



Huntsville, Alabama

305 Fountain Circle
Huntsville, AL 35801

Cover Memo

Meeting Type: City Council Regular Meeting **Meeting Date:** 1/22/2026

File ID: TMP-6483

Department: Urban Development

Subject:

Type of Action: Approval/Action

Resolution authorizing the Mayor to provide support to the Von Braun Center for marketing and securing additional live music events and other entertainment events.

Resolution No.

Finance Information:

Account Number: N/A

City Cost Amount: N/A

Total Cost: N/A

Special Circumstances:

Grant Funded: N/A

Grant Title - CFDA or granting Agency: N/A

Resolution #: N/A

Location: (list below)

Address:

District: District 1 ☐ District 2 ☐ District 3 ☐ District 4 ☐ District 5 ☐

Additional Comments:

This is to provide the VBC with \$50,000 to support securing and marketing future live music events at the VBC that will be produced for a televised audience production.

RESOLUTION NO. 26-

WHEREAS, The Von Braun Center Board of Control of the City of Huntsville has and continues to act on behalf of the City to operate and manage the Von Braun Center as a multipurpose facility with the primary objective of promoting and facilitating conferences, exhibitions, theater shows, sporting events, live music performances, and other entertainment events and activities; and

WHEREAS, the City has determined that providing direct support to the Von Braun Center's Board of Control in delivering these cultural opportunities substantially expands and enhances the prosperity, health, contentment, and general welfare of the City and its residents by among other things: (i) promoting, improving, and diversifying the economy; (ii) expanding diverse opportunities within the arts and culture; (iii) expanding the City's Music Office initiatives; (iv) enhancing the City's reputation as a regional and national destination for live music and entertainment; and (v) expanding the overall tax base of the City; and

WHEREAS, the Von Braun Center continues to collaborate and work with the Huntsville Music Office to deliver elevated live music performances, to include nationally televised event opportunities at the Von Braun Center; and

WHEREAS, the Von Braun Center's ability to secure these events results in an increased tax base, expanded cultural opportunities for residents, and results in providing national marketing exposure for Huntsville, Alabama; and

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Huntsville, Alabama, that the Mayor be and is hereby authorized to take all actions necessary to transfer funds in the amount of \$50,000.00 to the Von Braun Center for supporting its efforts in marketing and securing future elevated live music performances and other entertainment events for the benefit of Huntsville, Alabama and its residents.

ADOPTED this the 22nd day of January, 2026.

President of the City Council of the City of
Huntsville, Alabama

APPROVED this the 22nd day of January, 2026.

Mayor of the City of Huntsville, Alabama