

# DISCOVER HUNTSVILLE

## *Alabama*

FOOD • CULTURE

HISTORY • NIGHTLIFE







# CONTENTS

**03 Rocket City, Ready for Launch**

Why Huntsville is an Out-of-This-World Corporate Event Destination

**04 Welcome to Rocket City**

Innovation, Space History & Ideal Event Sizes

**05 Blast Off the Clock**

Group Adventures & Solo Discoveries

**06 Touch Down with Ease**

Airport Info & Ground Transportation

**07 Gather, Graze & Toast**

Group-Friendly Dining in Huntsville

**08 Why Huntsville Works**

Affordability, Accessibility, and Expertise

**10 Let's Launch Your Event**

How to Partner with Music City Events



# FAST *Facts* & ESSENTIALS

Rocket City, Ready for Launch



## ***Why Huntsville is an Out-of-This-World Corporate Event Destination***

Welcome to Huntsville, where innovation meets Southern charm. Known as “Rocket City” for its NASA roots and tech-driven economy, Huntsville is one of the fastest-growing cities in the Southeast—and it’s quickly becoming a go-to destination for corporate meetings, retreats, and incentive events.

This guide was created by Music City Events to give you an insider’s look at everything Huntsville has to offer: modern venues, unique attractions, accessible transportation, local flavor, and planning support to make your event seamless from start to finish.

## ***About This Guide & How to Use It***

Inside, you’ll find curated recommendations tailored for corporate planners, including team-friendly attractions, group dining venues, travel logistics, and event service support.



# WELCOME TO *Rocket City*

## *Innovation, Space History & Small-City Convenience*

Huntsville blends high-tech innovation with a laid-back, welcoming atmosphere. It's home to Redstone Arsenal, Cummings Research Park, and a growing biotech and aerospace sector. Yet, the city retains a walkable downtown, an artsy side, and plenty of green spaces to unwind between meetings.

### **Ideal Group Sizes & Event Types**

Huntsville is ideal for:

- Small to mid-size retreats and summits (10–150 attendees)
- Regional corporate trainings (50–200 attendees)
- Tech-focused offsites and think tanks
- STEM-related events and educational incentives

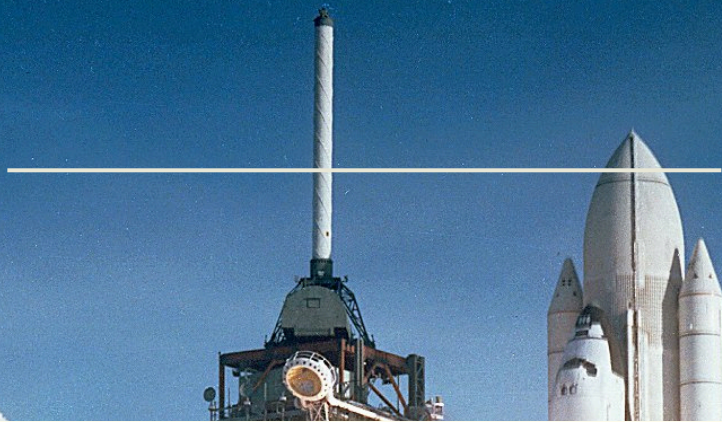
### ***Typical Investment Ranges:***

Music City Events customizes every package, but you can generally expect:

- Executive retreats or strategy days: **\$8,000–\$25,000**
- Multi-day training or leadership events: **\$20,000–\$75,000**
- Incentive trips or client showcases: **\$25,000–\$100,000+**







## BLAST OFF THE CLOCK

### *Group-Friendly Activities & Local Adventures:*

Team Favorites:

- **U.S. Space & Rocket Center** – Iconic space museum with team-building simulators and private event options
- **Lowe Mill ARTS & Entertainment** – Southern creativity at its best with local artists, studios, and unique meeting spaces
- **Burritt on the Mountain** – Historic estate with mountaintop views, perfect for retreats and social events

Solo or Small Group Gems:

- Downtown Huntsville Craft Beer Trail – Self-guided brewery experience
- Harmony Park Safari – Quirky drive-through wildlife park
- Big Spring International Park – Serene green space in the heart of downtown

**Getting Around Huntsville:** Huntsville is compact and easy to navigate. Uber and Lyft are available throughout the city, and Music City Events offers private ground transportation solutions for groups including executive shuttles, sprinter vans, and mini coaches.







