

May 5, 2025

To Sutter Creek City Council  
Regarding: Visitor Center Review



Thank you to the Council for your support of the Visitor Center and for allowing us to present our review.

2024 was an exceptional year. We opened our doors on September 1<sup>st</sup> 2023, so the end of 2024 was just our first year, and we made huge strides. We toured major historic locations, gained many new volunteers, and we were open to the public for an incredible amount of days. We would like to list the accomplishments and stats below:

January 1<sup>st</sup> – December 31<sup>st</sup> 2024

- **Became a 501c3 Non-Profit Organization** through the Amador Community Foundation
- Serviced **9,524** Visitors since opening 1 ½ years ago **5,467** Visitors in 2024 (actual numbers, fudging is not allowed)
- **2024: Open 327 Days**
- **2024: Closed 38 Days** (July had 110 – 115 degree heat for 2 weeks straight. For health concerns of our volunteers, we were closed 10 days that month. Our building has no insulation)
- Active Volunteers 31 - With No Paid Staff
- Open 7 Days A Week: Approximately 10:30 – 4:30
- **Designed And Printed A Full Color Trifold Brochure For Sutter Creek.** We are now on our 3<sup>rd</sup> reprint of the brochures, 1500 each time. They are distributed around the county and also sent in our information mailers.
- **Designed The Ad For The Visit California Official Travel Guide:** 500,000 Copies Distributed Nationwide
- Co-Op Advertised In The Visit California Travel Guide Ad With \$500
- Mailed Out Over 350 Mailers To Requests For Information On Sutter Creek generated By The Visit California ad. We receive information requests every two weeks and we have about 100 more ready to go now.
- Designed And Ran An Event To Raise Money For The Visitor Center (Sutter Creek Wine Walk October 19, 2024)
- Toured Local Tourist Attractions: Knight Foundry, Preston Castle, Kennedy Mine, Rail Explorers, And More
- Participated In The Sutter Creek Scarecrow Contest – Won 3rd Place (Lots of selfies were taken on our bench)
- Developed An Event Board To Promote Local Events With Posters And Postcards
- Designed And Printed Posters For Each Community In Amador County And Then Made Displays In The V.C. These posters showcase the historic locations within each community in Amador.
- Actively Searched Out Information And Restocked Brochures With Information On Amador County.
- Designed New Brochures For Shopping, Dining, Wine Tasting, And Lodging For Sutter Creek
- Developed Maps For Hiking
- Reprinted Walking Tours For Historic Sutter Creek
- Updated The Monteverde Museum Brochure
- Receive And Respond To All Emails To Suttercreek.org
- Refer Visitors And Email Inquiries To The Appropriate Business Or Organization

We could go on and on about the services that we provide to the county and community as the list is huge. Our Visitor Center is staffed by all Amador County citizens who love our area and are very happy to share that enthusiasm with anyone who comes in. We are very lucky to have people who will volunteer their precious free time to welcome our visitors and ensure that they have the most memorable and positive experience in Sutter Creek and Amador County.

**We believe that the Visitor Center is an essential service that Sutter Creek & Amador County needs. Our team of well trained volunteers want to see it continue and grow. To do this, we are asking the City of Sutter Creek to sponsor the Visitor Center with a financial contribution of \$5,500.**

We thank you in advance for your consideration.

Sincerely:

Lisa Klosowski  
Sutter Creek Visitor Center  
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