



# City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Deputy City Manager

DATE: November 18, 2014

SUBJECT: COMMUNITY SERVICES REPORT – OCTOBER 2014

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Upcoming events of the Community Services Department for December 2014:

<b>Daily Activities</b>	Social Bridge, LQ Museum Mah Jongg, LQ Museum Advance Ukulele, LQ Museum
<b>Events</b>	Christmas Tree Lighting Ceremony, Old Town
<b>Fitness</b>	Morning Workout, LQ Library Mat Pilates, LQ Library Tai Chi Chuan, LQ Library Flex Yoga, LQ Museum Zumba, Colonel Mitchell Paige Middle School Women's Kickboxing, Boys & Girls Club Multipurpose Hikes with Philip Ferranti, Back of La Quinta Cove Loop Nature Walk: Explore Boo Hoff's Trail & History Hike Boo Hoff Trail, Top of La Quinta Cove
<b>Leisure</b>	Sketch & Draw, Colonel Mitchell Paige Middle School Watercolor, Colonel Mitchell Paige Middle School
<b>Sports</b>	Rojas Taekwondo, Adams Elementary Rojas Martial Arts, La Quinta High School



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

Program	2014	2013	Variance	Sessions Per Month	
				2014	2013
Leisure Classes	87	84	3	44	31
Special Events	150	120	30	1	2
Sports	357	349	8	25	21
Senior Center	133	167	-34	55	42
<b>Total</b>	<b>727</b>	<b>720</b>	<b>7</b>	<b>125</b>	<b>96</b>
<b>Senior Activies/Services (FREE)</b>					
Senior Center	262	281	-19	30	31
<b>Total</b>	<b>262</b>	<b>281</b>	<b>-19</b>	<b>30</b>	<b>31</b>
<b>Sports User Groups</b>					
<b>La Quinta Park</b>					
AYSO	1200	1000	200	23	23
Desert Sands Harlequins RFC	40	60	-20	9	10
Coachella Valley Soccer Club	250	20	230	4	7
Desert Boot Camp	50	50	0	13	10
<b>Sports Complex</b>					
La Quinta Youth & Sports	250	250	0	25	24
PDLQ Football	150	100	50	12	15
<b>Colonel Mitchell Paige</b>					
AYSO	300	650	-350	9	17
Friday Night Lights	400	0	400	13	0
<b>Facility/Park Rentals</b>					
<b>Senior Center</b>					
(Private Party)	CLOSED FOR RENOVATION				
<b>Museum</b>					
Meeting Room/ Courtyard	9	0	9	9	0
<b>Library</b>					
(Sunday Church)	300	375	-75	4	5
Classroom	650	600	50	13	12
<b>Boys &amp; Girls Club Gym</b>					
(Sunday Church)	100	0	100	1	0
<b>Civic Center Campus</b>					
(Private Party)	CLOSED FOR OVERSEEDING				
<b>Park Rentals</b>					
La Quinta Park	150	200	-50	3	4
Fritz Burns Park	200	50	150	4	1
<b>Total</b>	<b>4,049</b>	<b>3,355</b>	<b>694</b>	<b>142</b>	<b>128</b>
<b>Total Programs</b>	<b>5,038</b>	<b>4,356</b>	<b>682</b>	<b>297</b>	<b>255</b>

**Volunteer Hours**

Senior Center	46	245	-199
<b>Total Volunteer Hours</b>	<b>46</b>	<b>245</b>	<b>-199</b>

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

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
<b>Leisure Classes</b>					
Taekwondo 4 - 8 (Beg.)	21	21	0	8	9
Taekwondo 4 - 8 (Inter.)	21	39	-18	8	9
Taekwondo 9 & up	10	17	-7	8	9
Taekwondo Drop-ins	5	0	5	3	0
Rojas Martial Arts 4 - up	13	0	13	9	0
Dance, Play & Pretend	5	7	-2	4	4
CMP Library Program	12	0	12	4	0
<b>Totals</b>	<b>87</b>	<b>84</b>	<b>3</b>	<b>44</b>	<b>31</b>

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
<b>Special Events</b>					
Zombie Run	150	0	150	1	0
Dog-o-ween	50	100	-50	1	1
<b>Totals</b>	<b>150</b>	<b>0</b>	<b>150</b>	<b>1</b>	<b>0</b>

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
<b>Sports</b>					
Open Gym Basketball	111	219	-108	9	10
Open Gym Volleyball	165	64	101	9	5
Y-Rookies Soccer	40	35	5	4	4
Disc Golf Tournament	30	0	30	1	0
Nature Walk	4	15	-11	1	1
Hike w/Phillip F. Garner Valle	7	16	-9	1	0
<b>Totals</b>	<b>357</b>	<b>349</b>	<b>8</b>	<b>25</b>	<b>20</b>

