

Frankenmuth

"Michigan's Little Bavaria"

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MEDIA KIT

"Michigan's Little Bavaria"

The décor is Bavarian and bells from the glockenspiel tower ring across the village. Visitors to Frankenmuth are soon excited about two other important discoveries: Frankenmuth-style chicken dinners that will always be on the menu at the Frankenmuth Bavarian Inn Restaurant and Zehnder's of Frankenmuth and that it will be Christmas in this fairy tale community no matter what day of the year you arrive!

Frankenmuth's two world-famous landmark restaurants, along with Bronner's CHRISTmas Wonderland, anchor the city's picturesque Bavarian village area. Zehnder's is the older of the two restaurants and is easily recognizable by its Mt. Vernon style and expansive front porch. Inside, comfortable dining is set amid an Early American decor. Three generations of Zehnder's work to retain the restaurant's status among the eighth largest in the nation. It also houses Michigan's number one retail bakery.

At the Frankenmuth Bavarian Inn Restaurant across the street, the atmosphere is truly German. Costumed waiters and waitresses in lederhosen and dirndls serve chicken along with a selection of German entrees. Located in the lower level of the Bavarian Inn are the Castle Shops: The Royal Gift Shop, the Doll and Toy Shop, the Court Jester's Café & Bakery, the Chocolate Shop, Souvenirs & Cheers, the Wine & Beer Cellar and the Nutcracker Sweet Candy Corner.

Step outside to the flower-decked entrance garden. Look up at the first pealing of the bells! The show has begun. Near the top of the glockenspiel tower, hand-carved wooden figurines act out the story of the Pied Piper of Hameln, accompanied by a carillon of 35 bells.

Bronner's CHRISTmas Wonderland celebrates year-round Christmas in over 70 languages. The 2.1 acres of showroom glitters and glistens with more than 800 animated figures, 500 different styled nativity sets, and 260 fully decorated Christmas trees. In all, there are over 50,000 trims and gifts for all seasons, reasons, and budgets.

The success of Bronner's and the restaurants has attracted other craftsman and shopkeepers to this German town. Frankenmuth now boasts of an 18-hole championship golf course (The Fortress) with over 6,800 yards to play, along with seven hotels, museums, fudge and candy shops, woolen mills, cheese shops, a flour mill, restaurants, sausage factories, and more.

Browse through the downtown shops to watch candy makers stirring up tasty treats, wool processing, leather tooling, pretzel twisting, and sausage stuffing. Choose your favorites at wine and beer sampling. Frankenmuth River Place also has over 30 unique shops and attractions that include a paddlewheel riverboat.



Horse-drawn carriage riders enjoy the scenic vistas and authentic Bavarian architecture along Main Street.

Media Contact for Additional Information

Jamie Furbush

President/CEO

e-mail via ceo@frankenmuth.org

1-800-FUN-TOWN, or 989.652.6106 ext. 21

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Bring the Family to Frankenmuth

Frankenmuth is a family affair. Bring them all: kids, Grandma, Grandpa, Aunt Suzy, Uncle Ned and anybody else who wishes to tag along.

The reason is entertainment, shopping, and dining enough to build memories for the whole family, wrapped in the beat of oom-pah-pah music and the traditions of its Bavarian heritage.

Kids will head for River Place for the Ultimate Mirror Maze, losing themselves in the maze of glass and mirrors. Still more fun can be had while the teens head for their games and arcades.



Riverboat tours are fun for the whole family.

tinsel and glitter spread over Santa's 27 acres!

All aboard for a paddlewheel riverboat cruise along the Cass River. Talk it over: decide who takes the carriage rides through town, or tour Grandpa Tiny's Farm petting zoo with horse-drawn wagon rides. Then round up, so everybody gets to vote on dining choices: restaurants with chicken dinners, Bavarian specialties, Italian, Chinese, and more.



River Place beckons to visitors from high atop the Cass River bank.

