



VBC's Propst Arena Receives \$1.4 Million Exterior Facelift

Includes complete refresh of exterior façade and the addition of new LED lighting system

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[\[Click here for pictures – drone footage coming soon!\]](#)

Huntsville, Ala. (June 6, 2022) – The Von Braun Center (VBC) showcased enhancements to the exterior of the Propst Arena totaling around \$1.4 million during the season's first Concerts in the Park on Monday, June 6, 2022.

“This arena has been the focal point of large live events in Huntsville for over 47 years,” commented VBC Executive Director Steve Maples. “From Johnny Cash opening the venue on March 25, 1975, followed by five consecutive sold out Elvis shows – plus, another two sold out Elvis shows the next year – to Dolly Parton, Liberace, Van Halen, Prince, Lionel Ritchie, Aerosmith, Cher, MC Hammer, Elton John, Jimmy Buffet, Kenny Chesney, Reba, Lauren Daigle, Brooks and Dunn – the list really does go on-and-on, the VBC has brought countless headlining shows to the arena and the Huntsville community has always shown up! Not to mention, the live sporting events held here and teams who have called the VBC home, the significant conferences and conventions throughout the year that utilize the arena like AUSA Global Force Symposium, and Space and Missile Defense Symposium, or the thousands of eager graduates who have walked across our stage and received their diplomas.”

This exterior project began in December 2021 and was completed in May 2022. The first part of the exterior upgrade included a complete refresh of the façade by Pearce Construction Company. This included cleaning, sanding, and painting the existing metal wall panels and trim, textured cement panels, sills, beams, columns, doors and frames. This is the first major maintenance project to the exterior walls and paint since the original installation in 1973. The original cream color, has been replaced with a soft silver which mimics the exterior of the recent addition of [Rhythm on Monroe](#) and [Mars Music Hall](#) which both opened in early 2020.

The second phase of the exterior project on Propst Arena was the installation of an all-new decorative Lumenpulse LED lighting system designed by Matheny Goldmon Architecture + Interiors, and installed by Madison Electric, Incorporated. The mapping of the system included adding lighting along the beams of the circular bowl, the main entry lobby façade, and the interior light boxes inside the lobby.

Maples continued, “Including this exterior facelift, the Propst Arena has undergone three major renovations over the years. In 2010, brand new seating was installed, and the lobby and concourse areas were expanded with modern Concessions, Bars and a cook-to-order walk-up café with outdoor balcony seating. Then, at the end of last year, the backstage area was expanded and remodeled to include beautiful star dressing rooms, state-of-the-art locker rooms, a catering kitchen and multiple offices for touring shows to utilize. All these enhancements are not only to enrich the experience of our attendees and performers, but to create a stunning focal point in the heart of downtown Huntsville that everyone can continue to be proud of for at least another 47 years!”

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The new LED lighting system features full color-tuning fixtures to enhance events with colorful light shows and other lighting experiences. With this upgrade, the options for a completely integrated lighting system for events is unlimited and will result in an enhanced fan experience, as well as improved viewing opportunities of both live and televised events.

Recently, the VBC Propst Arena was showcased twice on national television. Once, through ESPN's SEC Network during the SEC Gymnastics Championships; and again, during Lee Greenwood's All Star Salute tribute concert.

“With Huntsville being ranked 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. We take our role at the VBC as a large contributing factor for Huntsville's high 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.”

In 2021 as restrictions were loosened, the VBC hosted over 380 events throughout the facility with an economic impact of over \$43.5 million. Those events included concerts, family shows, conferences, conventions, banquets, meetings, and sporting events and were held across all venues within the VBC: Propst Arena, Mark C. Smith Concert Hall, Mars Music Hall, Playhouse, South Hall, North Hall and East Hall.

For more information about the Von Braun Center, visit 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, North Hall, South Hall, and East Hall. 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 can accommodate events of all types and sizes.