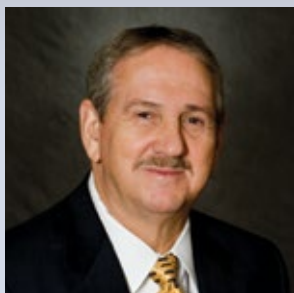




A YEAR IN REVIEW



ANNUAL REPORT
Fiscal Year 2013-2014



Wayne Bonner, *Chairman*

BOARD OF CONTROL



Eddie Turner, *Vice Chairman*



Evans Quinlivan, *Secretary*



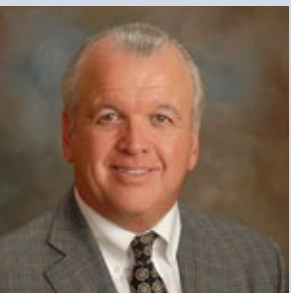
Linda Maynor



Betty Schonrock



Randy Schrimsher



Dr. Bill Sullins

The Organization

The Von Braun Center is governed by a seven-member Board of Control appointed by the Mayor of Huntsville and the City Council.

The Von Braun Center is an anchor within its community. Located in downtown Huntsville, the VBC offers a beautiful facility for local, regional, and national events. VBC provides multiple venues for the presentation of cultural, educational, entertainment, sporting and social events. The VBC has a staff of proven professionals ready to contribute to the success of your event.

The History

The Von Braun Center was built thanks to the foresight of local leaders and a very real civic demand. The facility built in 1975 was welcomed by the community and the demand for use continued, leading to three additions within a ten year period driven largely by local and civic demand.

The Mission Statement

The Von Braun Center is a multipurpose facility with the primary objective of facilitating and promoting events and activities in addition to generating economic benefit and improving the quality of life for the Huntsville community and surrounding areas.

Letter from the Executive Director



It is time to reflect on 2014 and also look toward the future! One of the highlights of 2014 was the **Association of the United States Army (AUSA) Winter Symposium and Exposition**.

What a great event for Huntsville! The event filled most of the Von Braun Center (VBC) and we heard lots of positive comments

such as "What a perfect fit for Huntsville and Redstone Arsenal!" With so many defense contractors in Huntsville and the expertise of AUSA, the event was a huge success. The best news is AUSA has announced the **2015 AUSA Global Force Symposium and Exposition** (formerly the Winter Symposium and Exposition) will return to Huntsville in April 2015.

We also hosted the **Space & Missile Defense (SMD) Symposium** in August 2014 for the 14th consecutive year- another event that highlights the talents of Huntsville! The **Space & Missile Defense Symposium** is the leading educational, professional development and networking event in the space and missile defense community. The event utilized *all of our exhibition space* and continues to be successful each year. We are very appreciative of the opportunity to host these events.

In addition, it was the *Year of Building New Events* for the VBC. The staff created two new events this year. **Family Fun Festival**

& Expo was one of my favorite events of the year. Anytime you can bring families together for fun and laughter, the reward is lots of smiles! When the theme is "*Live, Laugh, Learn*" you know it's going to be good. In addition, the staff also created **Rocket City Tailgate Challenge**. Food, fun, and football make a wonderful trio!

The VBC also produced and promoted the **4th Annual Heads-n-Tails Crawfish Boil**. This event continues to grow each year – stop by and enjoy some crawfish! We welcomed back the **Taste of Home Cooking School and Expo** in September. You should have seen all the cooking that was happening with culinary specialist, Michelle "Red" Roberts in the Mark C. Smith Concert Hall. Thanks to our radio partner WRSA Lite 96.9 for helping make these events a success!

As we move into 2015, the VBC will celebrate its **40th anniversary in March!** There are lots of exciting events on the horizon including **Disney on Ice's FROZEN** in June – *sure to put smiles on the faces of our young patrons* – and the **Goldwing Road Riders Association's (GWRRA) WingDing** in September. We hosted the WingDing in 1998 and we are very excited to have them back!

What else does the future hold for the VBC? One thing is for certain the staff is very optimistic! We have started plans to invest in future growth. Our top priority is to solicit a convention-quality hotel connected to the VBC. There have been two separate independent hotel studies completed and both concluded that there is a justified need for an additional 250-300 room convention-quality hotel in downtown Huntsville. We feel very strongly that this hotel is needed to

continue to expand business and economic growth for Huntsville and the Tennessee Valley. Having the Embassy Suites Hotel & Spa connected to the South Hall has been a great asset to this community and the VBC. Since partnering in 2004, we have increased business and made significant economic impact to Huntsville. We will continue to explore many options in 2015.

