



VBC
VON BRAUN
CENTER

A YEAR IN REVIEW

ANNUAL REPORT
FISCAL YEAR 2018-2019

Letter From The Executive Director

The Von Braun Center is looking at a very bright future beginning in 2020! The opening of the music hall, restaurant and rooftop bar will complete phase 1 of the expansion of the center which began back in 2018. The names and logos of the music hall and restaurant will be announced at a press conference on October 29th, along with the first official lineup of shows. The next big expansion project, phase 2, is the addition of the new multi-purpose ballroom, meeting rooms, a new kitchen and renovation of the North Hall. This project is still in the design phase with plans to break ground in 2022 with a projected timeline of approximately two years for completion.

As part of an ongoing effort to improve the facility for efficiency and customer satisfaction, an *upgraded light-emitting diode (LED) lighting system manufactured by Eaton's Ephesus Lighting is being installed in Propst Arena*. The upgraded lighting system will feature full color-tuning fixtures which provide colorful light shows and will result in an enhanced fan experience, as well as improved viewing opportunities of both live and televised events. In addition, 12 new LED video panels manufactured by Daktronics are being installed.

Each year, the high-level performance of *our team* continues to impress. They continue to raise the bar and exceed the expectations of our clients. This year, we hosted 500 events with over 700,000 patrons walking through the doors. *We would not be able to produce such large numbers without the many organizations that call the Von Braun Center home*, such as Huntsville Havoc, UAH Chargers, Broadway Theatre League, Huntsville Symphony Orchestra, Fantasy Playhouse, Theater Huntsville, Huntsville Rotary, AUSA Global Force Symposium, Space & Missile Defense Symposium, International Symposium on Child Abuse, National Cyber Summit, Huntsville Hospital Foundation, NEACA Craft Show, and many, many more. You may have heard me say this many times before...*It is for you, "our customer," that we continuously strive to provide an exceptional experience and ensure a successful event.*

A few entertainment events that stand out from this past year which helped contribute to our large numbers are Jamey Johnson & Cody Jinks, Chris Stapleton, and Marvel Universal Live. It was also an honor to host the *Alabama Governor's Conference on Tourism*, a conference which provides an opportu-

nity to learn about the economic impact of our industry, as well as provide new strategies for marketing attractions.


I am very proud to share that the 3rd Annual *Von Brewski Beer Festival* with its over 170 beers brewed by 60+ breweries from the around the world saw a record attendance this year. The 6th Annual *Family Fun Festival & Expo* continued its partnership with Free 2 Teach and saw an increase in attendance as well. The 6th Annual Mix 96.9 – Von Braun Center Christmas Parade was also a success with over 80 participants, and spectators lining the streets of downtown Huntsville.

Huntsville is growing at an extremely fast pace and I'm delighted that the Von Braun Center is part of that growth.

I would like to take this opportunity to say thank you to our board of control, mayor, city council, city leaders, partners, sponsors, clients and patrons.

We could not do what we do without you!

Thank you! We are looking forward to 2020 and beyond!


Sincerely,
Steve Maples, CFE
Executive Director



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 13 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 28 years.

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

THE ORGANIZATION

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

The VBC is an anchor within its community. Located in downtown Huntsville, the VBC offers a beautiful facility for local, regional, and national events. The 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.



BOARD OF CONTROL



Wayne Bonner,
Chairman



Evans Quinlivan,
Vice Chairman



Dr. Bill Sullins,
Secretary



Dr. John Johnson



Randy Schrimsher



Steve Thornton



Eddie Turner



CHRIS STAPLETON



BLACK JACKET SYMPHONY - JOURNEY'S "ESCAPE"



KANE BROWN

THE WORLD OF ENTERTAINMENT

A CONCERT LINE-UP TO RIVAL ANY...

