



# City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Deputy City Manager

DATE: September 16, 2014

SUBJECT: COMMUNITY SERVICES REPORT - JULY 2014

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Upcoming events of the Community Services Department for September 2014:

**Daily Activities** Social Bridge at LQ Museum  
Mah Jongg at LQ Museum

**Fitness** Morning Workout at LQ Library  
Mat Pilates at LQ Library  
Tai Chi Chuan at LQ Library

**Leisure** Let's Make Jewelry at LQ Museum  
Dance, Play & Pretend at La Quinta High School & Community Room  
Beginning Ballet at La Quinta High School

**Sports** Rojas Taekwondo at Adams Elementary  
Rojas Martial Arts at La Quinta High School



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

Program	2014	2013	Variance	Sessions Per Month	
				2014	2013
Leisure Classes	66	58	8	35	30
Special Events	170	200	-30	2	2
Sports	584	424	160	23	17
Senior Center	261	246	15	60	43
<b>Total</b>	<b>1,081</b>	<b>928</b>	<b>153</b>	<b>120</b>	<b>92</b>
<b>Senior Activies/Services (FREE)</b>					
Senior Center	305	329	-24	57	68
<b>Total</b>	<b>305</b>	<b>329</b>	<b>-24</b>	<b>57</b>	<b>68</b>
<b>Sports User Groups</b>					
<b>La Quinta Park</b>					
AYSO	NO LA QUINTA PARK				
Friday Night Lights	FIELD USAGE DUE TO SUMMER				
Desert Boot Camp	FIELD REHABILITATION				
<b>Sports Complex</b>					
La Quinta Youth & Sports	150	200	-50	23	21
<b>Colonel Mitchell Paige</b>					
Desert Heat Futbol	0	30	-30	0	1
<b>Facility/Park Rentals</b>					
<b>Senior Center</b>					
(Private Party)	0	400	-400	0	2
<b>Museum</b>					
Meeting Room	0	0	0	0	0
<b>Library</b>					
(Sunday Church)	300	300	0	4	4
Classroom	750	600	150	15	12
<b>Boys &amp; Girls Club Gym</b>					
(Sunday Church)	100	0	100	1	0
<b>Civic Center Campus</b>					
(Private Party)	0	50	-50	0	1
<b>Park Rentals</b>					
La Quinta Park	50	50	0	1	1
Fritz Burns Park	0	0	0	0	0
<b>Total</b>	<b>1,350</b>	<b>1,630</b>	<b>-280</b>	<b>44</b>	<b>42</b>
<b>Total Programs</b>	<b>2,736</b>	<b>2,887</b>	<b>-151</b>	<b>221</b>	<b>202</b>
<b>Volunteer Hours</b>					
Senior Center	257	196	61		
<b>Total Volunteer Hours</b>	<b>257</b>	<b>196</b>	<b>61</b>		

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

	<b>2014</b>	<b>2013</b>		<b>2014</b>	<b>2013</b>
	<b>Participants</b>	<b>Participants</b>	<b>Variance</b>	<b>Meetings</b>	<b>Meetings</b>
<b>Leisure Classes</b>					
Taekwondo 4 - 8 (Beg.)	15	12	3	8	10
Taekwondo 4 - 8 (Inter.)	20	33	-13	8	10
Taekwondo 9 & up	19	13	6	8	10
Taekwondo Drop-ins	3	0	3	3	0
Rojas Martial Arts 4 - up	9	0	9	8	0
<b>Totals</b>	<b>66</b>	<b>58</b>	<b>8</b>	<b>35</b>	<b>30</b>
	<b>2014</b>	<b>2013</b>		<b>2014</b>	<b>2013</b>
	<b>Participants</b>	<b>Participants</b>	<b>Variance</b>	<b>Meetings</b>	<b>Meetings</b>
<b>Special Events</b>					
Moonlight Movies At The Pool	170	200	-30	2	2
<b>Totals</b>	<b>170</b>	<b>200</b>	<b>-30</b>	<b>2</b>	<b>2</b>
	<b>2014</b>	<b>2013</b>		<b>2014</b>	<b>2013</b>
	<b>Participants</b>	<b>Participants</b>	<b>Variance</b>	<b>Meetings</b>	<b>Meetings</b>
<b>Sports</b>					
Open Gym Basketball	267	222	45	10	10
Open Gym Volleyball	178	49	129	9	3
Golf Tour, I.W. Golf Resort	35	43	-8	1	1
Golf Tour, Shadow Ridge	33	34	-1	1	1
Golf Tour, Desert Falls	38	39	-1	1	1
Golf Tour, Classic Club	33	37	-4	1	1
<b>Totals</b>	<b>584</b>	<b>424</b>	<b>160</b>	<b>23</b>	<b>17</b>
<b>Community Services Totals</b>	<b>820</b>	<b>682</b>	<b>138</b>	<b>60</b>	<b>49</b>