As we are planning for the future, we must consider immediate and long-term options to meet the needs of our clients. The North Hall opened in 1985 and a renovation is certainly warranted. We continue to evaluate and consider the possibility of adding more space to include a multi-purpose state of the art ballroom and additional break-out rooms. Efforts continue to develop possible funding scenarios, but we would be remiss if we did not plan and think several years out

I really appreciate the staff of the VBC – at over 400 strong including full-time, part-time and contract employees – I commend them all for their dedication and hard work.

Thank you to all who have made the VBC a part of their life. We strive to make our clients and guests feel at home and to always give each person a service that represents "*Something you didn't know you were missing.*" Hope to see you in 2015!

Sincerely,

Steven G. Maples, CFE,
Executive Director



The Management Team

The VBC Management Team is committed to facilitating and promoting the vision of Huntsville.

Steve Maples, CFE, has served as the Von Braun Center's Executive Director for the past eight years. As Executive Director, Maples oversees the entire operation of the Von Braun Center.

Michael Vojticek, CPA, has been a member of the senior management team of the Von Braun Center for 24 years.

Brandi Quick, CFE, has been a member of the senior management team of the Von Braun Center for 12 years.

Left to right: Steve Maples, CFE, Executive Director;
Brandi Quick, CFE, Assistant Director;
Michael Vojticek, CPA, Assistant Director



Fifty Shades! The Musical



The Women of Duck Commander



Jason Isbell



Michael Jackson: IMMORTAL – Cirque du Soleil



WWE Live!



Celtic Woman



Avenged Sevenfold

The World of Entertainment

A Concert Line-up to Rival Any...

Aeolians of Oakwood University
Alabama A&M Homecoming Concert –
Yo Gotti
Army Soldier Show
Avenged Sevenfold
Black Jacket Symphony –
Michael Jackson “Thriller”
Black Jacket Symphony –
Led Zeppelin’s “Houses of the Holy”
Black Jacket Symphony –
Prince “Purple Rain”
Buddy Guy & Jonny Lang
Celtic Woman
Charlie Wilson
Daryl Hall and John Oates
Diamond Rio
Doobie Brothers
Downtown Band Rally
Emmylou Harris & Rodney Crowell
Gov’t Mule
Hunter Hayes
India Festival Concert
Jake Owen
Jason Isbell
Jim Parker’s Songwriters Series
Martina McBride
Michael Jackson:
IMMORTAL – Cirque du Soleil
Mindless Behavior
Rewind Festival
Rick and Bubba 20 Year Tour
Ronnie McDowell
Stephen Fite Children’s Concert
The Beach Boys
The Dirty Guv’nahs
The Family Stone
The Forget Me Not Project
The Women of Duck Commander
Travis Tritt
Vince Gill & Amy Grant
Widespread Panic

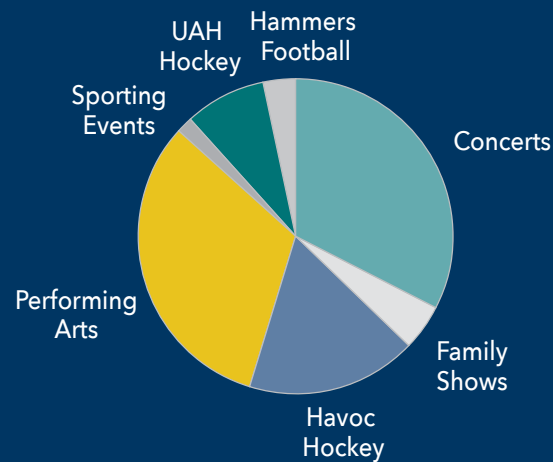
A Variety of Family Shows...

Disney Live!
Disney on Ice – Princesses and Heroes
Gala of the Royal Horses
Harlem Globetrotters
Impact Wrestling
Jordan World Circus
Lonestar Sheriff’s Rodeo
Monster Jam
PBR Bull Riding
Ringling Bros and Barnum & Bailey Circus: Legends
WWE Live!

