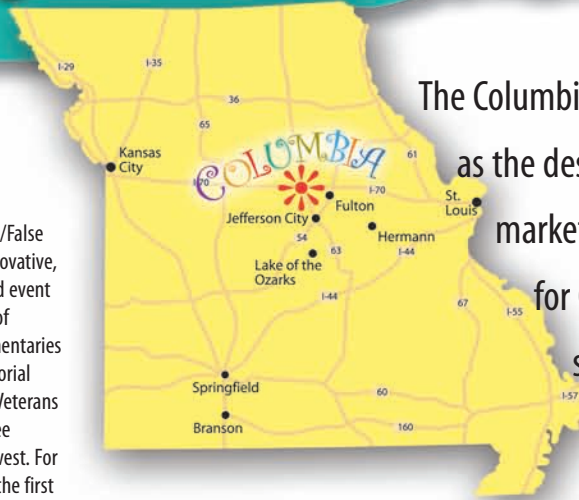


COLOMBIA MO

Destination Profile

The Columbia CVB serves
as the destination
marketing organization
for Columbia and
surrounding areas



Food and Spirits in Columbia

Known as the The District (www.discoverthedistrict.com), Columbia's vibrant downtown is a 43 not-so-square-block-area offering culinary experiences that include boutiques with wine and cheese selections, a chocolatier, organic and ethnic grocers, as well as numerous chef-owned and entrepreneurial restaurants. Contemporary American fare is available at local establishments such as Addison's, Sycamore, Boone Tavern and Flat Branch Pub & Brewing, which is known for high quality, handcrafted beers. Steaks are the feature at CC's City Broiler and Forge & Vine. Upscale bistros include Trattoria Strada Nova, Tellers, Cherry Street Bistro and Village Wine & Cheese. Alums flock to long standing traditions such as Shakespeare's Pizza, CJ's Hot Wings & Cold Beer and Booche's, a century-old billiards parlor that was ranked by USA Today in 2005 as having the country's best road food burger. Vegetarians can find delicious, organic options at Main Squeeze. Ethnic offerings include Bangkok Gardens, a hip "east meets west" Thai restaurant, and Sake, which serves fresh Japanese selections. Locally owned Italian, Mexican, Indian, Korean, Chinese and Mediterranean restaurants are scattered throughout The District. For those wanting the classic American diner experience, The Broadway Diner is housed in a 1940s Valentine Diner. Lucy's Café serves three squares a day, including award-winning biscuits for breakfast, and Ernie's has been serving up blue-plate specials since 1934. If a jolt of caffeine is needed, check out Lakota for fair-trade coffee roasted in-house, Coffee Zone for a shot of "rocket fuel," or enjoy a proper cup of tea at Kayotea. Other dining districts include Columbia's "savvy south side," which has several independent restaurants and casual eateries. The Les Bourgeois Winery and Bistro in nearby Rocheport offers fine dining, award-winning wines and spectacular bluff-top views of the Missouri River.

Festivals

Columbia's active lifestyle includes a number of high quality festivals throughout the year. The festival season kicks off in

March with the True/False Film Festival, an innovative, nationally acclaimed event celebrating the art of independent documentaries and films. The Memorial Weekend Salute to Veterans offers the largest free airshow in the Midwest. For nearly 50 years, on the first weekend of June, Art in the Park has been Mid-Missouri's largest juried outdoor fine arts fair with visual artists, hands-on activities and live music. Every Thursday in June and in September, Twilight Festivals in The District offer carriage rides, artisans, musicians and activities for all ages. The J.W. Boone Ragtime and Early Jazz Festival, in mid-June, spotlights America's unique music genre. The third weekend of September brings the Heritage Festival; the Festival of the Arts is held the last weekend of September. The holiday season features the Living Window Festival on the first Friday of December, and First Night® Columbia on New Year's Eve.

Cultural Offerings

Columbia is an enthusiastic patron of The Arts. The "We Always Swing" Jazz Series and University Center Series book headline entertainment throughout the year. Other offerings include the Missouri Symphony Society's "Hot Summer Nights" festival; Shelter Gardens Summer Sunday Concerts; theater productions by Columbia Entertainment Company; Maplewood Barn Theatre; and the MU and Stephens College theater departments. The University of Missouri's Museum of Art and Archaeology, their Museum of Anthropology and the Stephens College Historical Costume Research Library all offer special workshops, rotating exhibits and permanent collections. The District and Tri-Campus areas are home to many artists, several of whom are planning to open their studios and workshops to the public. Downtown galleries and shops offer handcrafted designs;

three galleries have received special attention on NICHE magazine's list of Top 100 Retailers of American Craft. In addition to locally owned apparel and home accessory stores, the downtown area holds several vintage and retro-chic boutiques. The District will soon be home to Columbia's newest attraction, the YouZeum, an interactive health adventure center for all ages.