Mom, Grandma and Sister Sue head for the gifts and jewelry, boutiques, and antique shops, with a side trip to Prime Outlets of Birch Run with over 150 stores.

The men in the family may prefer golf, the leather shop, and Michigan's Own Military & Space Museum.

It's a family gathering again at the weaving shop, the 18th century flour mill, and the covered bridge over the Cass River. Kids lead the way to the glockenspiel to watch the marking of time in the tower. Who wouldn't enjoy Bronner's CHRISTmas Wonderland where it's Christmas every day with gifts, toys,

For more activities, schedule your visit during one of Frankenmuth's numerous festivals. With the family along, you may want to consider lodging with a pool.



Bronner's CHRISTmas Wonderland, World's Largest Christmas store, is open 361 days.

The Meaning Behind the Frankenmuth Shield

Proud of their Bavarian Heritage, but remembering they are Americans first, Frankenmuth citizens refer to the present in the upper part of their shield and to the past in the lower part. The American eagle stands proudly with its wings outspread over the vertical stripes denoting the 13 original states.

The word "Franken" represents the Province of Franken in the Kingdom of Bavaria from where the original Frankenmuth settlers came. "Muth" means "courage" in German, thus FRANKENMUTH means "courage of the Franconians."

The seal of the great reformer, Dr. Martin Luther, is the open rose with a heart and white cross. That and the sheaf of grain stand for the 12 farmer leaders plus the pastor, his wife and her

child who, by word and example, were to teach and live Christianity in the New World.

The pleasant diamonds of Bavaria complete the lower left portion of the shield.



Frankenmuth is Michigan's Family Attraction

Top off your vacation with a visit to nearby Frankenmuth, Michigan. More than three million visitors come to this memorable German community each year. And they come for very good reasons.

Frankenmuth is known worldwide for its famous Frankenmuth-style "all you can eat" chicken dinners and other delicious meals. Friendly Bavarian hospitality, superb shopping, and a safe, clean environment has helped to put this small town at the top of Michigan's list of popular attractions. More visitors come to Frankenmuth each year than any other Michigan destination.



Zehnder's of Frankenmuth, America's largest family restaurant, delights guests with their menu & bakery

Frankenmuth is appetizing at any time of the day. The Frankenmuth Bavarian Inn and Zehnder's of Frankenmuth anchor the business district. Each year they serve more than 700 tons of golden fried, lightly breaded, plump spring chickens. The hearty meal also includes savory dressing, chicken noodle soup, rich giblet gravy, bowls of creamy mashed potatoes, buttery noodles, other side dishes and homemade breads. The Frankenmuth Bavarian Inn and Zehnder's can seat over 1,200 and 1,500 diners at one time, respectively.

The atmosphere at the Frankenmuth Bavarian Inn is truly German with costumed waiters and waitresses. The menu features a selection of German entrees along with steaks and seafood.

Across the street at Zehnder's of Frankenmuth, the atmosphere is early American and the menu is traditional. Zehnder's of Frankenmuth is America's largest family restaurant, while the Bavarian Inn has the distinction of being within the top 60. Although both businesses base their solid reputations on their excellent food, each has expanded to include gift shops, bakeries, and other attractions.

Jointly, the Bavarian Inn and Zehnder's of Frankenmuth built a massive 230-ton Holzbrücke (wooden covered bridge) to span the nearby Cass River. Zehnder's of Frankenmuth recently introduced a line of baked goods, cheeses, and sausages. Meanwhile, the Frankenmuth Bavarian Inn Restaurant opened the Castle Shops in their lower level featuring the Royal Gift Shop, the Doll and Toy Shop, the Court Jester's Café & Bakery, the Chocolate Shop, Souvenirs & Cheers, the Wine & Beer Cellar, and the Nutcracker Sweet Candy Corner.

Frankenmuth's two mile stretch of specialty shops begins at Bronner's CHRISTmas Wonderland at the southern city limit. This magnificent 7 acre showroom displays Christmas all year long!

