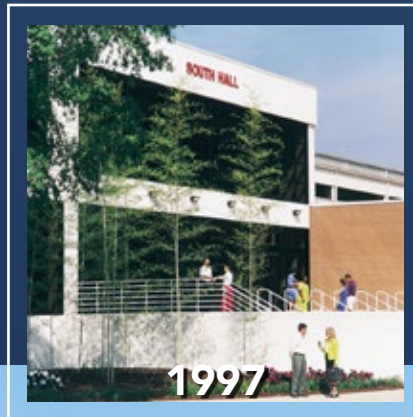
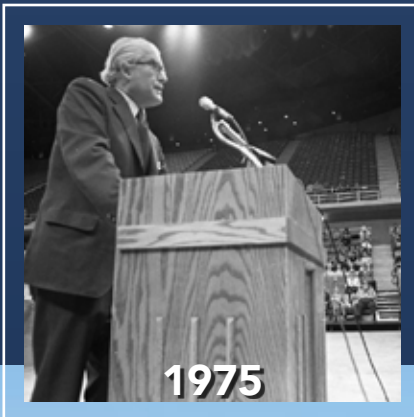




40 YEARS AND COUNTING



A YEAR IN REVIEW

ANNUAL REPORT Fiscal Year 2014-2015

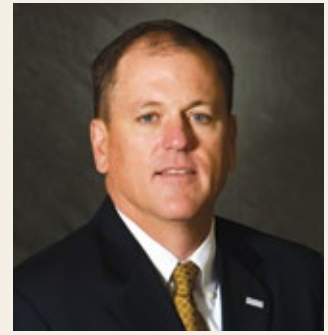
BOARD OF CONTROL



WAYNE BONNER
Chairman



EDDIE TURNER
Vice Chairman



EVANS QUINLIVAN
Secretary



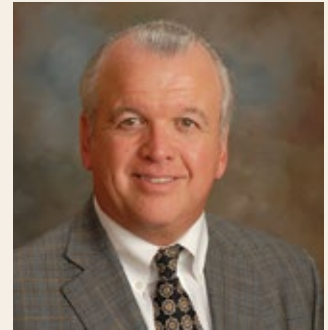
LINDA MAYNOR



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

MANAGEMENT TEAM

Steve Maples, CFE, has served as the Von Braun Center's Executive Director for the past nine 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 25 years.

Brandi Quick, CFE, has been a member of the senior management team of the Von Braun Center for 13 years.



It is that time of year where we reflect on 2015 and look toward the future!

One of the highlights of this past year was the **40th anniversary celebration for the Von Braun Center**. The celebration began with the Von Braun Music Run. We had over 300 runners participating in the 5K and 1 mile fun run. To help kick off the party there was live entertainment and music along the route. We had an open house with over 2,500 people attending. Each area of the building had entertainment, refreshments and lots of activities for families to enjoy. Mayor Tommy Battle opened up the celebration with very encouraging words and proclaiming March 2015 as Von Braun Center month. The celebration continued on throughout the month with a reception in North Hall recognizing many of the people that had made the Von Braun Center a reality. March was a packed full month of entertainment!

AUSA Global Force Symposium returned in 2015. What a great event for Huntsville! The event filled most of the Von Braun Center (VBC) and it just continues to grow. We also hosted the **Space & Missile Defense (SMD) Symposium** in August 2015 for the 15th 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. We are very appreciative of the opportunity to host these events.

This year we added Parade to the type of events we are able to accommodate – the Von Braun Center partnered with Lite 96.9 to help organize the annual **Huntsville Christmas Parade** – plans began a little over a month prior to the event but it was a huge success. *It is amazing what a group of dedicated individuals can accomplish!!!*

The **2nd Annual Family Fun Festival & Expo** saw tremendous growth this year with over 7,900 attending. Lots of new activities such as an electric passenger train and a rock climbing wall were added which kept the kids entertained all day. We look forward to it being even bigger in 2016! I would be remiss if I did not mention that we broke a "Guinness World's Record" this year at the **Rocket City Tailgate Challenge** for the "most people performing burpees simultaneously". I can now check break a world record off my bucket list!!!

