

JEFFERSON CITY'S 14TH ANNUAL
OKTOBERFEST
September 26-27, 2014
Hosted by the Old Munichburg Association

April 9, 2014

The Old Munichburg Association is excited to host again this year the annual Jefferson City Oktoberfest, on September 26-27, 2014, located on the historic south side of Jefferson City.

Oktoberfest has grown into 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 event in communities across the state, exposure for the festival is increased. This year the association has decided to make Oktoberfest a two-day festival.

On Friday, September 26th, we will be celebrating the German heritage at the Central United Church of Christ from 4:30 PM – 8:00 PM. Parishoners from the Church will be serving a German meal in the dining hall. Adjacent to the church on Ashley Street, festival attendees can listen to, dance along with, the Loehnig Family German Band while enjoying beverages from the Muenchberg Beer Garden.

Saturday's festival activities will include performances on main stage, bratwurst and hotdogs served at the Muenchberg Beer/Wine Garden, Missouri's largest Dachshund Derby and costume contest, Kid's Korner with games and 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 Old Munichburg Association goals are:

- *Increased attention to safety concerns by working with the city council and city departments;*
- *Contributing in the planning and development of the new Mulberry Street green space;*
- *Supporting our resident owners in the revitalization and beautification of this historically district of our city;*
- *Continued support and expansion of the Neighborhood Watch Program;*
- *Ongoing cooperation with other civic organization, especially River City Habitat for Humanity, Old Town Revitalization, and the City of Jefferson's Wayfinding project to further the development of the Southside;*
- *Cooperation with other organizations in our community such as a festival and art installation in the district by the Jefferson City Arts Commission;*
- *Expanding the Old Munichburg area to include "second generation" German residential development.*

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 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

Cathy Zumwalt
Event Coordinator

Enclosures