Priority Users

Because space is limited, applications to bring programs to the Town Center will be prioritized in three ways. First, all programs will fit into one of three priority groups (contact us with questions about what group you may be in):

Priority Group 1: Top priority is given to requests from occupants of the Wisconsin Institutes for Discovery facility (i.e., from the Morgridge Institute for Research and the Wisconsin Institute for Discovery) or to groups sponsored by any of the occupants.

Priority Group 2: The second level of priority applies to requests from UW–Madison departments and centers, university-affiliated entities (e.g., UW Foundation, UW Hospitals and Clinics, WAA, WARF, etc.) and groups sponsored by these parties.

Priority Group 3: All other groups, including potential users from UW–System campuses, organizations not affiliated with UW–Madison and its affiliates as well as for-profit entities, may apply to use the Town Center spaces.

Second, within these groups, programs are prioritized based on one more of the following criteria according to the degree to which they:

- Are uniquely suited for the Town Center and underscore how the Town Center represents the best venue for the activity because of access to a diverse university/public/business audience, and/or need to transcend association with any particular school, college or department;
- Involve bringing together groups and/or individuals that do not typically work together, whether within an academic community or between communities, such as business and the public; and
- Include a component related to biomedical research or public health.

Third, programs may be prioritized based on overall programmatic balance during a given week, month or semester and on compatibility with other events taking place within the Town Center on the requested dates.

The staff will consider programs that further the mission and strategic priorities of the Town Center provided that they do not interfere with the activities of the Town Center and Wisconsin Institutes for Discovery. Town Center staff may give preference to programs and events that complement Town Center goals and thematic programming as determined by the director of programming.

This policy and fee schedule will be reviewed annually by the Town Center Advisory Board.