There are hundreds of animated figures to watch, thousands of shimmering lights and sparkling ornaments to admire, and a worldwide selection of trims and gifts. All are displayed in a European marketplace atmosphere. You'll even be impressed by the parking lot with its snowflakes and "Alpine" mountains!

There are tours and tastings at St. Julian Winery. Along Main Street there is an 18th century flour mill, a cheese shop, woolen mill, restaurants, a country store, clock shops, florists and Frankenmuth River Place, a European-style village mall with over 30 shops and attractions.

Some of the major attractions include a glockenspiel tower complete with wooden figures that depict the legend of the Pied Piper of Hamlen. The tower is located on the south side of the Frankenmuth Bavarian Inn Restaurant.

Frankenmuth plays host to the annual Zehnder's Snowfest in January, the World Expo of Beer in May, the Bavarian Festival in June, the Volksläufe (People's Race) in July, the Summer Music Fest in August, the Auto Fest, Oldies Fest and Oktoberfest all in September, and the Holiday Celebration & Candlewalk in November.

The community is also home to "The Fortress." This eighteen hole championship course features 6,800 yards of play, a driving range with target green, putting green and 75 bunkers all professionally designed with beautiful rolling terrain.

Despite expansions to its retail district each year, Frankenmuth continues to be engrossed in its local history. Religion, a strong German work ethic, and local pride are traditions that never fade. They are the mainstay that have kept the community of 4,900 a showplace of German heritage for over 150 years.



Family-style chicken dinners are a favorite at the Frankenmuth Bavarian Inn Restaurant.

Fun Facts about Frankenmuth

CITY OF FRANKENMUTH

- Settled in 1845
- 15 settlers from Neuendettelsau & Rosstal, in the Kingdom of Bavaria, Germany
- **Franken** depicts the province from which the settlers came and **Muth** means courage in German. The name Frankenmuth means "Courage of the Franconians."
- Over 3 million visitors each year
- One of Michigan's top visitor attractions
- 2,000 motorcoach group tours annually
- City population: 4,900; township: 2,800

RESTAURANT STATISTICS

Frankenmuth Bavarian Inn and Zehnder's of Frankenmuth

- Seating capacity over 2,700
- Over 2,000,000 dinners served annually
- Over 7 tons of chickens prepared annually

BRONNER'S CHRISTmas WONDERLAND

- Open 361 days of the year
- 7 acres of showroom
- 2 million visitors to Bronner's annually
- Features over 50,000 trims and gifts
- Decorations and gifts from 75 nations
- 500 styles of nativity scenes
- Bronner's artists personalize over 50,000 ornaments annually
- Over 260 fully decorated trees displayed

BUSINESS HIGHLIGHTS:

- River Place (over 30 shops and attractions)
- Woolen Mills (2)
- Sausage Makers (3)
- Museums (3)
- Riverboat Tours (2)
- Horse & Carriage Tours (2)
- Brewery & Brew Pub
- Wineries
- Cuckoo Clock Shops
- Flour Mill

COMMUNITY SIGHTS

- St. Lorenz Lutheran Church (founding church)
- Holzbrücke (wooden covered bridge)
- Glockenspiel (clock & bell tower)
- Parks (25 acres within city limits)
- Herbert Keinath and Sister City Fountain

LOCATION

The community of Frankenmuth is located just minutes east off I-75 between Flint and Saginaw, Michigan.



Visit us online
www.frankenmuth.org

Built on a German Lutheran Foundation

The city of Frankenmuth vibrates with the laughter of visitors, the hum of industry, and the aroma of blossoms bursting from the rainbows of flower baskets hanging from quaint light poles along the streets. But this Bavarian community has come a long way from its humble beginnings. When a group of 15 German-Lutheran settlers arrived in 1845, little did they know that their tiny ethnic community would one day achieve the rank of one of Michigan's top visitor destinations.