The VBC also produced and promoted the **5th Annual Heads-n-Tails Crawfish Boil**. This year we had a record attendance and it 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 Mix 96.9 for helping make these events a success!*

Another highlight this year was the **Goldwing Road Riders Association's (GWRRA) Wing-Ding37**. The event brought in close to 10,000 people with an economic impact for the city close to \$3,000,000. The motorcycles lined up along the streets downtown each day was a quite a site - I hope you were able to enjoy one of their many events such as the light parade.

What else does the future hold for the VBC? We continue to make plans to invest in future growth as I mentioned last year. Our top priority is to solicit a convention-quality hotel that would be 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 2016.

The staff of the VBC is looking forward to the upcoming year. With over 400 employees 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 2016!

Sincerely,

A handwritten signature of Steve Maples in dark ink.

Steven G. Maples, CFE,
Executive Director



Left to right:
STEVE MAPLES, CFE, Executive Director;
BRANDI QUICK, CFE, Assistant Director;
MICHAEL VOJTICEK, CPA, Assistant Director

THE VBC
MANAGEMENT
TEAM
IS COMMITTED TO
FACILITATING
AND PROMOTING
THE VISION OF
HUNTSVILLE.

THE WORLD OF ENTERTAINMENT

A Concert Line-up to Rival Any...

Alabama A&M Homecoming Concert - Yo Gotti

An Evening with Unknown Lyric

Anthony Hamilton

Army Soldier Show

Bill Burr

Black Jacket Symphony - Bruce Springsteen

Black Jacket Symphony - Zeppelin II

Black Jacket Symphony - The Beatles White Album

BOSTON

BrewHaHa | Killer Beaz & OBB

Brian Regan

BRIT FLOYD - The World's Greatest Pink Floyd Show

Casting Crowns

Celtic Woman

Chicago

Daryl Hall and John Oates

Diamond Rio - Firefighter Concert

Downtown Band Rally

Eddie Money - Firefighter Concert

Elton John

Elvis For the Vets

Gladys Knight

Gordon Lightfoot

Jay Leno

Jerry Seinfeld

Jim Parker's Songwriters Series

Kevin Hart

Killer Beaz New Year's Eve Show

Loretta Lynn

Particle

Rich Homie Quan, Young Dolph

Rickey Smiley

Rodney Carrington

Ron White

Sing-Off Live!

