





Dear friend of Jefferson City, the Southside, and Munichburg,

The Old Munichburg Association is excited to announce the 17<sup>th</sup> annual Jefferson City Oktoberfest to be held on September 29 and 30, 2017. The festival will be held on Dunklin Street in the heart of historic Old Munichburg.

Oktoberfest is one of Jefferson City's signature festivals. It attracts participants and visitors from our city and from the entire Central Missouri region.

On Friday, September 29, we will be celebrating German heritage with a German pot roast dinner at Central United Church Christ beginning at 4:30 pm. Adjacent to the church, festival attendees can listen and dance to the Loehng Family German Band while enjoying beverages from the Muenchberg Beer Garden.

On Saturday, September 30, from 10 am to 6 pm, we will celebrate the Southside's American heritage with festival activities including performances on the main stage, bratwurst and hot dogs served at the Muenchberg Beer 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 car show. The festival will be located on Broadway, Dunklin, and Washington streets.

As always, all proceeds from Oktoberfest are used to make improvements in the Southside/Munichburg area, such as historic markers and landscaping later this year. Our improvement efforts are made in cooperation with the Southside CID, Capital Region Medical Center, and the City of Jefferson.

We invite you to join other local businesses in generously promoting this festival as a sponsor. A form is enclosed on which you can indicate your level of support.

*Thank you so much.*

Please feel free to call me at 573-635-8060, or email me at [wjlvll@embarqmail.com](mailto:wjlvll@embarqmail.com). We appreciate your support. Please visit our website [www.oldmunichburg.com](http://www.oldmunichburg.com).

Sincerely,

*Bill Luebbert*

President  
Old Munichburg Association