The colony was one of four in the Saginaw Valley established to spread the gospel to the Chippewa Indians. According to a plan drawn up in Germany, native Indians were to learn about Christianity from the example of the German colonists.

This experiment wasn't as simple as it sounded. The land around Frankenmuth had to be cleared. Food, shelter, and mere survival in the wilderness of mid-Michigan were a struggle. When the Indians moved west, the focus of the colony changed. It became a settlement of German Lutherans and welcomed hundreds of immigrants each year to the freedoms and opportunities of America.

German customs and the language remained strictly intact in Frankenmuth. Hard work from sun up to sun down brought local prosperity. Acres of forest were cleared by the settlers and successful farms were established. Many area farms still remain in the same family today.

Chicken dinners, a favorite local specialty, earned the community the prominence it still enjoys today. More than 2 million dinners are served annually at Zehnder's of Frankenmuth and the Frankenmuth Bavarian Inn Restaurant.

The community's Bavarian-style architecture also has a dramatic influence on the town. Taking a cue from the Frankenmuth Bavarian Inn, the business district has adopted a southern German architectural theme that draws on the heritage of the early settlers.



The Visitor Center is nestled into the Main Street shopping and dining district.

The community's ties to Germany remain strong. The influence of thousands of relatives in the homeland is still apparent. In 2012, Frankenmuth celebrated the 50th anniversary of its sister city relationship with Gunzenhausen, Germany - a bond that has resulted in many active exchanges between the two cities.

Today 4,900 residents live in the City of Frankenmuth. They have a common civic pride that is evident in the well-kept neighborhoods. Their civic responsibility has motivated them to provide first class schools, facilities, and services.

Frankenmuth attracts more than 3 million visitors annually from all over the world. The German hospitality provided by the early settlers is even more irresistible today.

The community of Frankenmuth is conveniently located just minutes east off I-75 between Flint and Saginaw, Michigan.

Significant Dates in Frankenmuth History

1845 - Frankenmuth settled.
 1856 - Exchange Hotel built (today Zehnder's Restaurant).
 1862 - First Brewery built.
 1874 - First flour mill opened.
 1880-1900 - Founded new hotels, including Fischer House (later Bavarian Inn) and Kern's Commercial House.
 1895 - Mrs. Kern (Commercial House) served the first "all you can eat" chicken dinner to a bridal party from Saginaw.
 1899 - Second brewery comes to town.
 1927 - The Zehnder Family (William Sr.) purchases the Exchange Hotel.
 1945 - Bronner's CHRISTmas Wonderland founded.
 1957 - Rupprecht's Sausage was the first building decorated in the "Bavarian" architecture.
 1958/59 - Zehnder Family (William Jr.) redecorates the Fischer Hotel in Bavarian architecture style. They had purchased the business in 1950.
 1959 - City of Frankenmuth incorporated.
 1959 - Bavarian Inn Restaurant grand opening (later developed into annual Bavarian Festival).

1960 & Current - More buildings adopt "Bavarian" architecture.
 1962 - Frankenmuth chose Gunzenhausen, Germany as Sister City.
 1963 - Bavarian Festival formed
 1969 - Location of Bavarian Festival moved to Heritage Park.
 1977 - A Main Street Historic District was formed to encourage preservation of existing architecture and use of "Bavarian" architecture in new construction.
 1980 - Frankenmuth Holz-Brücke (covered bridge) completed after a two year construction process. Largest covered bridge built in America in 75 years.
 1982 - Horse carriage tours established in Frankenmuth.
 1990 - Frankenmuth Agricultural Park opened (Frankenmuth Cheese Manufacturing Company, Frankenmuth Pretzel Company, and Gepetto's Restaurant).
 1990 - First Annual Oktoberfest.
 1992 - Zehnder's undergoes expansion and professional development of the Frankenmuth Golf Club & reopens as The Fortress.
 2001 - Frankenmuth River Place opens on the site of the former Frankenmuth Brewing Company.
 2005 - The Harvey Kern Pavilion is dedicated in Heritage Park.

