



MADISON PARKS

QUALIFIED DISCOUNT PROGRAM

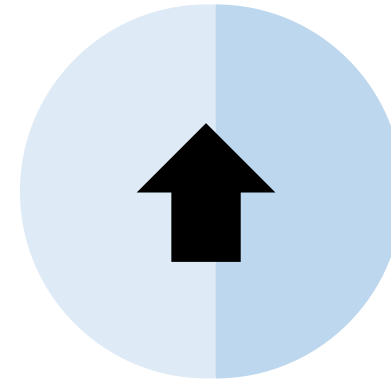
WHY QDP?



Standardized Discounts



More Transparency



Increase Access

HOW DOES QDP WORK?

Annual survey

Benchmarks

of benchmarks = discount %

✓	Discount
0	0%
1	0%
2	0%
3	10%
4	20%
5	30%
6	40%
7	50%
8	60%
9	60%
10	60%
11	60%

ATHLETIC RESERVATIONS

2022 & 2023 Development  2024 & 2025 Pilot Program

2025 Survey results	Average # of benchmarks	Average discount with QDP	Qualified for youth rate - 60% discount
62%	5	26%	n
27%	4	20%	y
12%	9	60%	y

OTHER PROGRAMS BEING DEVELOPED

- GOODMAN POOL SCHOLARSHIPS
- SHELTER RESERVATIONS
- SPECIAL EVENT PERMITS
- ANNUAL / DAILY PERMITS



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QUESTIONS?