



## VBC's North Hall Renamed and Undergoing Renovations

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[\[Link to logo and renderings\]](#)

**Huntsville, Ala. (September 14, 2023)** – The Von Braun Center (VBC) is pleased to announce the renovation and renaming of its frequently utilized venue, North Hall.

“North Hall is one of the most-rented venues within the VBC,” said VBC Executive Director Steve Maples. “The layout of three separate ballrooms downstairs that can be opened into one large space, paired with multiple breakout salons on the mezzanine level have made this an ideal space for events ranging from elegant weddings and galas to large conferences, small meetings and everything in-between.”

The VBC's North Hall originally opened on December 4, 1987 with a “Premier for the Arts” black-tie gala. The total project, which added around 100,000 square feet to the facility, cost \$8 million.

Maples continued, “The addition of the hall almost 36 years ago was intended to enhance the flexibility of the overall facility by adding space for banquets, meetings and receptions. It continues to make Huntsville a viable option for large conferences and tradeshow's needing multiple event spaces simultaneously, while also being a space for banquets, galas, weddings, local town meetings and more.”

Before opening in 1987, management projected 150 occupancy dates annually within the space; in current times, ballroom occupancy has increased by more than 10%. Rental demand is consistently increasing in tandem with Huntsville's growth and national popularity.

“The intent of this renovation and renaming project is to ensure the community the VBC proudly serves continues to have an elegant and modern space to host local events, while also having a space to proudly welcome both national and international guests who bring large-scale events to North Alabama,” said VBC Board of Control Chairman Evans Quinlivan.

When the ballroom was first named, other parts of the Von Braun (then Civic) Center (VBCC) included the VBCC Arena, Concert Hall, Playhouse, East Hall, West Hall, and the Huntsville Museum of Art. The addition of the ballroom was built on the north-side of the campus and thus earned the name North Hall.

In keeping with the space-theme of the complex and the city's nationally recognized nickname in which it is located – The Rocket City – the elegant venue within the VBC is officially renamed to **Saturn Ballroom**.

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“There has always been some confusion when speaking with national and international event planners who need ballroom space,” Maples continued. “We continuously have to explain that North Hall is in fact a ballroom, so when we began brainstorming potential new names, we knew we wanted to include the term ‘ballroom’ in the title. Additionally, NASA’s Saturn project is hugely important to North Alabama and our entire region so landing on the name ‘Saturn’ felt right and ties into the VBC’s family of venues perfectly.”

The Von Braun Center is home to eight venues including: Propst Arena, Mark C. Smith Concert Hall, Playhouse, Mars Music Hall, Rhythm on Monroe, South Hall, East Hall, and Saturn Ballroom.

Recently, the VBC was showcased three 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 (broadcasting on PBS with an airdate to be announced soon).

“With Huntsville 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 relocating to the area in droves and all eyes are on our fantastic city,” commented Maples. “We take our role at the VBC as a large factor for Huntsville’s quality-of-life very seriously and will continue to always make sure we’re delivering the highest-quality product in the nicest facility that we can.”

When last year’s fiscal year ended, the VBC had hosted over 490 events with an estimated economic impact of over \$80 million between October 2021 to September 2022. The full Annual Report for 2021-2022 can be found on [vonbrauncenter.com](https://vonbrauncenter.com).

After receiving city approval in 2021, the ballroom renovation project began in May 2022 and is projected to be complete by the end of 2023 with a total project cost of \$12.5 million. Renovations include upgraded wall coverings, flooring, a color-changing LED lighting system, upgraded audio system and more. Modified areas include the ballroom, main entrance lobby, public corridors, restrooms, meeting rooms, and other auxiliary spaces. Additionally, the building exterior is receiving a new roof system, exterior paint, new signage, and a decorative LED lighting system.

This is the first major maintenance and renovation project to North Hall since the original installation in 1987.

For more information about the Von Braun Center and to see upcoming events, visit [www.vonbrauncenter.com](https://www.vonbrauncenter.com).

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### **About 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, South Hall, East Hall, and Saturn Ballroom. 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.