**Senior Center Program Report for July 2014**

	<b>Participation</b>	<b>Participation</b>	<b>Variance</b>	<b>Meetings</b>	<b>Meetings</b>
	<b>2014</b>	<b>2013</b>		<b>2014</b>	<b>2013</b>
<b>Senior Activities/Social Services (Free)</b>					
Senior Activities	89	122	-33	36	40
Senior Social Services	120	207	-87	21	28
<b>Senior Activities/Services Total</b>	<b>209</b>	<b>329</b>	<b>-120</b>	<b>57</b>	<b>68</b>
<b>Volunteers</b>					
Senior Center	24	31	-7	n/a	n/a
Hours	257	196	61	n/a	n/a
<b>Senior Classes/ Programs</b>					
<b>Fitness</b>					
Exercise (Morning Workout)	22	24	-2	12	11
Flex Yoga	34	0	34	4	0
Mat Pilates	6	17	-11	12	11
Drop-in Participation*	20	0	20	14	0
<b>Leisure</b>					
Let's Make Jewelry	13	29	-16	3	5
Social Dance Fusion	10	5	5	5	5
May Luncheon	66	72	-6	1	1
<b>Open Game Play</b>					
Bridge: Social & Party	55	54	1	4	5
Mah Jongg	35	45	-10	5	5
<b>Senior Classes/Programs Total</b>	<b>261</b>	<b>246</b>	<b>15</b>	<b>60</b>	<b>43</b>
<b>SENIOR CENTER TOTAL</b>	<b>470</b>	<b>575</b>	<b>-105</b>	<b>117</b>	<b>111</b>

\*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 July 2014**

<b>Monthly Revenue - Facility Rentals</b>	<b>2014</b>	<b>2013</b>	<b>Variance</b>
Library	\$ 1,181.00	\$ -	\$ 1,181.00
Museum	\$ -	\$ -	\$ -
Senior Center *	\$ -	\$ 3,550.00	\$ (3,550.00)
Parks	\$ 90.00	\$ 415.00	\$ (325.00)
Sports Fields	\$ 200.00	\$ 110.00	\$ 90.00
<b>Monthly Facility Revenue</b>	<b>\$ 1,471.00</b>	<b>\$ 4,075.00</b>	<b>\$ (2,604.00)</b>
<b>Monthly Revenue</b>			
Senior Center	\$ 1,544.00	\$ 1,782.50	\$ (238.50)
Community Services	\$ 3,363.00	\$ 3,868.00	\$ (505.00)
<b>Total Revenue</b>	<b>\$ 4,907.00</b>	<b>\$ 5,650.50</b>	<b>\$ (743.50)</b>
<b>Revenue Year to Date</b>			
Facility Revenue	\$ 1,471.00	\$ 4,075.00	\$ (2,604.00)
Senior Center	\$ 1,544.00	\$ 1,782.50	\$ (238.50)
Community Services	\$ 3,363.00	\$ 3,868.00	\$ (505.00)
<b>Total Revenue to Date</b>	<b>\$ 6,378.00</b>	<b>\$ 9,725.50</b>	<b>\$ (3,347.50)</b>
<i>*Revenue decrease in 2014 due to construction; 2 private rentals in 2013 and church group temporarily relocated to Library.</i>			

Community Services Updates  
July 2014

The sports fields at La Quinta Park, the Sports Complex, and Colonel Mitchell Paige Middle School were aerated this month. Each summer, the fields are closed to re-establish the Bermuda grass in preparation for the busy fall and winter months when the grass is dormant. The fields at La Quinta Park were also top-dressed. 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 at each facility 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.

A new drinking fountain was installed on the Bear Creek Trail at the Chillon rest stop. Three more drinking fountains are scheduled to be installed at the remaining rest stops. The new fountains have a lower bowl for dogs to use.

