



MADISON PARKS

QUALIFYING DISCOUNTS PROGRAM UPDATE (ATHLETICS)

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GOALS

- Reduce financial barriers for Park athletic space users
- Reduce the need for Fee Modifications
- Create a more equitable and standardized fee structure

PROGRAM DETAILS

- Benchmarks determined to align with Madison Park's vision and mission
- Up to 60% off the standard rates (our current youth group rate)

WHERE WE'RE AT

2022

- Equitable analysis
- Determined benchmarks

2023

- Piloted a few groups
 - Black Men's Coalition, Southside Raiders, USTA
- Surveyed 2023 athletic users
 - Cost analysis
 - QDP vs Standard Rates vs Youth Rates vs Fee Modifications

WHAT WE'VE LEARNED

COST ANALYSIS

- Determine # of benchmarks = % reduced athletic reservations fees

POTENTIAL OUTCOMES

- Could increase fees significantly for users with fee modifications
- Could decrease revenue significantly for Madison Park's athletics

WHY WE'RE HERE TODAY

- PROJECTED FINANCIAL IMPACTS
 - User groups
 - Park's Athletic revenue
- SEEKING COMMITTEE FEEDBACK ON
 - Suggestions to mitigate projected revenue loss for Parks
 - Suggestions to soften the impact on groups that may pay more with QDP
- DISCUSS SPREADSHEET: COST ANALYSIS