4U - A Symphonic Celebration of Prince
AL A&M Homecoming Concert:
Rick Ross & Lil' Baby
Alabama Band Master's Friday Concert
Ben Rector
Black Jacket Symphony -
Tom Petty and the Heartbreakers
"Damn the Torpedoes"
Black Jacket Symphony -
Journey's "Escape"
Black Jacket Symphony -
QUEEN's "A Night at the Opera"
Bob Dylan
Brit Floyd
Celtic Woman
Chris Stapleton
Coasters, Platters, Drifters
Cole Swindell & Dustin Lynch
Collective Soul
Dancing with the Stars
Dynamic Praise 30th Anniversary
Choir Performance
Earth, Wind & Fire
Elvis Tribute - Rocket City Christmas
Experience Hendrix
Fellowship of Christian Athletes
featuring Tim Tebow
Firefighters Assn Concert -
Michael Jackson & Prince Tribute
Firefighters Concert -
The Original Tams
Frankie Valli and the Four Seasons
G.O. Live
Gary Allan

Girls & Guitars
Home Free
Huntsville Classic -
Lee Brice & Randy Houser
Jamey Johnson & Cody Jinks
Jeff Foxworthy & John Crist
Jewel
Kane Brown
KC and the Sunshine Band
Kinjai Dave Concert
Lauren Daigle
Lil Duval: Living My Best Life Tour
Lyle Lovett & Robert Earl Keen
Maxwell
Needtobreathe
Newsboys
Ohio Players
Pentatonix
Persian Music Concert
PLT Party featuring For King & Country
Raidotron & Funktree

Ray LaMontagne
Ron White
Ronnie Milsap
Sarah McLachlan
Scott Bradlee's Postmodern Jukebox
Stephen Fite Children's Concert
Steve Martin and Martin Short
The Awakening of a New Year
The Beach Boys
The Doobie Brothers
The Price is Right
The Temptations & The Four Tops
Theresa Caputo
TOBYMAC
Travis Tritt's Outlaws & Renegades
truTV Impractical Jokers Tour -
Starring The Tenderloins
UAH Music Department
Vince Gill
WEUP 61st Anniversary
Young Dolph

VBC EVENTS

CONCERTS.....75
FAMILY SHOWS.....10
HAVOC HOCKEY30
PERFORMING ARTS50
SPORTS.....2
UAH HOCKEY16

494,182

TICKETS SOLD
OCT. 1, 2018-
SEPT. 30, 2019



THE SYMPHONY...

Huntsville Symphony Orchestra presents

- Beethoven Eight
- Susanna Sings Strauss
- Tchaikovsky Five
- The Best of the Eagles
- The Young Person's Guide to the Orchestra / The Doo-Wop Project
- We [heart] Mozart
- WE SALUTE Celebrating our Veterans
- WIZARD WANDS & LIGHTSABERS The Music of John Williams
- Huntsville Symphony Orchestra's Classical 1: Brahms 2

A VARIETY OF FAMILY SHOWS...

- Disney Jr. Dance Party
- Disney on Ice
- Earth's Prehistoric Aquarium
- Harlem Globetrotters
- Jurassic Quest
- Marvel Universe Live
- Monster Jam
- Paw Patrol Live!
- Sesame Street Live!
- WWE Live

THEATRICAL SHOWS GALORE...

A Charlie Brown Christmas - Live on Stage

Broadway Theatre League presents

- A Diary of a Worm, a Spider and a Fly*
- BEAUTIFUL: The Carol King Musical*
- Finding Neverland*
- Jersey Boys*
- Kinky Boots*
- RENT*
- Something Rotten*
- STOMP*
- The King & I*