Outdoor Recreation

Preservation of green space and a diverse park system provide numerous recreation opportunities. Columbia's MKT Trail connects to the Katy Trail State Park, both of which were built on the bed of the old Missouri-Kansas-Texas Railroad. At 225 miles long, the Katy Trail is Missouri's longest state park. The MKT Trail is an 8.9 mile spur that runs between the Katy Trail and the historic Katy Depot in Downtown Columbia. As the longest, non-motorized segment of the Lewis and Clark Heritage Trail, the Katy Trail offers modern day explorers a unique way to discover the Missouri River Valley. For a closer look at the Missouri River, Mighty-Mo Canoe Rentals offers guided canoe and kayak excursions on the river. Held every Saturday, as weather permits, from Mid-May to Mid-October, this three and a half hour adventure tour offers participants the chance to explore the history and ecology of the Missouri River from Rocheport to Huntsdale. (www.mighty-mo.com).



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Services for Travel Journalists

The Columbia Convention & Visitors Bureau offers a variety of services including: Press Trips • Fact Checking • Media Kits • Slides • Photographs • Digital Images • Assistance with “Meet the Author” receptions and book signings.

The Columbia CVB is a member of Midwest Travel Writers Association, Missouri Outdoor Communicators, Outdoor Writers Association of America and North American Travel Journalists Association.

Columbia/Area Attractions

COLUMBIA ATTRACTIONS

SHELTER GARDENS

One-Room School House
Sensory Garden & Water Features
Rose, Shade & Desert Gardens
Summer Sunday Concerts

MKT TRAIL

Flat Branch Park
M.L. King Jr. Memorial Gardens

THE DOWNTOWN DISTRICT

Historic Missouri Theatre
Galleries, Boutiques & Specialty Shops
Independent Restaurants with Indoor & Outdoor Dining Options
Pubs & Coffee Houses
Nightclubs & Live Music Venues
YouZeum – **New in 2007**

TRI-CAMPUS AREA

Stephens College
New! Historical Costume Research Library
Firestone-Baars Chapel
Columbia College
St. Clair Hall & Dorsey Chapel

UNIVERSITY OF MISSOURI

Museum of Art & Archaeology
Museum of Anthropology
Buck’s Ice Cream
Francis Quadrangle & Columns
Thomas Jefferson Monument & Sculpture

COLUMBIA SOUTH

“Saavy South Side” Retail & Restaurants
Boone County Historical Museum
Historic Maplewood Home
Maplewood Barn Theatre
Rock Bridge State Park

COLUMBIA EAST

Walk-About Acres
Shryock’s Callaway Farms
Jefferson Farms & Gardens – **New in 2008**

AREA ATTRACTIONS

ROCHEPORT

Les Bourgeois Winery & Bistro
Katy Trail State Park
Bike Rentals
Dining & Shopping
Bed & Breakfasts
New! Mighty-Mo Canoe & Kayak Tours

FULTON

Winston Churchill Memorial
Auto World Rare Car Museum

BOONVILLE/PILOT GROVE

Roslyn Heights (Victorian Home)
Old Jail & Hanging Barn
Isle of Capri Casino
Thesopian Hall (Historic Theatre)
Pleasant Green & Crestmead Plantations
Unique Dining – Settler’s Inn

ARROW ROCK/BLACKWATER

Lyceum Theatre
State Historic Sites
George Caleb Bingham Home
Doctor’s Museum
Sites Gun Shop
State Interpretive Center w/ Lewis & Clark & historic trails highlighted
Unique Dining – Old Tavern, Iron Horse Inn
Blackwater Antique District
Annual History Workshops for Teachers



A DETAILED ONLINE CALENDAR IS AVAILABLE AT: www.visitcolumbiamo.com

Annual Events Calendar

Performing Arts Series

JANUARY–MAY & SEPTEMBER–DECEMBER

University Concert Series
“We Always Swing” Jazz Series
Theater productions by MU, Stephens College & Columbia Entertainment Company

JUNE–AUGUST

Sunday Concerts at Shelter Gardens
Missouri Symphony “Hot Summer Nights”
Maplewood Barn Theatre

MARCH

True/False Film Festival
Plowman Chamber Music Festival

MAY

Memorial Weekend Salute to Veterans Airshow & Parade (Midwest’s largest free airshow)

JUNE

Art in the Park
J.W. Boone Early Jazz & Ragtime Festival
Twilight Festivals (Every Thursday in June)

JULY

Fire in the Sky
Bluegrass Festival at Lighthouse Theatre

SEPTEMBER

MU Football Season Begins
Heritage Festival
Columbia Festival of the Arts
Twilight Festivals (Every Thursday in September)

OCTOBER

MU Football & Homecoming
Roctoberfest

NOVEMBER

MU Football
Holidays at the Concert Series

DECEMBER

Living Windows Festival
Holidays at the Concert Series
Holiday Homes Tour
First Night® Columbia – New Year’s Celebration