



rhythm[®]
ON MONROE

Von Braun Center and Rhythm on Monroe Partner with TVA and Huntsville Utilities for Air Quality Improvement Initiative

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Huntsville, Ala. (December 18, 2020) – Rhythm on Monroe and the Von Braun Center (VBC) recently partnered with the Tennessee Valley Authority (TVA) and Huntsville Utilities on a project to improve the restaurant’s air quality using germicidal technology for disinfection.

“We’re always looking for different ways to enhance our facility,” commented VBC Director of Operations Johnny Hunkapiller. “This installation adds an extra layer of safety and allows our guests and staff to feel more comfortable while inside our building.”

The project included the replacement of existing air filters with higher efficiency HEPA MERV13 rated filters, and the installation of UV-C germicidal lighting inside the restaurant’s HVAC systems to assist in disinfection and improve air quality.



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“The health and safety of our staff and guests are always our top priority,” remarked VBC Marketing and Public Relations Manager Samantha Nielsen. “We’re proud to partner with TVA and Huntsville Utilities in our continued effort to provide a safe and clean facility to our guests, and we’re excited to incorporate this lighting technology into our systems.”

The Tennessee Valley Authority provides incentives to businesses and schools to install the UV-C germicidal lights. Customers who use a TVA Preferred Partners Network Professional to install the germicidal lights into the ductwork of existing commercial HVAC systems can receive a \$30 per ton incentive toward the adoption of approved UV technologies.

“The beautiful thing about this project is, although everyone has their minds on the current pandemic, this technology will remove a myriad of contagions for a long time to come!” commented Huntsville Utilities Director of Community Relations Joe Gehrdes. “We are grateful for our relationship with the VBC and TVA, and this opportunity through EnergyRight®.”

The UV-C light is a short wavelength ultraviolet light used around the world to disinfect air in hospitals and laboratories by inactivating microorganisms. This technology has been used in a variety of applications, such as food, air and water purification systems. Studies show UV-C light is 99.9% lethal to bacteria, fungi, viruses and other microorganisms when properly installed and utilized. This technology is ideal for restaurants and other public facilities in helping maintain a healthy environment.

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“The pandemic increased the awareness of cleanliness and hygiene around the world and TVA is pleased that we can assist, through a partnership with Huntsville Utilities, by offering an incentive for this technology,” said TVA EnergyRight® Business & Industry Program Manager, Alabama District Brent May. “UVGI systems are helpful to a wide range of businesses, including facilities like the VBC, where numerous public events take place. It’s going to take all of us to get through this pandemic and we at TVA are glad to assist in keeping people safe.”

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About the Von Braun Center

The Von Braun Center is a multi-purpose facility located in downtown Huntsville, Alabama. The VBC offers multiple venues for presenting cultural, educational, entertainment, sporting and social events. Venue spaces include the Propst Arena, Mark C. Smith Concert Hall, Mars Music Hall, North Hall, South Hall, and East Hall. Additionally, the VBC has an on-site full-service restaurant and rooftop bar – Rhythm on Monroe. With over 170,000 square feet of flexible meeting space the VBC is able to accommodate events of all types and sizes.

About the Tennessee Valley Authority

The Tennessee Valley Authority is a corporate agency of the United States that provides electricity for business customers and local power companies serving nearly 10 million people in parts of seven southeastern states. TVA receives no taxpayer funding, deriving virtually all of its revenues from sales of electricity. In addition to operating and investing its revenues in its electric system, TVA provides flood control, navigation and land management for the Tennessee River system, and assists local power companies and state and local governments with economic development and job creation.