CONVENTIONS, CONFERENCES, TRADE SHOWS & SPORTS

CONVENTIONS & CONFERENCES

35th International Symposium on Child Abuse
 20th Annual NCMS Mid-South Training
 AAMA Supplier Diversity Conference
 Aerojet Rocketdyne
 Aircraft Survivability Professional Forum
 Alabama Band Masters
 Alabama Governor's Conference on Tourism (AGCT)
 Alpha Kappa Alpha Workshops
 An Evening with David Jeremiah
 AUSA Global Force Symposium
 Aviation and Missile Technology Consortium
 CALEA
 Church of Highlands Marriage Retreat
 Church of the Highlands
 Circuit #AL - 1,4 of the Jehovah's Witnesses
 Cumberland Presbyterian Church
 Delta Sigma Theta State Conference
 Dental Laboratory Association of Alabama
 DevSpace
 Dixie District Spring
 Exposure Youth Camp
 FAPAC 2019 Conference
 FBI Industry Day
 First Robotics Competition



Garver Summit
 Guidehouse
 HAMA - MiniCon
 HAMACON
 IEEE SoutheastCon 2019
 Jehovah's Witnesses Regional Convention
 Joseph P. Cribbins Aviation Product Symposium
 National Cyber Summit
 National Weather Association
 NDIA - TVC Missile Defense Agency Small Business Programs Conference
 Non Profit University
 North Alabama Conference of the UMC
 Oakwood Alumni Association Event
 Saved in the City
 SMD Symposium
 Southside Church of Christ Homecoming
 Tennessee Valley Authority
 Twin States Conference

CONSUMER/ TRADE SHOWS

Alabama RV Super Show
 All Star Pool and Spa
 Building Home and Remodeling Show
 Celebrations Bridal Event
 Collectors and Shooters Gun Show
 Fall Home and Garden Show
 Governor's Job Fair for those with Disabilities
 Halsey Food Show
 Huntsville Comic and Pop Culture Expo
 Huntsville Hamfest
 Kehe Food Show
 Mitchell Grocery Food Show
 NEACA Craft Show
 Randolph Under The Christmas Tree
 RecruitMilitary Job Fair
 Retirement Lifestyle Expo

Rocket City Broadcasting Bridal Fair
 Rocket Fair
 Sneaker Crush
 Taste of Huntsville
 Tennessee Valley Hunting and Fishing Expo
 The Boat Show

AMATEUR SPORTS

AAU Basketball Tournament
 Alabama State High School Wrestling Tournament
 Alabama A&M Basketball vs UAB
 Alabama Basketball vs Liberty / UAH vs Fort Valley State
 Alabama State Games Opening Ceremony
 Big Spring Volleyball Bash
 Elite Cheer Company
 Huntsville Gymnastic Center
 NEWBREED Ultimate Challenge Alabama Open
 Regional High School Volleyball
 Rocket City Classic
 Rocket City Marathon
 Victory Athletics Cheer Competition

VBC EVENTS
 AMATEUR SPORTS.....13
 CONFERENCES53
 CONSUMER SHOWS 26
 CONVENTIONS.....6
 TRADE SHOWS6



BANQUETS, SOCIAL FUNCTIONS & MEETINGS

BANQUETS

5th Annual Black Tie Charity Ball
 A Salute to Service - Honoring Our Heroes
 Alabama A&M BEST Awards Banquet
 Alabama A&M University Black Tie Gala
 Alpha Kappa Alpha Debutante Ball
 American Cancer Society Belles & Beaus
 Athletic Hall of Fame Banquet
 AUSA Army Birthday Dinner
 AUSA Veterans Dinner
 Ball Fantastic
 Boys & Girls Club Leaders and Legends
 Chamber of Commerce Alabama Update
 with Governor Ivey
 Chamber of Commerce Best Places to Work
 Chamber of Commerce Small Business Awards
 Chamber of Commerce State of the County
 Chamber of Commerce Annual
 Membership Meeting
 Chamber of Commerce Armed Forces
 Celebration
 Chamber of Commerce Redstone Update
 Chamber of Commerce State of the City
 Address with Mayor Tommy Battle
 Chamber of Commerce Washington
 Update with Congressman Mo Brooks
 Chamber of Commerce Washington
 Update with Senator Doug Jones
 Chamber of Commerce Washington
 Update with Senator Richard Shelby
 Christian Women's Job Corps Circles
 Event
 Funset Social & Charity Club
 Grounds for Hope
 His Way Banquet
 Holy Spirit Regional School Bash
 Honoring Dr. Patricia Sims
 Huntsville Bible College "Vision" Banquet
 Huntsville Symphony Orchestra Guild
 Debutante Ball
 Julius Scruggs Retirement Dinner
 Kim Fails Jones Foundation Gala

