



**MADISON
PARKS**

**GOODMAN POOL SCHOLARSHIP
QUALIFYING DISCOUNTS PROGRAM (QDP)**

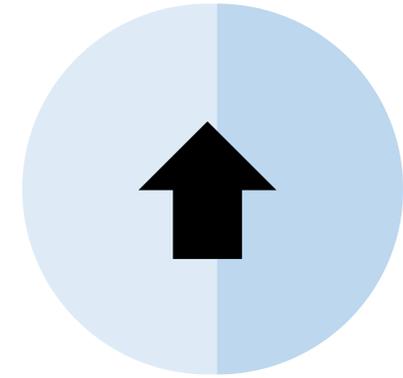
WHY QDP?



Standardized Discounts



More Transparency



Increase Access

PARK'S QDP TEAM

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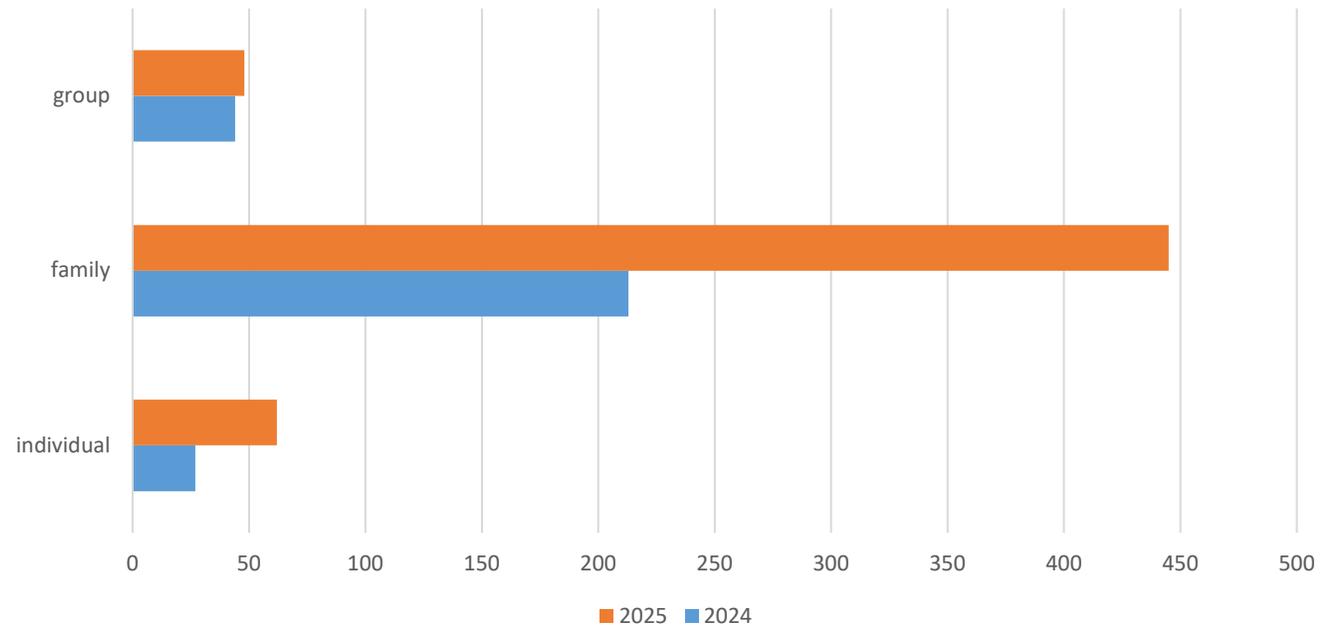
GOODMAN POOL QDP - APPLICATION PROCESS

1. Complete QDP Application
2. Application Determines Number of Benchmarks
3. Number of Benchmarks = Discount Percentage

GOODMAN POOL QDP - DEVELOPMENT

Goodman Pool Scholarships - # per year

- ❖ Data Analysis
- ❖ Survey Analysis



Individual QDP

Individual QDP Application

Disqualifiers

- ❖ Must be over 18
- ❖ Must be a City of Madison Resident

Benchmark Questions

- ❖ Are you a senior (62+)?
- ❖ What is your anticipated pool use this summer?
- ❖ Are you part of any of the following historically marginalized groups?
- ❖ Do you receive support from government-funded public assistance programs?

Benchmarks	Discount %
0	0%
1	0%
2	50%
3	100%
4	100%

Family Pool QDP

Family Pool QDP Application

Disqualifiers

- ❖ Must be over 18
- ❖ Must be a City of Madison Resident

6 Benchmark Questions

- ❖ Household income situation & if need assistance
- ❖ Family demographics: # youth, senior (62+)
- ❖ Expected pool use
- ❖ Historically marginalized

Benchmarks	Discount %
0	0%
1	0%
2	25%
3	50%
4	75%
5	100%
6	100%

Group Pool QDP

Group Pool QDP Application

Disqualifier

- ❖ *Org charges participants to go to the pool.*

Benchmark Questions

- ❖ *Participant demographics: youth, members of historically marginalized groups, require financial assistance, residents of Madison*
- ❖ *Organization info: legal status, offer scholarships/financial assistance to participants*
- ❖ *Cost to participate in program*
- ❖ *Anticipated pool usage*

Benchmarks	Discount %
0	0%
1	0%
2	15%
3	30%
4	45%
5	55%
6	70%
7	85%
8	100%

GOODMAN POOL QDP

SUMMARY

- Update Goodman Pool Scholarship program using QDP
 - More equal distribution of discounts
 - Better alignment with Madison Park's vision
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PROPOSAL

Request approval of the Goodman Pool Scholarships Qualifying Discounts Program, as a pilot program for individual, family, and group discounts for annual passes to the Goodman Pool for the 2026 season.