



# City of La Quinta

TO: Honorable Mayor and Members of the City Council

FROM: Edie Hylton, Deputy City Manager

DATE: May 19, 2015

SUBJECT: COMMUNITY SERVICES REPORT - APRIL 2015

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Upcoming events of the Community Services Department for June 2015:

<b>Daily Activities</b>	Social Bridge Mah Jongg Chair Massage LQ Voices *Advance Ukulele, LQ Museum
<b>Events</b>	June Luncheon Live Well Clinic Healthy Living Lecture *Live Well Clinic Family Health/Nutrition Lecture, LQ Library
<b>Fitness</b>	Morning Workout Mat Pilates Chair Exercise Tai Chi Chuan Arthritis Foundation Tai Chi Tai Chi Intermediate Sunset Yoga Interval Training AM & PM
<b>Leisure</b>	LQ Glee Beginning Guitar Second Level Guitar Learn Rock Solos Italian for Everyone Ballroom Dance Chakra Dance *Dance, Play and Pretend, La Quinta High School & B&G Club *Beginning Ballet, La Quinta High School

**Sports/Aquatics**

Rojas Taekwondo

Tiny Tigers

\*Rojas Martial Arts, La Quinta High School

\*Disc Golf Tournament, The Lights at Indio Golf Course

\*Summer Golf Tour, Golf Club at La Quinta

\*Summer Golf Tour, Escena

\*Summer Golf Tour, Indian Canyons – South Course

\*Summer Golf Tour, Heritage Palms

\*Fritz Burns Pool Summer Season Begins, Fritz Burns Park

*\*Denotes classes/events held at other locations*



**Community Services Department  
Attendance Report for April 2015  
Summary Sheet**

Program	2015	2014	Variance	Sessions Per Month	
				2015	2014
Leisure Classes	155	95	60	57	36
Special Events	1780	1870	-90	3	3
Sports	531	535	-4	26	25
Wellness Center	233	238	-5	86	66
Wellness Center (Free Services)	411	498	-87	58	51
<b>Total</b>	<b>3,110</b>	<b>3,236</b>	<b>-126</b>	<b>230</b>	<b>181</b>
<b>Wellness Center Fitness</b>					
Fitness Center	3,419	0	3,419	78	0
<b>Total</b>	<b>3,419</b>	<b>0</b>	<b>3,419</b>	<b>78</b>	<b>0</b>
<b>Sports User Groups</b>					
<b>La Quinta Park</b>					
AYSO	150	250	-100	18	18
La Quinta Youth & Sports	75	100	-25	18	18
Desert Boot Camp	50	50	0	7	10
<b>Sports Complex</b>					
La Quinta Youth & Sports	450	650	-200	22	22
<b>Colonel Mitchell Paige</b>					
Friday Night Lights	575	400	175	21	21
<b>Facility/Park Rentals</b>					
<b>Wellness Center</b>					
(Private Party)	100	100	0	1	1
<b>Library</b>					
(Sunday Church)	300	300	0	4	4
Classroom	500	300	200	10	6
Community Room	350	0	350	7	0
<b>Museum</b>					
Meeting Room	900	120	780	15	2
<b>Boys &amp; Girls Club Gym</b>					
(Sunday Church)	400	0	400	4	0
<b>Civic Center Campus</b>					
(Private Party)	50	400	-350	1	1
<b>Park Rentals</b>					
La Quinta Park	250	200	50	5	4
Fritz Burns Park	0	150	-150	0	3
<b>Total</b>	<b>4,150</b>	<b>3,020</b>	<b>1,130</b>	<b>133</b>	<b>110</b>
<b>Total Programs</b>	<b>10,679</b>	<b>6,256</b>	<b>4,423</b>	<b>441</b>	<b>291</b>

**Volunteer Hours**

Wellness Center	122	159	-37
<b>Total Volunteer Hours</b>	<b>122</b>	<b>159</b>	<b>-37</b>

**Community Services Department  
Program Report for April 2015**

	2015	2014		2015	2014
	Participants	Participants	Variance	Meetings	Meetings
<b>Leisure Classes</b>					
La Quinta Glee	44	0	44	4	0
Intermediate Computers	12	0	12	4	0
Chakradance	2	0	2	4	0
Ballroom Dancing	20	0	20	4	0
Sunset Yoga	8	0	8	5	0
Taekwondo 4 - 8 (Beg.)	15	24	-9	9	9
Taekwondo 4 - 8 (Inter.)	39	16	23	9	9
Taekwondo 9yrs-Up	8	29	-21	9	9
Rojas Martial Arts 4 - up	7	26	-19	9	9
<b>Totals</b>	<b>155</b>	<b>95</b>	<b>60</b>	<b>57</b>	<b>36</b>

	2015	2014		2015	2014
	Participants	Participants	Variance	Meetings	Meetings
<b>Special Events</b>					
Moonlight Movies	180	70	110	1	1
Easter Egg Hunt	700	800	-100	1	1
City Picnic	900	1000	-100	1	1
<b>Totals</b>	<b>1780</b>	<b>1870</b>	<b>-90</b>	<b>3</b>	<b>3</b>