Martin Luther King Jr Unity Breakfast
 Medical Gala
 Morning Star Lodge #50
 Northeast Alabama FCA Hometeam
 Celebration & Fundraising Dinner
 Oakwood Student Banquet
 Oakwood UNCF Gala
 Omega Psi Phi Founder's Day
 Pi Kappa Alpha Founders Day
 Royal Funeral Home 100th Anniversary Gala
 Societies of 1895 & 2012 Recognition Dinner
 Sparkman JROTC Military Ball
 St. John's Benefit Gala
 Tie the Ribbons Luncheon - HudsonAlpha
 WEDC Women Honoring Women
 Tie the Ribbons Luncheon - HudsonAlpha
 UAW 50th Anniversary
 Victorian Cotillion Dinner Dance
 WEDC Women Honoring Women

SOCIAL FUNCTIONS

100 Black Men Holiday Gala
 Alpha Phi Alpha Gala
 AshaKiran A Ray of Hope Event 2019 -
 India Festival
 AUSA Holiday Celebration
 Avion Holiday Party
 Colsa Holiday Party
 Crescen-Dough Auction
 Dog Ball
 ERC Holiday Party
 Hazel Green High School Prom
 Huntsville High School Prom
 Jerry Damson Auto Group Holiday Party
 Margarita Ball
 Nutcracker Ball
 Omega Psi Phi
 Stars Dancing for HEALS
 Torch Technology Holiday Party
 Victorian Cotillion
 Yulista Holiday Party

MEETINGS

Barbizon
 BeEmpowered Seminar
 Chamber of Commerce Ambassador
 Luncheon
 DHI Downtown Awards and Annual Meeting
 Gamma Mu Workshop
 Herbalife Nutrition KickOff 2019
 Hospitality Sales & Marketing Executives
 Holiday Luncheon
 Huntsville City Schools Teachers Institute
 Huntsville Rotary Luncheon
 Huntsville/Madison County Hospitality
 Association
 Living Life after Cancer
 Madison Co. Schools Institute
 Oakwood Alumni Weekend
 Redstone Federal Credit Union Annual
 Meeting
 Redstone Federal Credit Union Employee
 Celebration Day 2019
 Rocket City Alabama Chapter of SGMP -
 10 year Anniversary
 Schwarze Industries Dealers Meeting
 Tourism Summit
 United Way Breakfast

VBC EVENTS

BANQUETS.....75
 GRADUATIONS.....25
 MEETINGS.....106
 SOCIAL FUNCTIONS..... 46
 WEDDINGS.....15



Our Future Looks Bright with Music Hall, Restaurant & New Arena LED Lighting

On October 29th, the VBC will host a press conference during the Havoc's Meet the Players event to announce in a video presentation the official names and logos of the new music hall and restaurant, as well as to showcase the LED lighting by Eaton's Ephesus Lighting being installed inside Propst Arena. At the unveiling, the first official lineup of shows in the music hall will be announced with tickets going on sale the following Friday.

Earlier in the year, a VBC naming committee (compiled of employees ranging in age, gender, and background) formed to help develop the branding of the two new spaces. Local graphic designer, Crisy Meschieri, was hired to lead the team and helped create the names and logos for both spaces. The development of marketing materials (including signage, promotional items, websites, uniforms, merchandise, etc.) will immediately follow.

The addition of these two venues at the VBC is part of an ongoing expansion project approved by the Huntsville City Council in June 2017, followed by the ground breaking in August 2018.