Something Fun For Everyone Music Festival

Stephen Fite Children's Concert

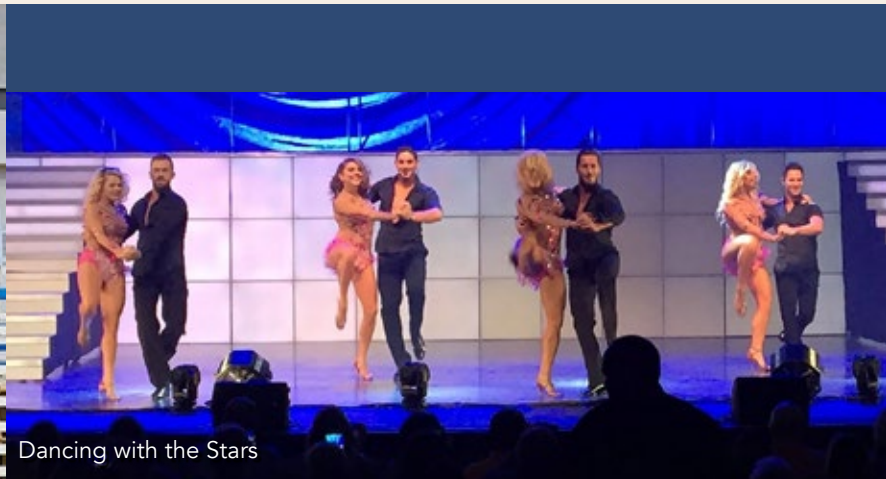
The Bellamy Brothers

The Deslondes

UAH Music Department

Widespread Panic

William Tyler and Promised Land Sound



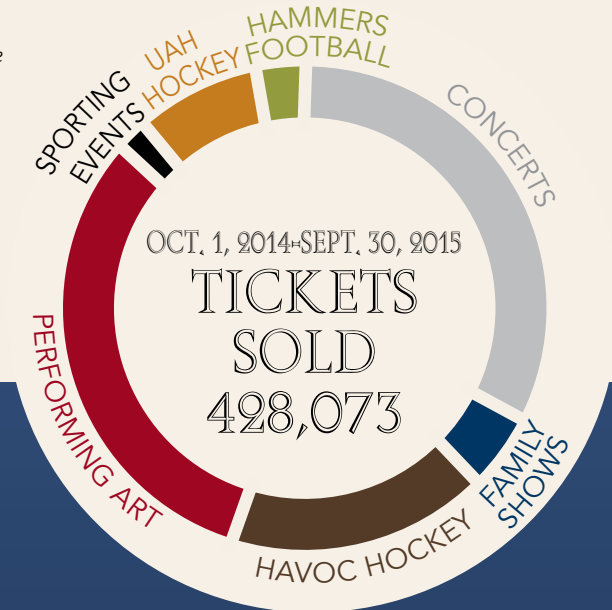
A Variety of Family Shows...

Dancing With the Stars
 Disney Live!
 Disney on Ice
 Disney on Ice - Frozen
 Harlem Globetrotters
 Monster Jam
 Ringling Bros and Barnum & Bailey Circus
 WWE Live!

Theatrical Shows Galore...

Broadway Theatre League presents

I Love Lucy
Jekyll and Hyde
Sister Act
Anything Goes
Catcher
Cirque Dreams Holidaze
Ivy & Bean
Peter & the Star
Sid the Science Kid



CONVENTIONS, CONFERENCES, TRADESHOWS & SPORTS

Conventions & Conferences

31st International Symposium on Child Abuse
 Ag in the Classroom Summer Institute
 Aircraft Survivability Professional Forum
 Alabama & FirstNet Initial Consultation
 Alabama Cattleman's Association Annual Convention & Tradeshow
 Alabama Counseling Association Annual Conference
 Alabama National Guard Yellow Ribbon Program
 AMC Senior Leader Forum
 Association of Leadership Programs Conference
 AUSA Global Force Symposium
 AUSA Tactical Missile Conference
 AUVSI Pathfinders Chapter Conference
 Christian Congregation of Jehovah's Witness
 Dixie District Convention
 FW Media - Licensing
 Gold Wing Road Riders Association Wing Ding 37
 HAMA - MiniCon
 HAMACON 6
 Joseph P. Cribbins Aviation Product Symposium
 LifeWay's Priscilla Shirer Live - 2015
 MDA Small Conference
 National Roadside Vegetation Management Association Conference
 National Tourism Summit
 NCMS Conference
 Non Profit University
 Oakwood College National Alumni Association
 Phi Beta Sigma

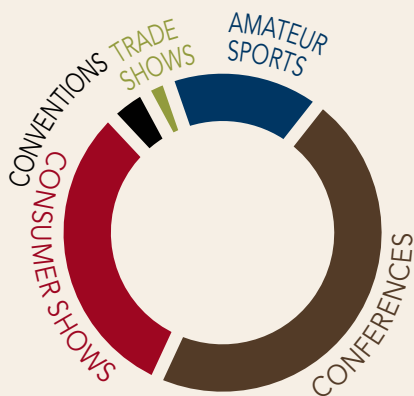
Saved in the City Conference
 Southeastern Cyber Security Summit
 Southside Church of Christ Homecoming
 Space & Missile Defense Symposium
 Surface Mount Technology Association
 TVA Communications Conference
 TVA Supplier Diversity Summit
 UAS Industry Day