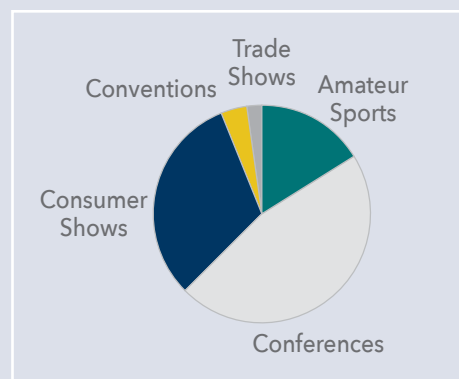
Theatrical Shows Galore...

Broadway Theatre League presents
American Idiot
Dinosaur Train
Jersey Boys
Memphis The Musical
Million Dollar Quartet
San Jose Taiko
The Ten Tenors’
Flashdance The Musical
Hello, Dolly!
Fifty Shades! The Musical
Men are from Mars - Women are from Venus Live!
Shen Yun Performing Arts 2014 World Tour
Tyler Perry – *Hell Hath No Fury*

Tickets Sold - 425,088



Conventions, Conferences, Tradeshows & Sports



Conferences and Conventions

"The Bridge" Outreach Event by the
 Madison Baptist Association
 100 Black Women S.I.S.T.E.R. Conference
 30th National Symposium on Child Abuse
 Aerospace Alliance Fall Summit
 Alabama All State Band Festival
 Alabama Chief of Police Association
 Alabama Farmers Federation Commodity Conference
 Alabama Funeral Directors and Morticians
 Association Convention
 Alabama Library Association Convention
 Alabama National Guard Yellow Ribbon Program
 ALDOT Maintenance Management Conference
 Alpha Kappa Alpha South Eastern Regional Conference
 Alpha Phi Alpha 2013 Alabama District Conference
 AMC Command Counsel Conference
 AUSA Tactical Missile Conference
 AUSA Winter Symposium
 AUVSI Pathfinders Chapter Conference
 Be Bold, Be Beautiful & Be Buji
 Cyber Security Summit
 Decisive Analytics Corp.
 Delta Sigma Theta
 Exposure Youth Camp
 FW Media - Licensing
 Girls, Inc South East Regional Meeting
 H.E.A.R.T. Conference
 HAMA - MiniCon
 HAMACON 5
 Immersed in Ink Alternative Arts Festival
 Joseph P. Cribbins Aviation Product Symposium
 LTD IMPACT 2014
 National Progressive Baptist
 National Space & Missile Materials Symposium
 National Speleological Society
 National Tourism Summit
 NCMS Conference
 NDIA Small Business Conference
 Non Profit University
 North Alabama Bike Summit
 Oracle Technology Conference
 Protestant Women of the Chapel - Redstone Arsenal
 Saved in the City Conference
 School of Art Fashion
 Select Traveler Conference

Southside Church of Christ Homecoming
 Space & Missile Defense Symposium
 Special Libraries Association (SLA) Military
 Libraries Division Workshop 2013
 Summit on Contracting with the US Army
 TNT Fireworks Training
 TVA FY 2015-2017 Business Plan Regional Meetings

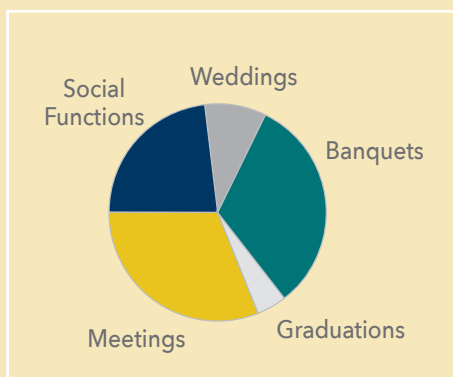
Consumer/Trade Shows

26th Annual Building Home & Remodeling Show
 Abby's Angels JDRF Vendor Expo
 Alabama RV Super Show
 Babypalooza Baby & Maternity Expo
 Business Opportunity Expo
 Car Audio Championship
 Celebrations Bridal Fair
 Chamber of Commerce Small Business Expo
 Collector & Shooters Club Gun Show
 Delta Zeta Marketplace
 Discover the Dinosaurs
 Fall Home & Garden Show
 Fanfare Quilt Show
 Gem, Jewelry & Mineral Show
 Halsey Food Show
 Hiring our Heroes
 Huntsville Hamfest
 NEACA Craft Show
 Randolph Under The Christmas Tree
 Senior Center Expo
 Spa, Swim Spa & Sauna Show
 Taste of Huntsville
 Tennessee Valley Hunting & Fishing Expo
 The Boat Show
 WZYP Bridal Fair