## ***Touch Down with Ease***

### Airport Info & Ground Transportation

#### Huntsville International Airport (HSV)

- 15 minutes from downtown
- Direct flights from Atlanta, Dallas, Charlotte, Denver, and more

### ***Ground Transportation Includes:***

- Rideshare access curbside (Uber, Lyft)
- Onsite car rental options
- Executive transport and group shuttle management by Music City Events



# GATHER, *Graze* & TOAST

## GROUP-FRIENDLY RESTAURANTS & UNIQUE EATS

### COTTON ROW

Upscale Southern cuisine in a historic downtown bank (private dining for 60+)



### THE BOTTLE

Elegant French-American dining (perfect for executive dinners)



### 1892 EAST

Farm-to-table fare in a relaxed yet refined setting (ideal for intimate receptions)



### STRAIGHT TO ALE

Brewery and event space in a former high school (group-friendly)

### PHAT SAMMY'S

Playful tiki-themed dining great for post-conference gatherings



### BEEZR GASTROPUB

Modern, energetic venue with full buyout available







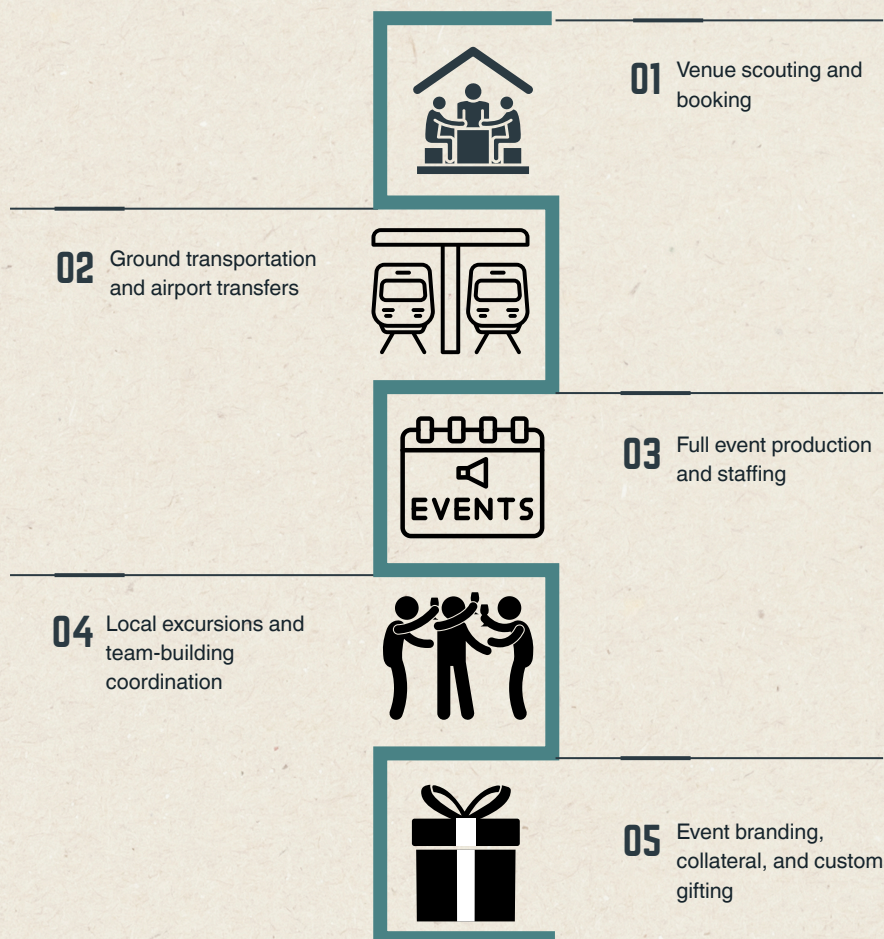
## WHY HUNTSVILLE WORKS

### ***Affordable. Accessible. Unexpected.***

Huntsville offers all the advantages of a larger city—modern hotels, cultural experiences, a thriving culinary scene—with the ease and charm of a smaller destination. Its strong tech identity makes it perfect for forward-thinking teams and STEM-related industries, while its affordability stretches your event dollars further.

### ***Music City Events: Destination Management Experts in Huntsville, AL***

We are your on-the-ground partners in Huntsville. As a full-service corporate event planning and destination management company, Music City Events provides:









# FINAL *Notes* & BONUS RESOURCES

Let's Launch Your Next Event

## BEFORE YOU LEAVE

Choose venues near Cummings Research Park or downtown to keep your team close to Huntsville's tech and aerospace ecosystem.

Spring and fall offer mild temperatures perfect for outdoor events at places like Burritt on the Mountain or Big Spring Park.

Huntsville offers unique spaces for everything from workshops to receptions.

Music City Events can coordinate seamless ground transportation.

## BEFORE YOU LEAVE

### USEFUL LINKS

- Huntsville Convention & Visitors Bureau  
[www.huntsville.org](http://www.huntsville.org)
- Downtown Huntsville Inc.  
[www.downtownhuntsville.org](http://www.downtownhuntsville.org)
- Arts Huntsville - Local Events Calendar  
[artshuntsville.org](http://artshuntsville.org)

*Let's Launch Your Next Event*

Plan Boldly in Rocket City

☎ Schedule a Consultation or Request a Quote:

**Phone: 615-280-0254**

## STAY CONNECTED

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SAFE *Travels* AND SEE YOU ON YOUR NEXT ADVENTURE!