Staff is aware of the recent water restrictions mandated by the State of California and will be working closely with the Coachella Valley Water District to ensure City parks are running as efficiently as possible to conserve water. In recent years, the City has reduced turf areas throughout the parks with the support of the water district. This fiscal year, additional turf reductions will be presented to City Council for approval. These reductions will only be for areas where the turf is not necessary for sports, recreation, or general park enjoyment. The parks landscape contractor is recognized by the State of California as a Certified Landscape Irrigation Auditor and is an EPA WaterSense Partner and all parks are controlled by Rainbirds' best central computer control system. Each park irrigation system is inspected regularly for systems functioning. In recent weeks, the irrigation system at La Quinta Park was vandalized, which caused turf stress (browning) throughout the park. The turf is currently being watered in daytime hours for loss prevention; however, once the grass is healthy, the irrigation schedule will return to evening watering only.

**La Quinta Community Fitness Center Counts for July 2014**

Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1	10					183	193
2	3				1	183	187
3	12	1				152	165
4							0
5	3				2	64	69
6							0
7	8				4	207	219
8	7	1			1	148	157
9	5				3	161	169
10	4				3	151	158
11	6					148	154
12	2					58	60
13							0
14	11				3	169	183
15	7				4	181	192
16	4	2			3	165	174
17	3				1	137	141
18	4				2	153	159
19	3				1	54	58
20							0
21	9				3	210	222
22	8				2	152	162
23	8				5	174	187
24	8				1	162	171
25	3				4	163	170
26	2				4	56	62
27							0
28	4				7	206	217
29	10	1			10	170	191
30	6				6	165	177
31	3	1			8	144	156
AVG	5.88	1.2	0	0	3.55	150.62	153.815
TTL	153	6	0	0	78	3916	4153

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



# City of La Quinta

TO: Honorable Mayor and Members of the City Council  
FROM: Edie Hylton, Community Services Director  
DATE: September 16, 2014  
SUBJECT: COMMUNITY SERVICES REPORT - AUGUST 2014

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Upcoming events of the Community Services Department for October 2014:

**Daily Activities** Social Bridge, LQ Museum  
Mah Jongg, LQ Museum  
Advance Ukulele, LQ Museum

**Fitness** Morning Workout, LQ Library  
Mat Pilates, LQ Library  
Tai Chi Chuan, LQ Library  
Flex Yoga, LQ Museum  
Chair Yoga, LQ Museum  
Yoga for Health, LQ Museum  
Hikes with Philip Ferranti, Garner Valley  
Zumba, Colonel Mitchell Paige  
Women's Kickboxing, B& G Multipurpose

**Leisure** Beginning Bridge, LQ Museum  
Dog Training, Amphitheater Civic Center Campus  
Canine Massage, Amphitheater Civic Center Campus  
Dance, Play & Pretend, La Quinta High School & Community Room  
Beginning Ballet, La Quinta High School

**Sports** Rojas Taekwondo, Adams Elementary  
Rojas Martial Arts, La Quinta High School  
Disc Golf, Cove Oasis Trailhead  
Zombie *Out* Run, La Quinta Park  
Dog-o-Ween, Pioneer Park



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

Program	2014	2013	Variance	Sessions Per Month	
				2014	2013
Leisure Classes	69	54	15	37	24
Special Events	315	227	88	3	4
Sports	423	353	70	20	21
Senior Center	187	226	-39	37	34
<b>Total</b>	<b>994</b>	<b>860</b>	<b>134</b>	<b>97</b>	<b>83</b>
<b>Senior Activies/Services (FREE)</b>					
Senior Center	176	238	-62	21	19
<b>Total</b>	<b>176</b>	<b>238</b>	<b>-62</b>	<b>21</b>	<b>19</b>
<b>Sports User Groups</b>					
<b>La Quinta Park</b>					
AYSO	150	0	150	5	0
<b>Sports Complex</b>					
La Quinta Youth & Sports	0	100	-100	0	1
<b>Colonel Mitchell Paige</b>					
Friday Night Lights	0	0	0	0	0
<b>Facility/Park Rentals</b>					
<b>Senior Center</b>					
(Private Party)	0	0	0	0	0
<b>Museum</b>					
Meeting Room	50	0	50	1	0
<b>Library</b>					
(Sunday Church)	375	300	75	5	4
Classroom	300	400	-100	6	8
<b>Boys &amp; Girls Club Gym</b>					
(Sunday Church)	100	0	100	1	0
<b>Civic Center Campus</b>					
(Private Party)	100	0	100	2	0
<b>Park Rentals</b>					
La Quinta Park	100	100	0	2	2
Fritz Burns Park	0	0	0	0	0
<b>Total</b>	<b>1,175</b>	<b>900</b>	<b>275</b>	<b>22</b>	<b>15</b>
<b>Total Programs</b>	<b>2,345</b>	<b>1,998</b>	<b>347</b>	<b>140</b>	<b>117</b>
<b>Volunteer Hours</b>					
Senior Center	129	278	-149		
<b>Total Volunteer Hours</b>	<b>129</b>	<b>278</b>	<b>-149</b>		