Sporting Events

Alabama State High School Wrestling Championship
 Big Spring Volleyball Bash
 Cotton Row Run
 Huntsville Gymnastic Center
 Jamfest Cheer & Dance Competition
 Rocket City Classic & Fit Expo
 Regional High School Volleyball Tournament
 Trampoline & Tumbling National Championship
 US Gymnastics Women's State Optional Competition
 US Soccer Cup

Banquets, Meetings & Social Events



Banquets

A&M Black Tie Gala
 Alabama A&M University Athletic Banquet
 Alabama Policy Institute Annual Huntsville Banquet
 Alabama Science Fair Banquet
 Alpha Kappa Alpha Debutante Ball
 American Cancer Society Summer Lights Gala
 American Red Cross Touch of Red Gala
 Army Birthday Dinner
 Athletic Hall of Fame
 AUSA Civilian of the Year Awards Banquet
 AUSA Veterans' Dinner
 Blue Creek Investment Partners
 10th Anniversary Celebration
 Boys & Girls Clubs Leaders & Legends Dinner
 Chamber of Commerce Alabama Update Luncheon
 with Governor Robert Bentley
 Chamber of Commerce Annual Membership Luncheon
 Chamber of Commerce Armed Forces Luncheon
 Chamber of Commerce Best Places to Work Luncheon
 Chamber of Commerce Redstone Arsenal Update
 Chamber of Commerce Small Business Awards
 Chamber of Commerce State of the City Address Luncheon
 with Mayor Tommy Battle
 Chamber of Commerce State of the County Luncheon
 with Commissioner Dale Strong
 Chamber of Commerce Washington Update
 with Congressman Mo Brooks
 Chamber of Commerce Washington Update
 with Senator Jeff Sessions
 Christian Women's Job Corps Circles Luncheon
 Community Action Partnership of North Alabama
 Crimson Caravan
 Funset Social and Charity Club Beautillion Ball
 Huntsville Bible College Vision Banquet
 Huntsville Symphony Orchestra Guild Ball
 Huntsville Symphony Orchestra Guild
 Crescen-Dough Auction
 Martin Luther King Unity Breakfast
 Medical Gala
 Morning Star Lodge #50
 Oakwood UNCF Gala
 Oakwood University Senior Banquet
 Pope John Paul II Catholic High School Gala
 Societies of 1895 & 2012/Huntsville Hospital Foundation

St. John's Benefit Gala
 St. Luke's Pastor's Anniversary Banquet
 The Rock Family Worship Center
 Volunteer Appreciation Banquet
 Union Chapel M.B. Church Pastor's Dinner
 Victorian Cotillion Ball
 Village of Promise presents Marian Wright Edelman
 Women Honoring Women

Meetings

Applied Leadership – Crestcom
 Hospitality Sales & Marketing Executives
 Huntsville Madison County Hospitality Association
 Huntsville Rotary Club
 International Facility Managers Association
 Oakwood University National Alumni Association
 Redstone Federal Credit Union Annual Meeting
 Rocket City Alabama Chapter of SGMP
 Special Needs Awareness Program – Madison County's
 Connect Program Class 16

Social Functions

100 Black Men of Greater Huntsville Holiday Gala
 Associated Builders & Contractors Banquet
 Auburn University
 Avion Holiday Party
 BP America Holiday Party
 Colsa Corporation Holiday Party
 Council Training All School High School Reunion
 Craft Beer Garden in conjunction with
 Downtown Huntsville, Inc Food Truck Rally
 Homegrown Huntsville Dine & Dash
 Dog Ball
 Dynetics Holiday Party
 ERC Holiday Party
 Gleason Research Holiday Party
 Holy Spirit Regional School Bash & Silent Auction
 Margarita Ball
 MITS Holiday Party
 Nutcracker Ball

Hosted
 29
 Weddings



The art@TAC Gallery is a public gallery located inside the Von Braun Center in downtown Huntsville, AL and is managed by The Arts Council. The gallery displays 4 shows each year that showcase The Arts Council's member artists and unique community exhibits. The exhibit is open to the public during normal business hours and special events. Access to the gallery is available through the Playhouse or the Mark Smith Concert Hall entrance. For more info about The Arts Council please visit www.artshuntsville.org.



