

JEFFERSON CITY'S 15TH ANNUAL
OKTOBERFEST
September 25-26, 2015
Hosted by the Old Munichburg Association

April 1, 2015

The Old Munichburg Association is excited to host the 15th annual Jefferson City Oktoberfest, on September 25-26, 2015. The festival will be held on Dunklin Street, in the heart of "Munichburg in the Southside."

Oktoberfest is one of Jefferson City's major signature festivals and brings in participants and visitors from not only our city, but from the entire Mid-Missouri area. By advertising this exciting two-day event in communities across the state, exposure for the festival is increased.

On Friday, September 25th, we will be celebrating the German heritage at the Central United Church of Christ beginning at 4:30 p.m. Members of the church will be serving a German meal in the dining hall. Adjacent to the church, festival attendees can listen to, and dance along with the Loehnig Family German Band while enjoying beverages from the Muenchberg Beer Garden.

Saturday's festival activities will include performances on the main stage, bratwurst and hotdogs served at the Muenchberg Beer/Wine Garden, Missouri's largest Dachshund Derby and costume contest, kids activities, craft and food vendors, baked goods, craft demonstrations, and the Mid-Mo Old Car Club show.

All of the proceeds from Oktoberfest will go toward improvements in the District. Improvements include:

***Boundaries** - The geographical boundaries of Old Munichburg were extended to include the more traditional Southside area: Whitton Expressway on north; east to Jackson Street; south to Stadium Blvd to include Capital Region Medical Center; west to Myrtle to include both Trinity Lutheran and Helias, and also including Panorama Hills subdivision (Linden, Laurel, Holly, Bellevue Drives); then Wears Creek northward to the Expressway.

*** Banners and Street Signs** – The membership has approved the design and expanded installation of colorful "Munichburg in the Southside" banners and decorative street signs in the newly expanded geographical area.

*** Adopt-A-Street** - Central United Church of Christ, with the support of OMA, has been approved by the City to adopt the blocks of Washington and Ashley, which are near the church.

***Beautification of 100 West Dunklin block** - OMA is gathering input, information and bids on landscaping in the 100 block of West Dunklin, as a collaborative project with the Southside Munichburg CID installation of sidewalks in the same block. This continuation of the attractive streetscape of the 100 East Dunklin block, would tie that completed block with the 200 West Dunklin block that has also been attractively redone recently.

***Wayfinding Initiative** - Old Munichburg Association provided a letter of support for a MoDOT grant application for Wayfinding initiatives in Jefferson City.

*** Old Munichburg Corner** – The Corner is an ongoing investment in maintenance and holiday lighting.

***Safety** - OMA continues to cooperate with the City to improve security, enforce codes, and beautify the neighborhood.

We invite you to join other local businesses in helping promote this family festival by being a sponsor. Please indicate on the enclosed form if you would like to be a festival sponsor, t-shirt sponsor, make a monetary donation, or volunteer your time. We would greatly appreciate your help of any kind. Businesses that make a monetary donation or are a festival sponsor will be included in all advertising for the Oktoberfest.

Please feel free to contact me at 573-635-6524 or email at cathy.zumwalt@embarqmail.com if you have any questions. We appreciate all of the support you give to Jefferson City's Oktoberfest and community improvement. Please visit our website at www.oldmunichburg.com.

Sincerely,

Cathy Zumwalt
Event Coordinator

Enclosures