



Von Braun Center Commences 50th Anniversary Celebration

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Huntsville, Ala. (3.1.2024) – The Von Braun Center (VBC), North Alabama’s most iconic entertainment and event venue, is celebrating its 50th anniversary.

Between March 1, 2024 and March 14, 2025, the VBC is launching a 50th campaign, publishing a commemorative anniversary book, creating an interactive public art installation, launching a 50th anniversary website, giving away tickets and prizes throughout the year for the use of #VBC50 social media tag, and hosting special anniversary events like behind-the-scenes tours, open-houses, headlining events and more – all culminating on the 50th birthday of March 14, 2025.

“Since 1975, the VBC has created a legacy that is unparalleled in the community,” commented VBC Executive Director Steve Maples. “It is an icon, a pillar of Huntsville and North Alabama, and there is truly no other organization or business like the VBC in the region.”

Offering accommodations for all types of events, the VBC serves diverse audiences through diverse events including major conferences, concerts, theatrical performances, sporting events, private events, and much more. The 50th anniversary campaign will highlight what the variety of event offerings at the VBC have in common – they each bring people together for meaningful moments.

The theme for the VBC’s 50th anniversary is simple: *Your Place Through Time*. It calls for the community to remember how the VBC has been your place for those shared experiences and how it will continue being your place for many years to come.

“In the age of online media and virtual experiences, the VBC remains a physical landmark uniting people together – in person,” Maples continued. “We are in the business of cultivating experiences. Whether it’s giving local theatre groups and young dancers a stage to perform on, providing a space for graduates to share the moment of receiving their diploma with family and friends, bringing someone’s favorite touring band to their hometown, hosting thousands of industry professionals as they share information and secure deals, or creating family traditions of cheering for Huntsville Havoc ice hockey each season - nearly every type of moment, big and small, happens at the VBC.”

Enhancing North Alabama’s quality of life since 1975

When the (then) Von Braun Civic Center first opened its doors in 1975, it was home to an Arena, Concert Hall, Playhouse, and East Hall. Today, the Von Braun Center includes Propst Arena, Mark C. Smith Concert Hall,

The Playhouse, Saturn Ballroom, South Hall, East Hall, Mars Music Hall, and Rhythm on Monroe, as well as a full-service catering kitchen.

“The Von Braun Center has been a catalyst in creating culture and great memories through the many thousands of concerts, performances, sporting and special events it has provided over the past 50 years,” said Mayor Tommy Battle. “Thanks to the outstanding VBC management and employees who lead this landmark venue. We can’t wait to see what happens in the next 50 years!”

Recently, the VBC was showcased multiple times on national television during coverage of the SEC Gymnastics Championships; Lee Greenwood’s All-Star Salute tribute concert; and Still Playin’ Possum: Music and Memories of George Jones.

“I like to ask people if they can imagine what Huntsville would look like without the Von Braun Center,” continued Maples. “We know the VBC is a large factor for Huntsville’s quality-of-life and we take that role very seriously. With our city consistently landing in top spots on national rankings, including the No. 1 Best Place to Live by *U.S. News & World Report*, people and businesses are constantly relocating to the area. The VBC staff our Board of Control and city leaders are deeply committed to ensuring the Von Braun Center remains a place where community members and visitors continue connecting.”

Investing in the VBC creates economic impact for North Alabama

Over the years, leadership has invested in the facility to make sure the building remains an asset the community can be proud of. Some of the more recent investments include:

- Renovating Propst Arena in 2010 to add seating, update the exterior and expand the lobby and concourse.
- Renovating Mark C. Smith Concert Hall in 2011 to add seating, update the exterior, lobby and upgrade the lighting.
- Upgrading Propst Arena interior lighting to a full color-changing LED lighting system in 2019.
- Opening Mars Music Hall and Rhythm on Monroe in 2020.
- Upgrading the steel-rigging system in Mark C. Smith Concert Hall, renovating the lobby in front of The Playhouse, and expanding the backstage of Propst Arena in 2021.
- Upgrading the outdoor marquee, adding LED monitors in the facility, and enhancing the exterior of Propst Arena with a new roof, new paint, and a new exterior full color-changing LED lighting system in 2022.
- Renovating North Hall interior and exterior, and renaming it Saturn Ballroom in 2023.

The efforts to improve the facility continue with current renovations of East Hall, renovation of the 15,000 sq/ft lobby in South Hall, expanding the backstage and loading docks of Mark C. Smith Concert Hall, and updating the connecting corridors throughout the building for a cohesive and modern feel.

When last year’s fiscal year ended, the VBC had hosted 544 events with an estimated economic impact of over \$97 million between October 2022 and September 2023.

“We are thrilled to celebrate our 50th anniversary with you,” said Maples. “Let’s create another 50 years of memories together!”

For more information about the Von Braun Center and the 50th anniversary, visit vonbrauncenter.com.

The press kit, including hi-res images, 50th anniversary VBC logos, video news release and more is available [here](#).

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About Von Braun Center

For nearly 50 years, the Von Braun Center has been a space for people to gather and create shared experiences. As 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, The Playhouse, Mars Music Hall, South Hall, East Hall, and Saturn Ballroom. Additionally, the VBC has an on-site restaurant and rooftop bar – Rhythm on Monroe. With over 170,000 square feet of flexible meeting space, the VBC accommodates events of all types and sizes. As technology evolves, the Von Braun Center continues to bring people together for in-person moments.