Special Events Planned in Frankenmuth Year Round

Frankenmuth, Michigan, hosts a variety of special events that turns a spotlight on this Bavarian community each year.

To show that "No Town Wears Winter Like Frankenmuth," warm-hearted Frankenmuth residents and over 150,000 visitors enjoy the Zehnder's Snowfest. International snow sculptors and ice carving teams compete for cash prizes and the opportunity to advance in their areas of expertise. Visitors come for weeks after the event to enjoy the beauty of this fragile artwork. Dates for 2015 are January 21-26.

In May Frankenmuth hosts the World Expo of Beer (*WEB*). The WEB features more than 150 beers for sampling from breweries found throughout the world as well as a variety of famous Frankenmuth

food specialties. Over 2,500 beer lovers "tap" into the World Expo of Beer. Dates for 2014 are May 16 & 17.

The annual Frankenmuth Bavarian Festival, held in June, is a city-wide celebration of German heritage that includes ethnic foods and entertainment, parades, music, dancing, and traditional events. The Frankenmuth Bavarian Festival has been recognized as a "Top 100 Event in North America" by the American Bus Association. Hundreds of local volunteers run the festival under the leadership of the Civic Events Council. Proceeds are invested in future festivals or to fund community service projects. The dates are June 12-13, 2014.

The bang in Frankenmuth's annual Fourth of July celebration is more than a display of fireworks. It's the sound of the starting gun for the Volksläufe, or "People's Race," which attracts more than 2,000 runners. The Frankenmuth Jaycees sponsor the race. The Volksläufe is ranked by runners as one of the most scenic in Michigan. In 2014, the fireworks will be held on July 3; and the race date is July 4th.

The Summer Music Fest is held in August each year and features all styles of musical entertainment. Bands from throughout the United States will perform polkas, big-band sounds, music from the 50's, 60's and 70's, and country music. This festival also features a variety of ethnic food booths, free polka dance lessons, and a 60'x 80' wooden dance floor for visitors to enjoy. Dates for 2014 are August 7-9 and August 14-16.

September is the month for major special events. The month kicks off with the Auto Fest. Over 2,600 cars are on display in Heritage Park. This tranquil setting allows a scenic background for classic and muscle cars. The Frankenmuth Oldies Festival, held in conjunction with the Auto Fest, is an opportunity to hear music from the 50's, 60's and 70's. Dates for 2014 are September 5-7.



Heritage Park's new Harvey Kern Community Pavilion which is home to many of Frankenmuth's festivals.

And of course, what German town would not be complete without an Oktoberfest. September is also the month for Frankenmuth's Oktoberfest. This four-day traditional German mini-festival features authentic German-brewed beer, ethnic music and famous Frankenmuth food. Frankenmuth Oktoberfest is the first in the world to operate under the official auspices of the Munich Oktoberfest. The Frankenmuth Oktoberfest will be held September 18-21, 2014.

As the entire city prepares for Christmas, the Chamber of Commerce organizes the Holiday Celebration and Candle Walk. This official launch into the holiday season includes such activities as Christmas concerts by local choirs, a visit from Santa, free refreshments, and a Christmas Candlewalk. The date of the Holiday Celebration and Candlewalk for 2014 is November 28. Your evening and remainder of the weekend wouldn't be complete without a stop at the many shops that will be open to welcome you and the German-style Christkindlmarkt (Christmas market). Join us in this festive and joyous celebration!

In addition to the special events, Frankenmuth hosts a variety of ongoing attractions including a glockenspiel tower, Holzbrücke, (the largest wooden covered bridge built in Michigan), tours, demonstrations and more than 200 specialty shops and attractions.



September's Auto Fest features over 2,650 registered classic cars.

