



City of La Quinta

CITY / SA/ HA/ FA MEETING DATE: November 18, 2014

AGENDA CATEGORY:

ITEM TITLE: APPROVE ANNUAL MEMBERSHIP AND DAILY USE FEES FOR THE WELLNESS ADDITION AT THE SENIOR CENTER

BUSINESS SESSION: 1

CONSENT CALENDAR:

STUDY SESSION:

PUBLIC HEARING:

RECOMMENDED ACTION:

Approve the annual membership and daily use fees as recommended.

EXECUTIVE SUMMARY:

- The 5,900 square-foot expansion and renovation of the Senior Center is a part of the City Council's vision to expand health and wellness services in the community.
- Once completed, the new facility will have expanded operating hours, more classes and programs, and will be open to all ages in the evenings and on weekends.
- City Council requested that fees be established to recover the new cost of services provided.

FISCAL IMPACT:

The annual cost to operate the expanded portion of the facility is estimated at \$50,000, which includes additional utilities, janitorial, supplies, maintenance, and additional part-time staff during the early morning, evening and Saturday hours. The itemizations are as follows:

Utilities	\$11,000
Staffing	\$12,000
Supplies and Services	\$15,400
Operations and Maintenance	\$12,000
Grand Total	\$50,400

Suggested fees to offset the costs of the expansion are:

City residents: \$50 annual membership/\$5.00 daily fee

Non-residents: \$75 annual membership/\$7.50 daily fee

If 1,000 annual memberships are sold at \$50 per person, the operating cost for the expansion will be covered with no new expenses to the General Fund. The daily fee will not be in addition to the annual membership fee. These fees are for users who choose to pay a daily rate instead of the annual membership.

BACKGROUND/ANALYSIS:

The Senior Center, built in 1994, has provided adults in the community with programs in fitness and wellness, art, dance, special events, social programs and social services. All daytime classes and programs have been open to participants age 18 and older, with an average participant age range of 50 to 65.

The expansion/remodel of the facility includes approximately 5,900 square-feet of new recreation space, development of a fitness workout area, classroom space for fitness classes and other leisure enrichment programs. The fitness center will have expanded hours and will be open to all ages in the evenings and on weekends. Expanded hours are Monday through Friday 5:30 a.m. to 9:00 p.m. and Saturday 8:00 a.m. to noon. The 3,000 square foot workout area will provide users with state-of-the-art fitness equipment and an aerobics room that will offer classes in a wide array of fitness and health-related programs. These classes will be taught by contract instructors, who will establish their class fees.

When not in use, the facility will be available for rental to residents and local non-profit groups. The center will be open in January with a grand opening slated for Saturday, January 17, 2015.

The Community Services Commission reviewed the fees and approved them for recommendation to the City Council with a 4-0 vote at a meeting held on November 10, 2014.

ALTERNATIVES:

As the City Council requested that fees be established to recover the new cost of services provided, and the fees have been reviewed and recommended for approval by the Community Services Commission, staff has no alternative.

Report prepared by: Christina Calderon, Community Services Supervisor

Report approved for submission by: Edie Hylton, Deputy City Manager