The Von Braun Center is home to three sculptures included on the **SPACES Sculpture Trail**. SPACES is a collaborative project developed in 2010 by The Arts Council, Inc., Alabama A&M University, Huntsville Museum of Art, Lowe Mill ARTS & Entertainment and UAH. Originally designed as a biennial sculpture installation, the founding institutions welcomed the Madison Arts Council to the SPACES Sculpture Trail project in 2012. The 2012-2014 iteration featured 36 total sculptures by 21 artists from 11 states, making it one of the largest trails of its kind in the nation. SPACES is designed to engage and enliven the Huntsville/Madison County community and can be explored through walking, GPS and cell phone guided tours.

Sports



The 2014-15 season of the Huntsville Havoc looks to continue the tradition of fast-paced, hard-hitting, family entertainment. The 11th season will not disappoint as head coach Glenn Detulneo and the team will take on SPHL rivals Columbus Cottonmouths, Fayetteville FireAntz, Knoxville Ice Bears, Louisiana Ice Gators, Mississippi RiverKings, Pensacola Ice Flyers and Peoria Rivermen.



The Alabama Hammers Arena Football Team enter the 2015 Season with a new look and a new Head Coach. The Hammers look forward to the 16th Season of arena Football at the VBC competing against other members of the Professional Indoor Football League that includes the Columbus Lions, Nashville Venom, Lehigh Valley Steelhawks, Harrisburg Stampede, Richmond Raiders, Erie Explosion and the Trenton Freedom.



The University of Alabama in Huntsville hockey team enters their second season in the prestigious Western Collegiate Hockey Conference following the inaugural 2013-14 campaign. The Chargers welcome seven different schools and the USA U-18 team to the Von Braun Center for this upcoming season with featured promotions and giveaways for all 16 home dates. Special for the new season, children ages 12 and under get in free to all home games courtesy of Huntsville International Airport.

The **4th Annual Heads-N-Tails Crawfish Boil** presented by Landers McLarty Nissan was held on April 5th. The event saw record attendance this year with the addition of the craft beer garden and sampling stations. While the kids bounced around on the inflatables and got their faces painted the adults enjoyed the tunes of Mambo Gris Gris and Roux du Bayou.



The Von Braun Center launched two new events the Summer of 2014 with the first being, the **Family Fun Festival & Expo** presented by Landers McLarty Nissan, held on Saturday, June 21st. With over 6,000 people attending throughout the day this was an anticipated addition for Tennessee Valley residents. The focus was Live, Laugh and Learn and we highlighted that with vendors who represented the best products, services and entertainment for families as well as a large array of kids activities and demonstrations.



Food
&
Fun



Another great addition for North Alabama residents was Huntsville's largest tailgate party, the **Rocket City Tailgate Challenge** presented by the Landers McLarty Group, held on Saturday, August 16th. This event featured a Tailgate Cook-Off Competition, Free Expo and the Football 101 Clinic. A \$1,000 donation was made to the Alabama Kidney Foundation on behalf of the Cook-Off Champion, Stars and Bars! There was also a \$1,000 scholarship awarded to an area football player for academic achievement.



We welcomed back the **2nd Annual Taste of Home Cooking School & Expo** on Thursday, September 25th featuring Culinary Specialist Michelle Roberts. The Expo was filled with aromas from local businesses sampling delicious treats and the Rocket City Diner. We added a complete VIP Experience this year where guests sampled the recipes being taught on stage later that evening during the cooking school. Our media partners were Lite 96.9 and WAAY 31.

In the Words of Our Clients...

Please accept my sincere appreciation for your help in planning, coordinating, and executing the 2014 Armed Forces Celebration Week to honor service members, past and present, throughout the Tennessee Valley community.

The first-class execution of the events during the Celebration Week was a direct result of your efforts as well as coordination with key individuals from Redstone Arsenal, Huntsville, and Madison County.

Thank you again for your part in making this week such an overwhelming success.

Army Strong!

**Dennis L. Via, Headquarters
United States Army Materiel Command
General, US Army Commanding**

Putting together an amazing event takes an awesome team of hard working wedding professionals; thank each of you for the role you played in making Turk and Jay's Wedding and Reception go off so wonderfully. The whole weekend was very beautiful and the Bride and Groom were very pleased. Once again thank you all for a job well done and I look forward to working with you again soon!

**Calandra Terry,
An Event To Remember, LLC**

Very well done!

**Wilbert Brown, Chairman,
Martin Luther King Unity Breakfast**

I want to thank you for your assistance in the planning of the recent Burt Family Reunion Banquet at your facility. The property amenities and food service was well received. Service was great and the food was delicious.

