear Creek Trail.

For safety and Americans with Disabilities Act (ADA) compliance, a contractor was hired to grind potential trip hazards in the concrete walkways at the Sports Complex and the Civic Center Campus. Trip hazards such as these occur over time as the subsurface settles or tree roots push-up on the concrete panels. The Public Works Department also uses grinders for the concrete sidewalks throughout the City.

The interactive water feature at La Quinta Park is being resurfaced. Staff collected proposals from contractors and have started installing the new rubber safety surface. Staff is expecting to have the water feature open for public use by early May 2014.

## La Quinta Community Fitness Center Counts for April 2014

Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1	7					160	167
2	3					205	208
3	9					154	163
4	3					157	160
5						63	63
6							0
7	16					203	219
8	4				5	161	170
9	3				6	194	203
10	5				4	136	145
11	2				7	169	178
12						68	68
13							0
14	8				8	180	196
15	3				6	175	184
16	12					187	199
17	5				3	106	114
18	4	2			5	126	137
19	4				1	38	43
20							0
21	8				2	148	158
22	8				5	157	170
23	4				1	188	193
24	7					143	150
25	1				6	130	137
26	3				3	56	62
27							0
28	4					168	172
29	3				4	85	92
30						1	1
31							0
AVG	5.48	2	0	0	4.40	136.85	138.96
TTL	126	2	0	0	66	3558	3752

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.