Consumer/Trade Shows

27th Annual Building Home & Remodeling Show
 Alabama RV Super Show
 Babypalooza Baby & Maternity Expo
 Celebrations Bridal Fair - Modern Brides
 Chamber of Commerce Small Business Expo
 Collector & Shooters Club Gun Show
 Delta Zeta Marketplace
 Discover the Dinosaurs
 Fall Home & Garden Show
 Halsey Food Show
 Huntsville Hamfest
 NEACA Craft Show
 Randolph Under The Christmas Tree
 Senior Center Expo
 Surface Mount Technology Association
 Taste of Huntsville
 Tennessee Valley Hunting and Fishing Expo
 The Boat Show
 WZYP Bridal Fair

Sports

Alabama State High School
 Wrestling Championship
 Big Spring Volleyball Bash
 Cotton Row Run & Expo
 Huntsville Gymnastics Center
 Jamfest Cheer & Dance Competition
 Regional High School Volleyball Tournament
 Rocket City Marathon and the Health & Fitness Expo



BANQUETS, MEETINGS & SOCIAL EVENTS

Banquets

AASU Rocket City Alumni Association Banquet
 Alabama A & M University Black Tie Gala
 Alabama A&M University Athletic Banquet
 Alabama A&M University Confucius Institute Roll-Out Gala
 Alpha Kappa Alpha Debutante Ball
 American Cancer Society Summer Lights Gala
 Army Birthday Celebration
 Athletic Hall of Fame Banquet
 AUSA DA Civilian of the Year Awards Banquet
 AUSA Veteran's Breakfast & Dinner
 Boys & Girls Club's Leaders & Legends Dinner
 Chamber of Commerce Alabama Update Luncheon with Governor Robert Bentley
 Chamber of Commerce Armed Forces Luncheon
 Chamber of Commerce Best Places to Work Luncheon
 Chamber of Commerce Small Business Awards
 Chamber of Commerce State of the City Luncheon with Mayor Tommy Battle
 Chamber of Commerce Washington Update Breakfast with Senator Richard Shelby
 Chamber of Commerce Washington Update Luncheon with Senator Jeffrey Sessions
 Chamber of Commerce Washington Update with Congressman Mo Brooks
 Christian Women's Job Corps Circles Luncheon
 Community Action Partnership of North Alabama
 Crimson Caravan
 Ducks Unlimited Banquet
 Funset Social and Charity Club Beautillion Ball
 Girls Inc. Fundraising Dinner
 Holy Spirit Regional School Bash
 Huntsville Bible College 'Vision' Banquet
 Huntsville Symphony Orchestra Guild Ball
 Martin Luther King Unity Breakfast
 Medical Gala
 Morning Star Lodge #50
 Oakwood UNCF Gala
 Oakwood University Student Banquet
 Pope John Paul II Catholic High School Gala
 Societies of 1895 & 2012/Huntsville Hospital Foundation
 St. John's Benefit Gala
 Victorian Cotillion Ball
 Village of Promise presents Paul Tough
 Women Honoring Women

Social Functions

100 Black Men of Greater Huntsville Holiday Gala
 Associated Builders & Contractors 'Excellence in Construction' Banquet
 Auburn University
 Avion Holiday Party
 Colsa Corporation Holiday Party
 Dog Ball
 Dynetics Holiday Party
 ERC Holiday Party
 Gleason Research Holiday Party
 Huntsville Symphony Orchestra Guild Crescen-Dough Auction
 Intergraph Holiday Party
 Jerry Damson Auto Group
 Junior League American Girl Fashion Show
 LG Electronics Holiday Party
 Margarita Ball
 Nutcracker Ball
 Redstone Federal Credit Union Employee Appreciation Day
 Redstone Federal Credit Union Holiday Party
 Sanmina-SCI Holiday Party
 University Kia

Meetings

Alabama Supreme Court
 Applied Leadership - Crestcom
 Barbizon Modeling Search
 Chamber of Commerce Annual Meeting
 Collaborative Consulting Inc
 Council for Leaders in Alabama Schools
 Distinguished Young Women Scholarship Program
 Downtown Huntsville, Inc. Annual Meeting
 Executive Women International Dinner Meeting
 Fortune Builders
 Hospitality Sales & Marketing Executives
 Huntsville Rotary Luncheon
 Huntsville Sports Commission Meeting
 John Stallworth Foundation
 Madison County Schools
 Madison County Democratic Women
 Oakwood University Alumni Association
 Rocket City Alabama Chapter of SGMP
 Supra Event
 The Schools Foundation- Ron Clark
 TVA Board Meeting