Shirley Burt, Burt Family Reunion

Wonderful in every aspect – Thank you!

Carroll Strickland, Colonial Dames

The staff we worked with exceeded our expectations and we felt went the “extra mile” to make our daughter's wedding reception more beautiful than we imagined.

Pam Frees, Frees Wedding Reception

Your staff that provided excellent customer service and attended to all our needs are to be commended. Everything was taken care of right down to the minute detail.

**Michelle Fields,
Fields Graduation Luncheon**

Another great weekend. Thanks for all your help!

**James Linderholm,
Huntsville Gymnastic Center**

A wonderful experience from start to finish.

**Alma Huston, Westminster Christian
Academy Graduation**

Food was excellent, the catering staff excelled at being responsive & flexible. Great job by everyone!

**Betty Bolté, Heart of Dixie
Romance Readers Luncheon**

We had a great show and the staff was great to work with...We are doing a Broadway theme next year so should be fun!!

**Barbara Ellen Smartt,
North Alabama Dance Center**

Staff was great to work with!!

**Kerry Lassu, AMC Command
Counsel Conference**

Thank you for all of your hard work for the Cooking School. It was great working with you this year. I hope you had fun! I truly appreciate all you did to make the show a success.

**Michelle Roberts, Taste of Home
Cooking School & Expo**

The staff is always so wonderful and accommodating at the VBC. Great Job as always!

**Courtney McCool, Huntsville Hospital
Foundation – Doobie Brothers**

Everyone on staff has “can do” attitude. Great customer service! A pleasure to work with!

**Lynn Kilgore, Huntsville/Madison
County Builders Association**



Rising Above with John O'Leary presented by **EyeCare Associates** was held at the Mark C. Smith Concert Hall on November 19th. As a child, John experienced first-hand,

the devastating nature of fire which left him burned over 100 percent of his body. He was given less than one percent chance of surviving the first night. His unlikely recovery meant a journey of pain and loss that could have easily been insurmountable. Yet, John chose not only to rise above adversity, but to thrive. As a college graduate, business owner, philanthropist, husband and father, he serves as an amazing beacon of hope, positive change, and bold action.

John shared many critical lessons he learned along his journey and all in attendance left with tools to help enhance their career, health, finances, relationships and emotional well-being.



Doing Our Part...

The Von Braun Center kicked-off its **Recycling and Conservation Initiative Program** in October 2008 and it has been going strong ever since.

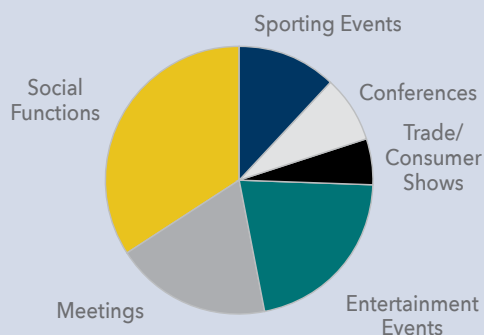
In the 2013-2014 fiscal year the Von Braun Center recycled:

- Paper - 5,377 lbs.
- Plastic - 946 lbs.
- Aluminum cans - 850 lbs.
- Cardboard - 22,540 lbs.
- Electronic equipment - 1,051 lbs.
- Spent Fluorescent Lamps - 975

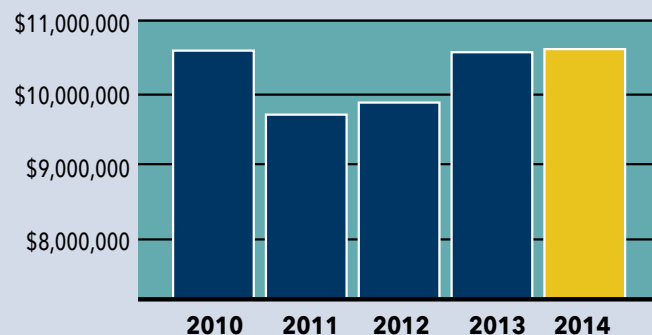
The VBC diverted 109 tons or 218,000 lbs. of trash from the local landfill by transporting it to the Waste to Energy Facility. By sending our trash to the Waste to Energy Facility, we were able to achieve an average diversion rate of 72.83% for the year.

A Year in Review

VBC Event Composition



VBC Gross Revenue





VBC

VON BRAUN
CENTER

700 Monroe Street
Huntsville, Alabama 35801
256.533.1953
www.vonbrauncenter.com