

In many ways April seemed calmer than March but the streets were still relatively busy, keeping the SF Welcome Ambassador Team on their toes!

The team were invited to take part in the 2<sup>nd</sup> Post Covid Alcatraz Community Day. Greg and Vidal manned the booth and gave out lots of information to visitors as well as explained their role in the community. It was a busy day for all involved. Welcome Ambassadors directed young attendees to Yerba Buena Gardens for an environmentally themed educational day for local schools. Downtown SF celebrated CREATE with Welcome Ambassadors on hand to answer questions. The team enjoys working at these cultural events, in various neighborhoods, getting to know locals as well as visitors, working closely with neighborhood partners, answering questions, assisting where we can and being extra eyes and ears to help everything run smoothly. Please reach out to me if you are within our coverage zone and want to let us know about upcoming events we can help with, based on schedule availability, or just spread the word to visitors.



While there were no large conventions in San Francisco during April there were multiple small groups meeting in various hotels. The team were advised of locations and group types and were able to offer directions as well as recommendations for local places to eat, drink, shop, explore and sightsee. There were also many site visits for groups in various stages of the meeting planning process, including groups making final plans for major sporting events.

Some of the team were lucky enough to attend a neighborhood event at Mastro's and had a wonderful time. If you are from a neighborhood, business or attraction that would like to introduce yourself to our team please reach out to me to see what we can arrange either by field trip or in office training. Field trips give ambassadors hands on experience and inside information that they can then pass along to the hundreds of people they meet each day during their shifts.

As a reminder our coverage zone is the area shown on this [map](#), the program operates 7 days per week and hours vary based on location and day of the week, generally between 8am to 8pm in key areas frequented by visitors and commuters.

## Health and Safety Summary

Our Welcome Ambassadors all love San Francisco and want to share their passion with our visitors, chatting with people on vacation or for business and sharing tips about their favorite restaurants and places to visit. There is of course a more serious side to their role as they work closely with each area CBD, SFPD, 311 operators and 911 dispatchers as part of the network of personnel that offer support for residents and visitors alike to keep our downtown and visitor areas clean, safe, and welcoming. This is a small sample of incidents handled last month.

- A visitor asked an ambassador for help finding her 7 year old son who had wandered away from her. The ambassador alerted local security and joined in the search which just lasted a few minutes before he was found.
- An ambassador witnessed someone fall from a curb and hit his head. He was complaining of chest pains, 911 was called and the ambassador flagged down a passing SFFD vehicle. A heart attack was suspected and the person was taken by ambulance.
- Ambassadors were thanked by an SFFD Battalion Chief for saving someone's life after finding an unresponsive female. They called 911 while doing basic medical checks and administered Narcan as the situation was urgent. She was given oxygen by emts and taken in an ambulance.

During the month of April

Welcome Ambassadors conducted 918 welfare checks, offering assistance and resources to all the individuals they connected with.

This is a very short summary of incidents reported. In most cases Welcome Ambassadors were able to assess situations, calm people down and move them away from crowded areas. They assist thousands of visitors and convention attendees every month but these extra eyes and ears on the streets result in many incidents being resolved without the need for escalation to our partners or emergency services.

We all want to feel proud of our city and can all do our part in reporting anything negative that we see. For non-emergencies please make sure you have the 311 app on your phone to report anything such as street conditions, overflowing garbage containers as well as disturbances due to mental health issues. **If you see something, say something.**

211 SF Call	60
311 Call	86
911 Call	24
Attraction/Museum Info Provided	9301
Business Contact	95
Business Information Provided	4222
CBD Call	227
Collateral Provided	3552
Directions Provided	19902
Event Information Provided	802
Hospitality Escort	748
Narcan Administered	1
Photo Assistance Provided	2610
Positive Neighbor Engagement	573
Program Info Provided	172
Public Greeting	406735
Restaurant Recommendation	1478
Translation Provided	97
Umbrella Escort	21
Welfare Check	918

**April's Ambassador of The Month – John Henderson**



**About John**

- Where were you born?

“Philadelphia, PA”

- What is your favorite hobby?  
“My 3 sons and any sport they pursue: music – blues/delta blues.”
- What do you enjoy most about your job?  
” The opportunity to give back to people in need. The chance to make their experience all it can be”
- Do you have a local tip that you could give to visitors?  
“Get off the beaten path. Visit Golden Gate Park, California Academy of Sciences, De Young Museum, Blue Heron Lake. Walk along Haight St, see the sunset from the Marin Headlands.”

The Ambassador of The Month is chosen by Welcome Ambassador Team Leaders for exemplary performance and given a certificate and gift card.

Help us spread the word about the SF Welcome Ambassadors! The more exposure the program has the better! Feel free to share this update with your team members and follow San Francisco Travel on social media and like/share updates about the program:

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)

Please send me your feedback! I continue to receive emails each month from happy visitors and locals sharing their experiences with and sometimes photos of our Welcome Ambassadors. They express their thanks for our program and often comment that other cities should be following this example. Representatives from other cities and organizations have reached out asking questions and ideas on how to start their own Welcome Ambassador Programs.

You can also post photos of ambassadors with the hashtags:

- #onlyinSF
- #ourgateisopen
- #SFwelcomesyou

Our toolkit is available with templates for your social media platforms and newsletters. We hope you will help us market and amplify this program that supports San Francisco’s economic recovery. All details are here:

[www.sfwelcomeambassadors.com](http://www.sfwelcomeambassadors.com)

Also, feel free to share the SF Travel Marketing video featuring Welcome Ambassadors which reminds everyone of why they should return to San Francisco. If you haven't had a chance to see it yet, please check it out here:

<https://www.youtube.com/watch?v=WM5gyXdicow>

We hope you enjoy reading our updates and look forward to connecting and working with you in this year of The Dragon.

With best wishes  
Mandy