



City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Deputy City Manager

DATE: January 20, 2015

SUBJECT: COMMUNITY SERVICES REPORT - DECEMBER 2014

Upcoming events of the Community Services Department for February 2015:

Daily Activities	Social Bridge Mah Jongg *Advance Ukulele, LQ Museum
Fitness	Morning Workout Mat Pilates Tai Chi Chuan Tai Chi Arthritis Tai Chi Intermediate Tai Chi Advanced Flex Yoga Yoga for Health Interval Training AM & PM Yoga AM & PM *Chair Yoga, LQ Library *Hoop Dance, Colonel Mitchell Paige *Women's Kickboxing, B&G Community Room *Hikes with Philip Ferranti, Mecca Hills *Nature Walk: Birds & Backyard Habitat *Hike Bear Creek Palm Oasis, Top of La Quinta Cove
Leisure	LQ Voices AARP Safe Driver Sketch & Draw Watercolor LQ Glee Music for Little Mozarts Level 1 Italian for Everyone Beginning Computers

Beginning Guitar
Second Level Guitar
Social Media
Use a Digital Camera
Social Dance Fusion
Line Dancing
Beginning Ukulele
*Dance, Play and Pretend, La Quinta High Community Room
*Beginning Ballet, La Quinta High School
*Cardio Tennis, Fritz Burns Tennis Courts
*Canine Massage, Civic Center Campus Amphitheater
*Dog Training, Civic Center Campus Amphitheater

Sports

Rojas Taekwondo
*Rojas Martial Arts, La Quinta High School
*Tiny Tigers, LQ Library

**Denotes classes/events held at other locations*

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

Program	2014	2013	Variance	Sessions Per Month	
				2014	2013
Leisure Classes	79	79	0	35	17
Special Events	840	650	190	2	1
Sports	263	306	-43	19	13
Senior Center	145	78	67	16	10
Total	1,327	1,113	214	72	41
Senior Activies/Services (FREE)					
Senior Center	284	211	73	22	22
Total	284	211	73	22	22
Sports User Groups					
La Quinta Park					
AYSO	1000	1000	0	15	15
Desert Sands Harlequins RFC	40	60	-20	6	8
Coachella Valley Soccer Club	250	0	250	2	0
Desert Boot Camp	50	50	0	13	11
Sports Complex					
La Quinta Youth & Sports	250	250	0	18	15
Colonel Mitchell Paige					
Friday Night Lights	300	0	300	6	0
Facility/Park Rentals					
Senior Center					
(Private Party)	CLOSED FOR RENOVATION				
Museum					
Meeting Room/ Courtyard	150	0	150	3	0
Library					
(Sunday Church)	300	375	-75	4	5
Classroom	500	500	0	10	10
Boys & Girls Club Gym					
(Sunday Church)	100	0	100	1	0
Civic Center Campus					
(Private Party)	50	0	50	1	0
Park Rentals					
La Quinta Park	100	0	100	2	0
Fritz Burns Park	50	100	-50	1	2
Total	3,140	2,335	805	82	66
Total Programs	4,751	3,659	1,092	176	129

Volunteer Hours

Senior Center	55	216	-161
Total Volunteer Hours	55	216	-161

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

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Leisure Classes					
Taekwondo 4 - 8 (Beg.)	20	16	4	8	8
Taekwondo 4 - 8 (Inter.) 9-up	28	58	-30	8	8
Taekwondo Drop-ins	6	0	6	2	0
Rojas Martial Arts 4 - up	15	0	15	8	0
Dance, Play & Pretend	4	5	-1	1	1
Women's Kickboxing	6	0	6	8	0
Totals	79	79	0	35	17

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Special Events					
Christmas Tree Lighting	800	650	150	1	1
"Desert Legacy" Art Unveiling	40	0	40	1	0
Totals	840	650	190	2	1

	2014	2013		2014	2013
	Participants	Participants	Variance	Meetings	Meetings
Sports					
Open Gym Basketball	82	149	-67	8	6
Open Gym Volleyball	156	62	94	8	4
Nature Walk @ Bear Creek	13	12	1	1	1
Nature Hike	2	0	2	1	0
Guided Hike w/Phillip Ferranti	10	23	-13	1	1
Totals	263	246	17	19	12