Bavarian Festival Time in Frankenmuth

All year long the community of Frankenmuth extends a hearty "Willkommen" (welcome) to the visitors that browse the varied and unique shops, see the sights and eat in its world famous restaurants. However...one weekend of the year is very special to the residents of Frankenmuth...Bavarian Festival weekend. The residents roll out the "Willkommen" mat and invite everyone to enjoy the spirit of friendship and hospitality that can be found throughout the city. June 12-15, 2014 are the dates for this annual celebration of the community's German heritage.



Mayor Gary Rupprecht dons Lederhosen to participate in the award winning Bavarian Festival parade.

The Bavarian Festival in Heritage Park, which was voted a "A Top 100 Event in North America" by the American Bus Association and one of the "Top 5 Festivals in the State of Michigan" by AAA's Michigan Living magazine, provides "old world" delights for all ages. Visitors are invited to sing and dance to Bavarian music played by authentically dressed bands in a Munich-style festhall, watch two spectacular parades, one with over 100 entries, see the maypole dancers perform around an authentic German Maibaum, or tempt their tastebuds with a variety of delicious Bavarian foods, all topped off with a refreshing stein of beer.

Festival-goers will quickly learn the meaning of "Gemütlichkeit"...a warm spirit of friendship...when visiting the Frankenmuth Bavarian Festival at Heritage Park. The festival, now in its 52nd year, entertains more than 150,000 fun-seeking people during festival week in the little town of 4,900 residents.

The festival is sponsored by the Frankenmuth Civic Events Council (CEC). The CEC was formed in 1963 with the responsibility of maintaining the traditions and organization of the Bavarian Festival and is made up of volunteer representatives of each civic and service group in the Frankenmuth area. Each year many volunteers donate their time and talent to see that the festival is a success.

All revenues generated from the festival are returned to the community in the form of quality of life improvements, such as city park improvements, the ambulance service, the museum, programs for youth, city beautification, sport facilities, etc.

Each year over 5,000 pounds of chicken is served, 10,000 pretzels twisted, over 400 barrels of beer consumed, and many miles of bratwurst eaten at the Heritage Park festival grounds. And food is only part of the fun at the festival!

Heritage Park abounds in entertainment, with something for all family members. Whether your tastes run along the lines of a happy chorus of the "Beer Barrel Polka" sung in the large biergarten festhall, enjoying the amusement rides, or visiting the heritage displays, you'll find something to keep everyone busy and happy at the Bavarian Festival.

Festival-goers will find new attractions and many of their perennial favorites each year including, a quick twirl around the huge wooden dance floor to the music of some of the nation's best polka bands. Try a Bavarian Festival alternative dance party with music and see the traditional maypole dancer's perform.

The award winning Bavarian Festival Parade takes place on Sunday, June 15, 2014 at 1pm and the fun Youth Parade on Saturday, June 14, 2014 at 10am.

Admission to the Festival Grounds is FREE with a minimal admission for adults into the Biergarten Festhall. Children 15 and under are admitted free when accompanied by an adult. Acres of free parking is adjacent to Heritage Park.

Volksläufe (The People's Race)

The Volksläufe is a major event in the Bavarian town of Frankenmuth which is celebrated hand in hand with the U.S. Fourth of July. The People's Race takes runners past landmarks of what makes America great...countryside with peaceful meadows, farms where neighbors share toil with neighbors, along the winding Cass River, through flower-decked streets, and back to the European atmosphere of downtown. After a final dash across the world's longest covered bridge built in the 20th century, runners surge into Heritage Park toward the finish line.

The event includes a spaghetti feast, live polka music dancing & fireworks. Race day features a pancake breakfast followed by a European open-air market place, chicken barbecue, live music, and awards ceremony. You may register at Heritage Park on the evening before or the morning of the race.

The events of the Volksläufe are a 5K, 10K and 20K run; a 5K competitive walk; and a 2K youth run. In an expression of gemütlichkeit (German hospitality and friendship) and in celebration of Frankenmuth's German heritage, the Volksläufe is proud to award runners (5K, 10K and 20K run and 5K walk) with imported German steins.