Celebrations Bridal Fair - Modern Brides

SPORTS



The **2015 Alabama Hammers** season was the fifth season for the American indoor football franchise, and their fourth in the Professional indoor Football League. The Hammers competed against other members of the PIFL including the Columbus Lions, Nashville Venom, Lehigh Valley Steelhawks, Richmond Raiders, Erie Explosion and the Saginaw Sting.



The 2015-16 season of the **Huntsville Havoc** looks to continue the tradition of fast-paced, hard-hitting, family entertainment. The 12th season will not disappoint as head coach Glenn Detullo and the team take on SPHL rivals Columbus Cottonmouths, Fayetteville FireAntz, Knoxville Ice Bears, Louisiana Ice Gators, Mississippi RiverKings, Pensacola Ice Flyers, Peoria Rivermen and Macon mayhem.



The **University of Alabama in Huntsville hockey team** is looking forward to the third season in the prestigious Western Collegiate Hockey Conference. The Chargers will welcome nine schools to the Von Braun Center for the upcoming season with featured promotions and giveaways at each home game.

The Von Braun Center Celebrates 40 Years!!

In recognition of the 40th Anniversary an event was planned to engage the public and give them an opportunity to see the entire facility. On March 21, the **Von Braun Music Run & Open House** began at 9am in front of the Center. Live music and entertainment was provided throughout the 5K route. At the finish line, participants and supporters enjoyed a live band and other family friendly activities. Over 2,500 people came out to celebrate!



Mayor Tommy Battle declared March 2015 Von Braun Center Month in the City of Huntsville in honor of the 40th anniversary.





The **5th Annual Heads-N-Tails Crawfish Boil** presented by Landers McLarty Nissan and Mercedes Benz of Huntsville was held on Saturday, April 11th. The event saw tremendous growth this year with the addition of a large dance floor and an outdoor beer garden complete with patio-style seating. Not only did our event layout expand, but we also had record attendance of over 7,000 people. They enjoyed 4,500 lbs of crawfish and seafood while dancing the night away to the tunes of Nathan & the Zydeco Cha Cha's and Mambo Gris Gris.



The **Family Fun Festival & Expo** presented by Landers McLarty Nissan and Mercedes Benz of Huntsville, back for its second year on June 11th, was even bigger and better. Over 8,000 attendees were met with a whimsical balloon tunnel as they entered the festival. This set the tone for all of the fun inside with the new indoor trackless train, mini golf, rock climbing wall, face painting, balloon car races and more. In addition the fun, families were able to learn about services and businesses located throughout North Alabama.



The **Rocket City Tailgate Challenge** kicked things up a notch this year on August 22nd with the HealthSource Burpee Challenge where the old Guinness World Record for the most people doing burpees simultaneously for two minutes was smashed by participants from all over North Alabama. This was a great addition to the event with the focus being on health and fitness. The event was presented by Landers McLarty Nissan and Mercedes Benz of Huntsville and also featured a Cook-Off Competition, Free Expo and Youth Athletic Challenge. Over 2,500 people enjoyed the day and geared up for the beginning of tailgate season and college football.



We welcomed back the **3rd Annual Taste of Home Cooking School & Expo** on September 15th with a brand new farm to table concept within the Free Expo at the ALFA Farmer's Market. Attendees of the Expo were able to speak with local farmers and learn about how commodities from throughout the state support our food chain. Guests could also sample treats from local caterers while interacting with the vendors at the show. We followed up the Expo with a Cooking School featuring Michelle Roberts from the Taste of Home magazine.

IN THE WORDS OF OUR CLIENTS...

I felt I was a demanding customer and you rose to the occasion. That is the excellence we wanted and got! The Parade area at the marquee was wonderful. The platform was perfect. You don't know me well, but if I am responsible for an event and there is a complaint to make, I would lodge it with no problem, but I have nothing but good things to say about what you promised and what you delivered. Great work!

