



MADISON PARKS

2026 QUALIFIED DISCOUNT PROGRAM

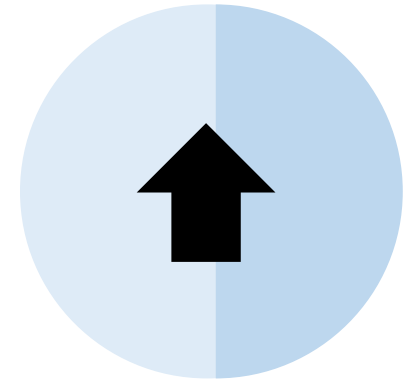
WHY QDP?



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

2022-
2024

- Developed QDP
- Athletic QDP: Cost Analysis | Piloted QDP with New User

2025

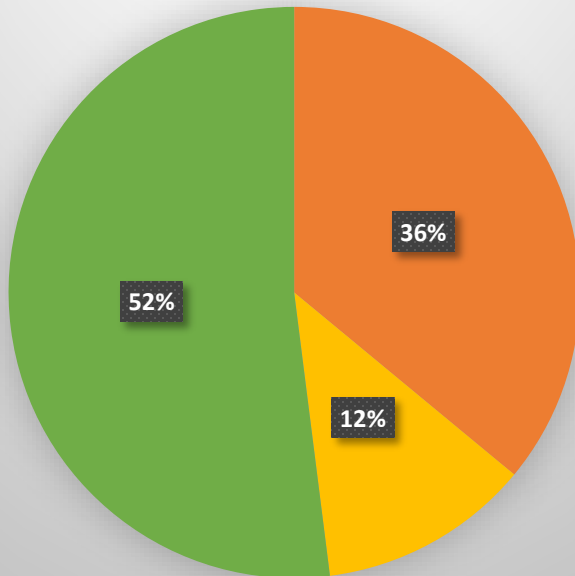
- Athletic QDP: Piloted with all Athletic Reservations | Cost Analysis
- Goodman Pool Scholarship QDP: Started to develop program & discount matrix

2026

- Permanent Athletic QDP
- Pilot Goodman Pool Scholarship QDP
- Continue Assessment Of QDP For Special Events And Shelter Reservations

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)