Community Services Totals	1,182	975	207	56	30
----------------------------------	--------------	------------	------------	-----------	-----------

Senior Center Program Report for December 2014

	Participation	Participation	Variance	Meetings	Meetings
	2014	2013		2014	2013
Senior Activities/Social Services (Free)					
Senior Activities	284	211	73	22	22
Senior Activities/Services Total	284	211	73	22	22
Volunteers					
Senior Center	8	37	-29	n/a	n/a
Hours	55	216	-161	n/a	n/a
Senior Classes/ Programs					
Fitness					
Flex Yoga	8	7	1	3	3
Drop-in Participation	5	0	5	3	0
Open Game Play					
Bridge: Social & Party	60	42	18	5	4
Mah Jongg	72	29	43	5	3
Senior Classes/Programs Total	145	78	67	16	10
SENIOR CENTER TOTAL	429	289	140	38	32

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

Monthly Revenue - Facility Rentals	2014	2013	Variance
Library	\$ 1,050.00	\$ 100.00	\$ 950.00
Museum	\$ 375.00	\$ -	\$ 375.00
Senior Center *	\$ -	\$ 1,444.00	\$ (1,444.00)
Parks	\$ 480.00	\$ 65.00	\$ 415.00
Sports Fields	\$ 680.00	\$ 1,260.00	\$ (580.00)
Monthly Facility Revenue	\$ 2,585.00	\$ 2,869.00	\$ (284.00)

Monthly Revenue

Senior Center **	\$ 736.00	\$ 4,540.00	\$ (3,804.00)
Community Services ***	\$ 10,804.00	\$ 5,906.50	\$ 4,897.50
Total Revenue	\$ 11,540.00	\$ 10,446.50	\$ 1,093.50

Revenue Year to Date

Facility Revenue	\$ 22,305.00	\$ 18,755.50	\$ 3,549.50
Senior Center	\$ 6,661.00	\$ 18,145.50	\$ (11,484.50)
Community Services	\$ 29,044.00	\$ 26,343.00	\$ 2,701.00
Total Revenue to Date	\$ 58,010.00	\$ 63,244.00	\$ (5,234.00)

* Senior Center closed for renovation.

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

*** Youth Recreation Leagues' player fees due for Fall/ Winter 2014 season.

Community Services Updates
December 2014

The repairs from the flood damage of September 8 are being addressed in order of priority with safety being first, formal areas second, and informal areas along the Bear Creek Trail, Nature Preserve, and the Cove Oasis last. The landscapers have finished repairing the DG trail along Avenida Montezuma in the Fred Wolff Nature Preserve. The crews are now working on the repairs at the Civic Center Campus. Once the Campus is done, repairs by the contractor will move back to the areas along the Bear Creek Trail. This is a time consuming process because the landscape contractor is still providing their regular duties while also making these repairs.

The baseball infields at the Sports Complex were renovated by the La Quinta Youth Sports Association. The City purchased the infield material and the LQYSA donated their time and equipment to improve the quality of the infields. This project is performed almost annually by the continuing efforts of the baseball association.

La Quinta Community Fitness Center Counts for December 2014

Day	Memberships Sold	Rubys Sold	Sapphires Sold	Diamonds Sold	Walk-ins Sold	Daily Counts	Daily Totals
1	6				5	215	226
2	7				2	142	151
3	4				4	187	195
4					5	141	146
5	4				5	160	169
6	3				3	57	63
7							0
8	3				5	197	205
9	4				1	146	151
10	5				3	158	166
11	7					129	136
12	4				2	141	147
13						58	58
14							0
15	4				1	180	185
16	4				2	144	150
17	3				6	154	163
18	3				5	141	149
19	6				3	118	127
20	2				1	56	59
21							0
22	10				10	140	160
23	1				10	111	122
24							0
25							0
26	14				7	110	131
27	2					53	55
28							0
29	4				5	141	150
30	3				8	131	142
31							0
AVG	4.68	#DIV/O!	0	0	4.43	133.75	117.444
TTL	103	0	0	0	93	3210	3406

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)

- Memberships 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.