



The Old Munichburg Association is excited to host the 16th annual Jefferson City Oktoberfest, on September 23-24, 2016. The festival will be held on Dunklin Street, in the heart of “Munichburg on 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 23rd, 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. The following improvements would not be possible without the generous support of our festival sponsors. Thank you!

***Landscaping** – The Old Munichburg Association installed attractive landscaping in the 100 West Dunklin block (north side) to beautify the new sidewalks installed by the Southside CID. OMA is now actively planning the second phase of the project including hardscape and historical markers.

***Central Jefferson City Neighborhood Improvement Coalition**—Improvement and revitalization efforts focused on the Old Munichburg/Southside areas is underway and OMA is participatory in the process with representation on the advisory board and with our neighbors and businesses attending the meetings to provide input and solutions.

***Oktoberfest** - OMA hosted another highly successful festival for several thousand persons. In 2014 the event was extended to a two-day festival, with a traditional German celebration on Friday night and an American celebration of Oktoberfest on Saturday. We continued the new festival format in 2015.

***Boundaries** - The geographical boundaries of Old Munichburg were extended in 2014. New banners and decorative street signs are planned.

***Wayfinding Initiative** - Old Munichburg Association continues to monitor and offer support for the City’s MoDOT grant application for Wayfinding initiatives in Jefferson City.

***Safety** - Finally, 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 the level of sponsorship your business would like to sponsor. We would greatly appreciate your help of any kind. **The generosity of our sponsors make the Oktoberfest a FREE event for our community.**

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