<b>Community Services Totals</b>	<b>594</b>	<b>433</b>	<b>161</b>	<b>70</b>	<b>51</b>
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### Senior Center Program Report for October 2014

	Participation	Participation	Variance	Meetings	Meetings
	2014	2013		2014	2013
<b>Senior Activities/Social Services (Free)</b>					
Senior Activities	246	248	-2	28	31
Senior Social Services	16	33	-17	2	0
<b>Senior Activities/Services Total</b>	<b>262</b>	<b>281</b>	<b>-19</b>	<b>30</b>	<b>31</b>
<b>Volunteers</b>					
Senior Center	6	33	-27	n/a	n/a
Hours	46	245	-199	n/a	n/a
<b>Senior Classes/ Programs</b>					
<b>Fitness</b>					
Exercise (Morning Workout)	21	28	-7	13	12
Flex Yoga	6	10	-4	5	4
Mat Pilates	8	13	-5	13	13
Drop-in Participation	24	0	24	16	0
<b>Open Game Play</b>					
Bridge: Social & Party	43	74	-31	4	8
Mah Jongg	31	42	-11	4	5
<b>Senior Classes/Programs Total</b>	<b>133</b>	<b>167</b>	<b>-34</b>	<b>55</b>	<b>42</b>
<b>SENIOR CENTER TOTAL</b>	<b>395</b>	<b>448</b>	<b>-53</b>	<b>85</b>	<b>73</b>

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

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

<b>Monthly Revenue - Facility Rentals</b>	<b>2014</b>	<b>2013</b>	<b>Variance</b>
Library	\$ 3,412.50	\$ 100.00	\$ 3,312.50
Museum	\$ 1,300.00	\$ -	\$ 1,300.00
Senior Center *	\$ -	\$ 1,050.00	\$ (1,050.00)
Parks	\$ 995.00	\$ 155.00	\$ 840.00
Sports Fields	\$ 780.00	\$ 1,625.00	\$ (845.00)
<b>Monthly Facility Revenue</b>	<b>\$ 6,487.50</b>	<b>\$ 2,930.00</b>	<b>\$ 3,557.50</b>

**Monthly Revenue**

Senior Center **	\$ 1,386.83	\$ 4,236.39	\$ (2,849.56)
Community Services ***	\$ 3,702.00	\$ 3,982.25	\$ (280.25)
<b>Total Revenue</b>	<b>\$ 5,088.83</b>	<b>\$ 8,218.64</b>	<b>\$ (3,129.81)</b>

**Revenue Year to Date**

Facility Revenue	\$ 14,487.50	\$ 8,096.50	\$ 6,391.00
Senior Center	\$ 4,662.83	\$ 11,211.00	\$ (6,548.17)
Community Services	\$ 14,422.00	\$ 22,758.00	\$ (8,336.00)
<b>Total Revenue to Date</b>	<b>\$ 33,572.33</b>	<b>\$ 42,065.50</b>	<b>\$ (8,493.17)</b>

\* 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  
October 2014

Pioneer Dog Park reopened on November 1, 2014. The Seasons and Fritz Burns dog parks were reopened late on November 2, 2014. They were closed during the month of October for winter over-seeding. The Fiscal Year 2014/2015 budget provides for annual over-seeding of the dog parks so the turf is continually growing.

The washed-out walking trails at Adams Park and La Quinta Park have been repaired. The Library landscape and adjoining Calle Tampico landscapes have also been repaired. These landscapes were part of the damage from the September 8, 2014 flood event. There are still more landscapes in the parks that are in need of repair and will be done on a priority basis. The Nature Preserve Trail along Avenida Montezuma will be the most labor-intensive repair because of the amount of decomposed granite that will be required.

The Civic Center Campus was closed October 31, 2014 through November 2, 2014 for the 4<sup>th</sup> annual Italian Festival. This was the first time the festival was held at the Civic Center Campus.

## La Quinta Community Fitness Center Counts for October 2014

Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1	5				1	167	173
2	3				1	147	151
3	1				0	126	127
4	0				0	49	49
5		2					2
6	10	2			3	180	195
7	9	1			4	151	165
8	4				1	141	146
9	5				1	144	150
10	8				2	124	134
11					1	55	56
12							0
13	12				2	175	189
14	11				4	154	169
15	3				4	165	172
16	5	1			2	156	164
17	2				4	142	148
18	2				3	49	54
19		1					1
20	9	1			4	183	197
21	7				1	154	162
22	8				3	163	174
23	5					141	146
24	6				5	124	135
25	1					29	30
26							0
27	3				1	194	198
28	7				1	157	165
29	5				2	166	173
30	1				1	124	126
31	4				2	110	116
<b>AVG</b>	<b>5.23</b>	<b>1.3333</b>	<b>0</b>	<b>0</b>	<b>2.12</b>	<b>135.93</b>	<b>114.37</b>
<b>TTL</b>	<b>136</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>53</b>	<b>3670</b>	<b>3867</b>

### 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.