	2015	2014		2015	2014
	Participants	Participants	Variance	Meetings	Meetings
<b>Sports</b>					
Open Gym Basketball	305	312	-7	9	10
Open Gym Volleyball	145	114	31	9	6
Disc Golf Tourney @ Cove Oasis	20	30	-10	1	1
Nature Walk @ Bear Creek Trail	10	11	-1	1	1
Guided Hike w/Phillip Ferranti	8	20	-12	1	1
Walk With The Mayor	18	0	18	1	0
Y Rookies T-Ball	25	40	-15	4	4
<b>Totals</b>	<b>531</b>	<b>527</b>	<b>4</b>	<b>26</b>	<b>23</b>

<b>Community Services Totals</b>	<b>2,466</b>	<b>2,492</b>	<b>-26</b>	<b>86</b>	<b>62</b>
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**Wellness Center Program Report for April 2015**

	Participation	Participation	Variance	Meetings	Meetings
	2015	2014		2015	2014
<b>Fitness Center</b>					
Fitness Member Visits	3158	0	3158	26	0
Daily Fitness Drop-ins @ \$5	106	0	106	26	0
Memberships Sold	155	0	155	26	0
<b>Fitness Center Total</b>	<b>3419</b>	<b>0</b>	<b>3419</b>	<b>78</b>	<b>0</b>
	Participation	Participation	Variance	Meetings	Meetings
	2015	2014		2015	2014
<b>Volunteers</b>					
Wellness Center	15	20	-5	n/a	n/a
Hours	122	159	-37	n/a	n/a
	Participation	Participation	Variance	Meetings	Meetings
	2015	2014		2015	2014
<b>Wellness Activities/Social Services (Free)</b>					
Wellness Activities	411	498	-87	58	51
<b>Wellness Activities/Services Total</b>	<b>411</b>	<b>498</b>	<b>-87</b>	<b>58</b>	<b>51</b>
	Participation	Participation	Variance	Meetings	Meetings
	2015	2014		2015	2014
<b>Wellness Classes/ Programs</b>					
<b>Fitness</b>					
Chair Yoga & Yoga for Health	8	4	4	4	4
Flex Yoga	16	5	11	5	3
Mat Pilates	16	11	5	13	13
Morning Workout	28	30	-2	13	13
Tai Chi (Arthritis, Beg., & Interm.)	19	0	19	9	0
Interval Training	6	0	6	9	0
Drop-in Participation	19	40	19	15	24
<b>Leisure</b>					
Chair Massage	4	0	4	3	0
Tiny Tigers	3	0	3	5	0
Watercolor	10	0	10	2	0
<b>Open Game Play</b>					
Bridge: Social	47	93	-46	4	4
Mah Jongg	57	55	2	4	5
Mexican Train Dominos					
<b>Wellness Classes/Programs Total</b>	<b>233</b>	<b>238</b>	<b>35</b>	<b>86</b>	<b>66</b>
<b>WELLNESS CENTER TOTAL</b>	<b>4063</b>	<b>736</b>	<b>3367</b>	<b>222</b>	<b>117</b>

**Community Services Department  
Monthly Revenue Report for April 2015**

<b>Monthly Revenue - Facility Rentals</b>	<b>2015</b>	<b>2014</b>	<b>Variance</b>
Library	\$ 1,100.00	\$ 1,050.00	\$ 50.00
Museum	\$ 550.00	\$ 250.00	\$ 300.00
Wellness Center	\$ 225.00	\$ 250.00	\$ (25.00)
Parks	\$ 925.00	\$ 960.00	\$ (35.00)
Sports Fields	\$ 1,195.00	\$ 712.50	\$ 482.50
<b>Monthly Facility Revenue</b>	<b>\$ 3,995.00</b>	<b>\$ 3,222.50</b>	<b>\$ 772.50</b>

<b>Monthly Revenue</b>			
Wellness Center	\$ 3,207.00	\$ 2,133.00	\$ 1,074.00
Fitness Memberships & Daily Passes	\$ 8,405.00	\$ -	\$ 8,405.00
Community Services	\$ 5,912.00	\$ 4,757.00	\$ 1,155.00
<b>Total Revenue</b>	<b>\$ 17,524.00</b>	<b>\$ 6,890.00</b>	<b>\$ 10,634.00</b>

<b>Revenue Year to Date</b>			
Facility Revenue	\$ 38,827.00	\$ 33,275.00	\$ 5,552.00
Wellness Center	\$ 25,847.00	\$ 34,365.50	\$ (8,518.50)
Fitness Memberships & Daily Passes	\$ 54,165.00	\$ -	\$ 54,165.00
Community Services	\$ 52,850.00	\$ 60,562.00	\$ (7,712.00)
<b>Total Revenue to Date</b>	<b>\$ 171,689.00</b>	<b>\$ 128,202.50</b>	<b>\$ 43,486.50</b>



## Community Services Updates April 2015

The interactive water feature at La Quinta Park has been fully serviced and was open to the public on Saturday April 25. Skate stoppers have been installed around the perimeter wall to prevent skateboarders from damaging the water feature. Additionally, two signs were installed to inform guests not to use water balloons. Water balloons damage the pumps and may result in the closure of the water feature for repairs. Due to the new State-mandated water restrictions, the hours of operation are being reduced to noon to 7:00 p.m. daily. They may be reduced even further pending the Ordinance adopted by CVWD.

New trail maps have been installed at both entrances to the Cove Oasis. The new map design provides information about the trail distances and elevations. There are also QR codes for smartphone users to download an interactive hiking app and the City's GoRequest app to report maintenance needs throughout the City.