The 2K youth run for runners age twelve (12) and under is designed to promote fitness with an emphasis on finishing rather than placing. The 2K runners receive a T-shirt with the Volksläufe logo on the front and McDonald's of Frankenmuth on the back.

Split times are provided throughout the course. Aid stations are also located at approximately 3K intervals along the course.

Volksläufe is sponsored by the Frankenmuth Jaycees.

Frankenmuth Celebrates Oktoberfest...

The beat of drums and the sound of marching feet followed by oom-pah-pah music mingled with the aroma of bratwurst and soft pretzels from the festival grounds can only mean one thing in the town of Frankenmuth...it's mid-September and Oktoberfest again!

The "Burgermeister" (Mayor) of Frankenmuth, the President of the Frankenmuth Chamber of Commerce, and a representative from Frankenmuth's sister city of Gunzenhausen, Germany, preside over the opening ceremonies. Then comes the tapping of the "first keg" of Oktoberfest beer.

The history of Oktoberfest is rich with tradition. The capital city of Bavaria, Germany, is Munich. The city of Munich plays host each year to the worlds largest public festival, the Oktoberfest. It all began with a wedding in the year 1810. Crown Prince Ludwig, who later became King Ludwig the 1st, married Princess Theresa of Saxon Hillberghausen, and for the occasion, King Max the 1st Joseph proclaimed that a festival would be celebrated in four locations in the city. For the people, food and drink would be given free, paid for by the state treasury. With this decision King Max 1st Joseph gave to Bavaria and the world a national festival still celebrated today.

In 1990, Frankenmuth, "Michigan's Little Bavaria," celebrated its first Oktoberfest. This event was dedicated to the reunification of Germany...a marriage reuniting east with west. The event continues to be celebrated by the community each year.

German music, food, and dancing are found within the festival pavilion, while the European marketplace atmosphere of Frankenmuth's Main Street is dressed in fall colors. You will be greeted by the smell of fresh grilled bratwurst and soft

German pretzels hot from the oven. Taste the full-bodied brewed flavor of authentic Munich, Germany Hofbräuhaus Oktoberfest beer as you listen and enjoy the oom-pah-pah sounds filling the German platz!



Frankenmuth's Oktoberfest brings out the Bavarian in all of us for four full days of festivities.

Frankenmuth visitors will delight in the Bavarian-style architecture found throughout the quaint shops lining Main Street. The multitude of fall blooms, the cleanliness and gemütlichkeit (hospitality) of the community blend to create an experience as enchanting as a German fairytale.

The Frankenmuth Oktoberfest was named an American Bus Association "Top 100 Event in North America" for 1999.

Frankenmuth Oktoberfest dates for 2014 are September 18-21.

The community of Frankenmuth is conveniently located just minutes east off I-75 between Flint and Saginaw, Michigan. For additional information regarding Frankenmuth's attractions and activities, please contact the Frankenmuth Chamber of Commerce and Convention & Visitors Bureau at 1-800 FUN-TOWN (1-800- 386-8696).



Annual Holiday Celebration, Candlewalk & Christkindlmarkt

Experience German Christmas hospitality at Frankenmuth's Annual Holiday Celebration & Candlewalk. The celebration begins at 6:00pm in Frankenmuth River Place with music provided local choirs. Free hot chocolate and cookies are distributed. After a reading of the Christmas gospel and singing of traditional Christmas carols, the candlewalk procession begins. An estimated 2,000 persons are expected to participate in this walk. Hand held torch candles are sold for \$2 each. The candlewalk makes its way north to the Frankenmuth Visitor



Center where the community tannenbaum (Christmas tree) is lit. And don't forget to visit Santa who is taking orders at the Visitor Center.

Your evening and remainder of the weekend wouldn't be complete without a stop at the many shops that will be open to welcome you and the German-style Christkindlmarkt (Christmas

market). Join us in this festive and joyous celebration! November 28, 2014.