SPORTS



The 2018-19 season of the **Huntsville Havoc** continues the tradition of fast-paced, hard-hitting, family entertainment. The 16th season will not disappoint as head coach Glenn Detulleo and the team take on SPHL rivals Birmingham Bulls, Fayetteville Marksmen, Knoxville Ice Bears, Pensacola Ice Flyers, Peoria Rivermen, Quad City Storm, Macon Mayhem, Roanoke Rail Yard Dawgs, and the Evansville Thunderbolts. The Havoc have more crowns to defend next season as they not only took home the second consecutive SPHL President's Cup, but also set the SPHL attendance record for the fourth straight year!



The **University of Alabama in Huntsville hockey team** is looking forward to the 7th 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. Go Chargers!



VON BREWSKI BEER FESTIVAL

The 3rd Annual Von Brewski Beer Festival took place on February 9th in the South Hall of the VBC. This year, we had over 60 breweries and over 170 different beers for attendees to sample that ranged from IPAs and Stouts to Ciders and Meads and everything in between. During the event, attendees had the opportunity to build their own pretzel necklace and stop by the vendor booths. Guests were also able to stroll around the event with ease and make notes about each beer they sampled in a labeled brochure. Until next year's event...Cheers!



HEADS-N-TAILS CRAWFISH BOIL

Heads-N-Tails Crawfish Boil presented by Mercedes-Benz of Huntsville & Landers McLarty Nissan was a big catch this year! This year's event was held on May 18th in the South Hall. Guests enjoyed some Louisiana vibes with live music performed by Curley Taylor and Zydeco Trouble. This family-friendly event also had people getting their faces painted, jumping on inflatables, playing in an arcade, and enjoying tons of crawfish and other Cajun inspired foods! This was the event's 9th year.



Food and Fun



FAMILY FUN FESTIVAL AND EXPO

This year's Family Fun Festival & Expo presented by Mercedes-Benz of Huntsville & Landers McLarty Nissan celebrated it's 6th year! While the event was still free, attendees were encouraged to #StuffTheTruck with school supplies or make monetary donations benefiting Free 2 Teach. The entire community came together to raise \$9,000 in monetary and school supply donations! This number included a \$1,000 matching grant from Siniard, Timberlake & League, P.C. During the event, kids enjoyed all sorts of fun activities including bumper cars, an arcade and an LED photo booth....all while escaping that pesky summer Alabama heat! Family Fun Festival & Expo is a great community event that we look forward to hosting each year!



CHRISTMAS PARADE

Each year, the Mix 96.9 – Von Braun Center Christmas Parade grows and the 6th annual year was no different! On the night of December 3rd, people lined the streets to see the beautiful lit floats pass by. There were over 80 floats decorated to the theme of Christmas Around the World winding their way through the streets of Downtown Huntsville. Leading the parade was the official Grand Marshal, 2019 Scripps National Spelling Bee co-champ Erin Howard! Santa and Mrs. Claus marked the end of the parade as they passed by on their beautiful sleigh. This parade, presented by Redstone Federal Credit Union, is a magical night that has quickly become a tradition for many in the community.



HUDSONALPHA'S TIE THE RIBBONS LUNCHEON



HUNTSVILLE CLASSIC WITH LEE BRICE AND RANDY HOUSER

IN THE WORDS OF OUR CLIENTS

You have the BEST staff! They were all helpful and professional. Highly recommended!

Cathie M. Mayne
Retirement Lifestyle Expo
Huntsville-Madison County Senior Center

Thank you to the entire staff of the Von Braun Center for a fabulous event. We continue to receive compliments for how professional and organized our conference was. The catering staff did a great job with our meals and breaks. And the production and operations teams had everything set-up and ready to go. Very well done!

Amy Boyd
National Children's Advocacy Center
35th International Symposium on Child Abuse

The food service staff was excellent and the quality of the food was excellent, too.

Cheryl Davis
Debutante Ball – Epsilon Gamma Omega AKA

Excellent Service!

