



City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Deputy City Manager

DATE: October 21, 2014

SUBJECT: COMMUNITY SERVICES REPORT - SEPTEMBER 2014

Upcoming events of the Community Services Department for November 2014:

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

Events Veteran's Day, Civic Center Campus

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
Zumba, Colonel Mitchell Paige
Women's Kickboxing, B&G Multipurpose
Hikes with Philip Ferranti, Mecca Hills
Nature Walk: Gardening w/Nature, Bear Creek Trail

Leisure Beginning Bridge II, LQ Museum
Canine Massage, Amphitheater Civic Center Campus
Dance, Play & Pretend, La Quinta High School & Community Room
Beginning Ballet, La Quinta High School
Sketch & Draw, Colonel Mitchell Paige
Watercolor, Colonel Mitchell Paige

Sports Rojas Taekwondo, Adams Elementary
Rojas Martial Arts, La Quinta High School
Disc Golf Tournament, Civic Center Campus

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

Program	2014	2013	Variance	Sessions Per Month	
				2014	2013
Leisure Classes	80	74	6	35	24
Special Events	75	65	10	1	1
Sports	253	229	24	18	14
Senior Center	120	93	27	11	10
Total	528	461	67	65	49
Senior Activies/Services (FREE)					
Senior Center	166	381	-215	11	46
Total	166	381	-215	11	46
Sports User Groups					
La Quinta Park					
AYSO	1500	1500	0	14	8
Desert Sands Harlequins RFC	40	0	40	9	0
Coachella Valley Soccer Club	250	0	250	4	0
Desert Boot Camp	50	50	0	12	13
Sports Complex					
La Quinta Youth & Sports	250	250	0	22	22
Colonel Mitchell Paige					
AYSO	250	300	-50	7	5
Friday Night Lights	400	0	400	11	0
Facility/Park Rentals					
Senior Center					
(Private Party)	CLOSED FOR RENOVATION				
Museum					
Meeting Room/ Courtyard	200	0	200	2	0
Library					
(Sunday Church)	300	375	-75	4	5
Classroom	250	600	-350	5	12
Boys & Girls Club Gym					
(Sunday Church)	100	0	100	1	0
Civic Center Campus					
(Private Party)	50	100	-50	1	2
Park Rentals					
La Quinta Park	250	200	50	5	4
Fritz Burns Park	50	50	0	1	1
Total	3,940	3,425	515	98	72
Total Programs	4,634	4,267	367	174	167

Volunteer Hours

Senior Center	31	180	-150
Total Volunteer Hours	31	180	-150

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

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Leisure Classes					
Taekwondo 4 - 8 (Beg.)	24	23	1	8	8
Taekwondo 4 - 8 (Inter.)	19	33	-14	8	8
Taekwondo 9 & up	10	18	-8	8	8
Taekwondo Drop-ins	12	0	12	3	0
Rojas Martial Arts 4 - up	15	0	15	8	0
Totals	80	74	6	35	24

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Special Events					
9/11 Memorial- Candlelight Vigil	75	65	10	1	1
Totals	75	65	10	1	1

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Sports					
Open Gym Basketball	78	112	-34	9	8
Open Gym Volleyball	135	80	55	8	4
Y-Rookies Soccer	40	25	15	1	1
Totals	253	217	36	18	13

Community Services Totals	408	356	52	54	38
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Senior Center Program Report for September 2014

	Participation	Participation	Variance	Meetings	Meetings
	2014	2013		2014	2013
Senior Activities/Social Services (Free)					
Senior Activities	166	47	119	11	11
Senior Social Services	0	334	-334	0	35
Senior Activities/Services Total	166	381	-215	11	46
Volunteers					
Senior Center	5	32	-27	n/a	n/a
Hours	30.5	180	-149.5	n/a	n/a
Senior Classes/ Programs					
Fitness					
Exercise (Morning Workout) DI	18	0	18	1	0
Mat Pilates DI	9	0	9	1	0
* Monthly classes cancelled due to flood damage					
Open Game Play					
Bridge: Social & Party	58	65	-7	4	6
Mah Jongg	35	28	7	5	4
Senior Classes/Programs Total	120	93	27	11	10
SENIOR CENTER TOTAL	286	474	-188	22	56

A decrease in the activity/participation due to construction. Facility is closed until January 2015.

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

Monthly Revenue - Facility Rentals	2014	2013	Variance
Library	\$ 1,050.00	\$ -	\$ 1,050.00
Museum	\$ 485.00	\$ -	\$ 485.00
Senior Center *	\$ -	\$ 2,069.00	\$ (2,069.00)
Parks	\$ 675.00	\$ 930.00	\$ (255.00)
Sports Fields	\$ 1,670.00	\$ 980.00	\$ 690.00
Monthly Facility Revenue	\$ 3,880.00	\$ 3,979.00	\$ (99.00)

Monthly Revenue

Senior Center **	\$ 718.00	\$ 2,396.00	\$ (1,678.00)
Community Services ***	\$ 3,281.00	\$ 4,756.00	\$ (1,475.00)
Total Revenue	\$ 3,999.00	\$ 7,152.00	\$ (3,153.00)

Revenue Year to Date

Facility Revenue	\$ 8,000.00	\$ 9,484.00	\$ (1,484.00)
Senior Center	\$ 3,276.00	\$ 5,743.00	\$ (2,467.00)
Community Services	\$ 10,719.00	\$ 12,250.00	\$ (1,531.00)
Total Revenue to Date	\$ 21,995.00	\$ 27,477.00	\$ (5,482.00)

* Senior Center closed for renovation.

** Decrease in revenue due to minimal classes and facility closed for construction.

*** Due to low attendance and relocation of Taekwondo classes.

Community Services Updates September 2014

The needed repairs, as a result of the September 8, 2014 flooding, were handled on a priority basis with safety issues being repaired first and then addressing cosmetic issues. The Seasons Dog Park and playground were not accessible for two weeks after the event due to standing water in the retention basin. The lower field at La Quinta Park was also flooded (it was designed to be a retention basin for the park). The interactive water feature was also closed because of mud in the water storage tank; however, the pool maintenance contractor cleaned the tank and the feature re-opened the next weekend.

City Hall, the Library, Senior Center, and YMCA were also damaged during the flood event. Clean-up crews that were assigned by the insurance company spent three weeks cleaning the floors and replacing damaged sections of the walls and ceilings. Lab samples for mold and bacteria were taken and all of the facilities had clear test results.

Over-seeding started on the last week of September for the Civic Center Campus. The schedule was moved up to accommodate the Italian Festival that will be using the Campus November 1 and 2, 2014.

Signs were posted at each dog park to inform users about the October closures for over-seeding. The dog parks will remain closed through the month of October for the new winter grass to become established. The City of Palm Desert will also be closing their dog parks in October for winter over-seeding.

La Quinta Community Fitness Center Counts for September 2014

Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1							0
2	11				1	165	177
3	9				1	157	167
4	4					154	158
5	11					161	172
6	4				5	74	83
7							0
8						37	37
9						21	21
10	17				1	69	87
11	10				2	110	122
12	8				1	152	161
13	1					46	47
14							0
15	9				1	182	192
16	9					119	128
17	9				2	168	179
18	2				1	148	151
19	3				2	135	140
20	1					60	61
21							0
22	9				3	165	177
23	9				4	174	187
24	7				2	158	167
25	3					151	154
26	6				1	133	140
27	1					50	51
28							0
29	13					190	203
30	6						6
31							0
AVG	7.04	#DIV/0!	0	0	1.93	124.13	108.37
TTL	162	0	0	0	27	2979	3168

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.