635 South Main Street
Frankenmuth, MI 48734-1687
Phone: 989.652.6106
Fax: 989.652.3841

1.800.FUNTOWN from U.S. or Canada
www.frankenmuth.org
Email: chamber@frankenmuth.org

Frankenmuth Chamber of Commerce And Convention & Visitors Bureau

The Frankenmuth Chamber of Commerce and Convention & Visitors Bureau use combined business resources and lodging tax dollars to ensure that Frankenmuth is as economically healthy as possible. Our focus on retail, professional, tourism and economic development enable us to carry out that objective. We are supported in that effort by over 75% of the Frankenmuth business community. We are one of the 10 largest chambers in the State of Michigan.

MOTORCOACH & GROUP SALES

Frankenmuth is one of the top destinations in Michigan for motorcoach tour groups as well as school group field trips. With its historical sites and attractions such as Bronner's CHRISTmas Wonderland, Frankenmuth River Place, riverboat tours, woolen mills, and famous chicken dinners at the Bavarian Inn and Zehnder's restaurants, it's no wonder that hundreds of groups visit Frankenmuth every year.

The Frankenmuth Convention & Visitors Bureau maintains a charter membership with Circle Michigan as well as memberships in the American Bus Association (ABA), National Tour Association (NTA), and the Ontario Motorcoach Association (OMCA). When a representative of Frankenmuth attends these convention-oriented marketplaces, they are always one of the most requested representatives to meet with. 85-90% of meeting appointment times with our representatives are prescheduled by the professional tour planners.

MEETING & CONVENTION SALES

We hold memberships with the Meeting Planners International (MPI), Michigan Society of Association Executives (MSAE) and Society of Governmental Meeting Professionals (SGMP). We attend monthly meetings and annual conventions to stay in tune with key meeting planners, which in turn brings meeting and convention business to Frankenmuth. The information regarding potential business is generally supplied to the staff and is then forwarded to the members in the form of a lead. Sales calls are also made to the major metropolitan areas in search of new business. The service doesn't stop once the group arrives...we provide many additional services such as Welcome Packets, Bavarian Bargains Coupon Books, Meet & Greets and Welcome Addresses.

PARTNERSHIP MARKETING

Our partnership with Travel Michigan and campaigns throughout the Greater Detroit and Toledo markets continue to be paramount to our efforts. We continue to employ radio, television, print, and billboard advertising in addition to our organizational partnerships formed to entice specific markets.

THE VISITOR INFORMATION CENTER

The Visitor Center staff greets over 34,000 visitors annually in our South Main Street location. A direct-connect hotel reservation service is available free of charge to visitors in addition to our expansive brochure distribution program through Travel Ad Service. Last year, the Visitor Center Staff handled more than 13,000 telephone inquiries and mailed more than 36,000 information packets.

Also, our www.frankenmuth.org website averages more than 50,000 people logging on monthly.

SPECIAL EVENTS

Each year Frankenmuth plays host to many unique events. Thousands attend Zehnder's Snowfest, the World Expo of Beer, the Bavarian Festival, the Volksläufe, the Summer Music Fest, the Frankenmuth Auto Fest, Oktoberfest, and the Holiday Celebration and Candlewalk as well as many other fine festivals and events.

MEMBER SERVICES

The Member Services Department provides events and programs for our members and acts as the primary source for businesses and individuals seeking information on the business climate in our community. Member Services provides our members with business referrals, business-to-business networking opportunities and all directories or publications. Member Services also organizes several business development events throughout the year for member businesses.

COMMUNICATIONS

The Communications Department public relations efforts generate positive press locally, regionally, nationally and worldwide for Frankenmuth and our members on a year-round basis. The communications team responds and distributes information relative to tourism, local business, and special events through our bi-weekly segment "The Chamber Info Sheet," quarterly "Chamber Chat" newsletter, www.frankenmuth.org, and mailings.