Debbie Moore
Moore Graduation Luncheon

We loved working with everyone from the VBC and hope to continue to have the marathon finish inside the arena for years to come!

Dwayne and Dana DeBardelaben
Rocket City Marathon

I am always pleased 100% with our Christmas Party at the VBC each year. The food is always excellent, too. Trying to please over 100 attendees is not always easy, but I have never had a complaint about the food – always compliments!

Liz Beasley
Avion Solutions, Inc.

The employees were very accommodating and pleasant.

Edna Fails
KFJ Foundation

This was an overall FABULOUS experience! The special menu and food were wonderful and served hot which is impressive for nearly 900 guests. From the chef and catering to production to the event coordinators to security, it was like Mary Poppins...practically perfect in every way!!! The event planning was so organized and focused on every detail. Production did a great job with lighting and sound. The draping was gorgeous with the gold inserts and the stage draping was beautiful. I am most grateful!!!

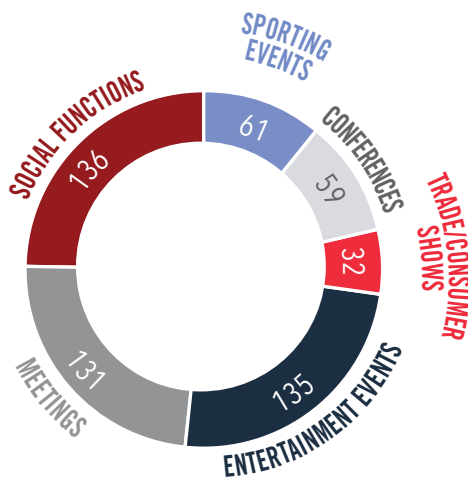
Debbie Washburn
Symphony Ball
Huntsville Symphony Guild

From the start of our discussions last January, the VBC team that supported really took the time to understand what we needed, and did whatever they could to accommodate our never-ending list of requirements. From the Chestnut features in the menu, to the moveable walls for our poster sessions, to the black skirting around the entire banquet room to make it more elegant and presentable for the event, there was nothing that was not able to be accomplished, with a smile to boot. I was extremely impressed by the AV team on the day, as well as meeting security due to our chance of protesters. Everyone was exceptional and our event was excellent. I cannot thank you all enough.

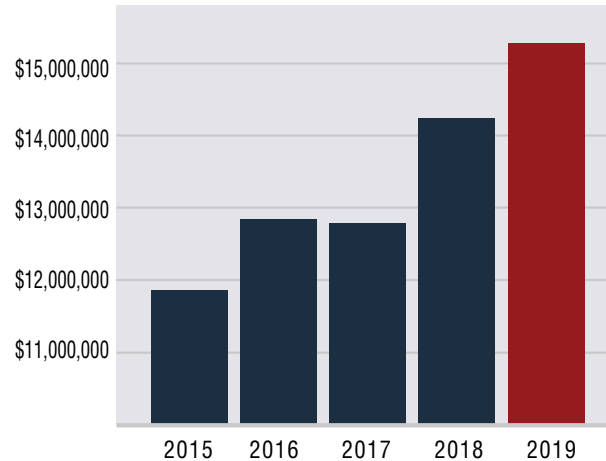
Cherin Marmon-Saxe
The American Chestnut Foundation

A YEAR IN REVIEW

VBC Event Composition



VBC Gross Revenue



The Von Braun Center diverted 242.56 tons or 485,120 lbs. of trash from the local landfill. The average diversion rate for the year was 77.18%. This included:

- Paper, Plastic, Aluminum Cans, and Cardboard - 63,920 or 31.96 tons
- Electronic waste - 987 lbs.
- Spent Fluorescent Lamps - 714

In regards to energy consumption, we continue to make improvements to the facility to better those results, including the upgrade to LED lighting in Propst Arena. Last year, we reduced our Energy Utilization Index by approximately 2.7%. We have more energy conservation projects slated for the upcoming year.



VBC

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