**Senior Center Program Report for August 2014**

	<b>Participation</b>	<b>Participation</b>	<b>Variance</b>	<b>Meetings</b>	<b>Meetings</b>
	<b>2014</b>	<b>2013</b>		<b>2014</b>	<b>2013</b>
<b>Senior Activities/Social Services (Free)</b>					
Senior Activities	74	119	-45	14	15
Senior Social Services	102	119	-17	7	4
<b>Senior Activities/Services Total</b>	<b>176</b>	<b>238</b>	<b>-62</b>	<b>21</b>	<b>19</b>
<b>Volunteers</b>					
Senior Center	19	26	-7	n/a	n/a
Hours	129	278	-149	n/a	n/a
<b>Senior Classes/ Programs</b>					
<b>Fitness</b>					
Exercise (Morning Workout)	24	28	-4	13	11
Mat Pilates	8	15	-7	13	11
<b>Leisure</b>					
Let's Make Jewelry	8	9	-1	2	3
B&G Back to School Luncheon	72	100	-28	1	1
<b>Open Game Play</b>					
Bridge: Social & Party	47	40	7	4	4
Mah Jongg	28	34	-6	4	4
<b>Senior Classes/Programs Total</b>	<b>187</b>	<b>226</b>	<b>-39</b>	<b>37</b>	<b>34</b>
<b>SENIOR CENTER TOTAL</b>	<b>363</b>	<b>464</b>	<b>-101</b>	<b>58</b>	<b>53</b>

A decrease in the activity participation due to construction.

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

<b>Monthly Revenue - Facility Rentals</b>	<b>2014</b>	<b>2013</b>	<b>Variance</b>
Library	\$ 1,444.00	\$ -	\$ 1,444.00
Museum	\$ 125.00	\$ -	\$ 125.00
Senior Center	\$ -	\$ 1,050.00	\$ (1,050.00)
Parks	\$ 880.00	\$ 180.00	\$ 700.00
Sports Fields	\$ 200.00	\$ 200.00	\$ -
<b>Monthly Facility Revenue</b>	<b>\$ 2,649.00</b>	<b>\$ 1,430.00</b>	<b>\$ 1,219.00</b>
<b>Monthly Revenue</b>			
Senior Center	\$ 1,014.00	\$ 1,564.50	\$ (550.50)
Community Services	\$ 4,075.00	\$ 3,626.00	\$ 449.00
<b>Total Revenue</b>	<b>\$ 5,089.00</b>	<b>\$ 5,190.50</b>	<b>\$ (101.50)</b>
<b>Revenue Year to Date</b>			
Facility Revenue	\$ 4,120.00	\$ 5,505.00	\$ (1,385.00)
Senior Center	\$ 2,558.00	\$ 3,347.00	\$ (789.00)
Community Services	\$ 7,438.00	\$ 7,494.00	\$ (56.00)
<b>Total Revenue to Date</b>	<b>\$ 14,116.00</b>	<b>\$ 16,346.00</b>	<b>\$ (2,230.00)</b>

## La Quinta Community Fitness Center Counts for August 2014

Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1	3				7	153	163
2						59	59
3							0
4	6				5	182	193
5	5				3	176	184
6	7				1	176	184
7	7					128	135
8	8					157	165
9	2				2	52	56
10							0
11	3	1			4	189	197
12	3				7	158	168
13	2				4	174	180
14	1				12	148	161
15	3				7	131	141
16	1				1	57	59
17							0
18	9				6	209	224
19	4				1	152	157
20	7				1	152	160
21	2					123	125
22	8					135	143
23						52	52
24							0
25	8				3	167	178
26					3	149	152
27	4				1	130	135
28	2				3	139	144
29	5				3	141	149
30	2				3	60	65
31							0
AVG	4.43	1	0	0	3.85	136.50	113.7
TTL	102	1	0	0	77	3549	3729

### 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

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

