



MADISON
PARKS

2026 QUALIFIED DISCOUNT PROGRAM

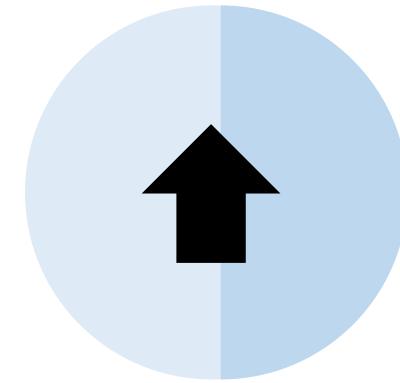
WHY QDP?



Standardized Discounts



More Transparency



Increase Access

HOW DOES QDP WORK?

Complete QDP Survey (annually)

Survey Determines # of Benchmarks (✓)

Benchmarks (✓) = Discount %

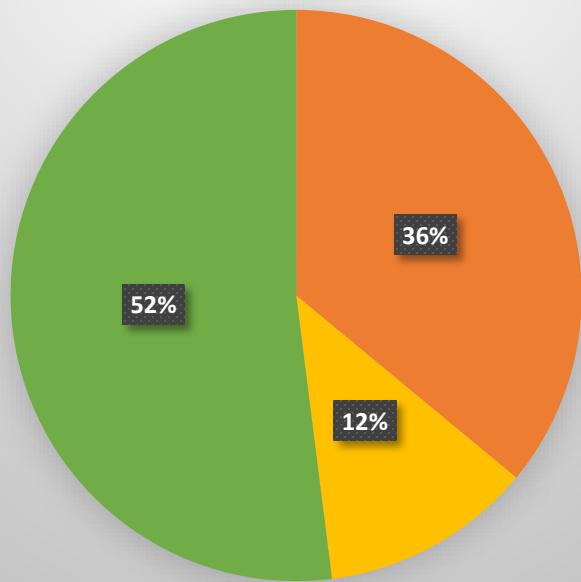
✓	Discount
0	0%
1	0%
2	0%
3	10%
4	20%
5	30%
6	40%
7	50%
8 or more	60%

QDP WORK PLAN STATUS



ATHLETIC QDP – COST ANALYSIS

2025 ATHLETIC QDP PILOT
DATA



QDP = Youth Rate = 60%	No Impact To Reservation Fees No Impact To Park's Revenue
QDP < Youth Rate Avg Rate 20%	Increase in Reservation Fees Increase in Park's Revenue
New Discount Avg Rate 20%	Decrease in Reservation Fees (Initial) Decrease in Park's Revenue

ATHLETIC QDP – COMPARATIVE ANALYSIS

User	Std Fees	Youth Rate	QDP Rate	Final 2025 Fees	2026 Rate	2027 Rate	2028 Rate	2029 Rate
BMC YOUTH BASEBALL	\$ 2670.50	60%	60%	\$ 1068.20	60%	60%	60%	60%
RISE SOCCER ACADEMY	\$ 1860.00	60%	20%	\$ 744.00	60%	40%	20%	20%
Madison Cricket Club	\$ 4106.25	N/A	20%	\$ 3285.00	20%	20%	20%	20%

ATHLETIC QDP 2026

SUMMARY

- Standardized discount program
- More equal distribution of discounts
- Discounts align with Madison Park's mission & vision

PROPOSAL

- Approve athletic QDP as a permanent Madison Park's program
- Athletic fee schedule: Automatic youth discount will be phased out (3-year tiered reduction)