Max Bennet, AUSA Veteran's Week

Many THANKS to you all for your help on the Mayor's State of the City event on Monday. Everything went beautifully, and the credit goes to each of you. Every detail was handled to perfection, from the invitations to the table arrangements to the set up and multimedia. We appreciate you so very much and couldn't imagine tackling something of this magnitude without your support.

Kelly Cooper Schrimsher, Office of the Mayor

The VBC staff's "attention to detail, professional dedication and flawless execution was of the highest quality."

Lisa Lattimore, Army Materiel Command

Thank you for your part in making the 20th Margarita Ball a great success!! Over 3500 toys were collected and distributed to 17 local charities.

Hank Isenberg, Margarita Ball

Please accept our personal "thank you" on behalf of the Chamber and our Small Business Department for your professionalism and hard work in making our event successful. Your patience, kindness and consideration in working with us on the Business EXPO is much appreciated. We look forward to working with you again.

Beverly Pike, Small Business Coordinator – Chamber of Commerce

With a superb effort by the entire VBC staff, the event went perfectly! Just wanted to say THANKS to everyone involved in making our visit to VBC Lonestar Rodeo on Friday night such a delight. Everything was top notch and first class. Great sound, great food, great crowd, and great time. We always enjoy coming and being a part of this annual event. Looking forward to next year.

Jeff Whitlow & The Old Barn Band

I can't even begin to express my gratitude for making the AUSA holiday reception a resounding success once again. You are such a great supporter of AUSA and I truly appreciate your tireless and selfless support.

Sam Torrey, AUSA Redstone-Huntsville Chapter

Thank you for stepping in to save Christmas – without you there would have been no Christmas Parade.

Mayor Tommy Battle



Huntsville Christmas Parade

Lite 96.9 and the Von Braun Center partnered to sponsor the Huntsville Christmas parade, held on Dec. 6, 2014 at noon in downtown Huntsville. Santa Claus ushered in the Christmas season at the annual parade with the theme of "Christmas Music". The excitement and music was enjoyed by a very successful turnout.





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.

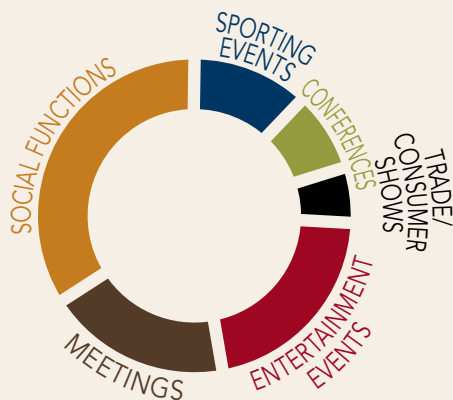
In the 2015 fiscal year the Von Braun Center recycled:

- Paper, plastic, aluminum cans, cardboard – 58,040 lbs or 29.02 tons
- Electronic equipment – 682 lbs.
- Spent Fluorescent Lamps – 680

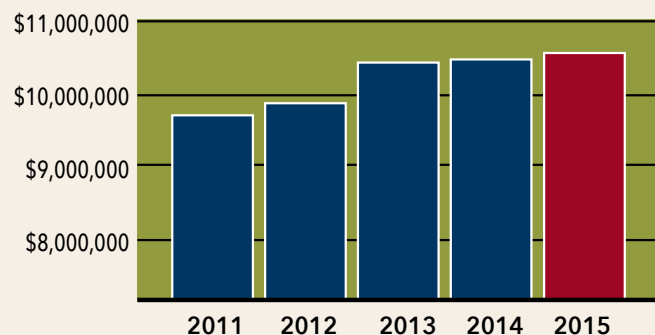
The VBC diverted 160 tons or 320,020 lbs. of trash from the local landfill by transporting it to the Waste to Energy Facility. By sending our trash to the Waste to Energy Facility, we were able to achieve an average diversion rate of 81.24% for the year.

A YEAR IN REVIEW

VBC Event Composition



VBC Gross Revenue





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