

With summer around the corner and more events scheduled throughout the city, the Welcome Ambassador team have been busy assisting visitors, meeting attendees and locals throughout the month of May.

While the first weekend saw several events cancelled or postponed due to heavy rain and storm forecasts, most of the month had great weather, bringing people outside. A couple of the team helped direct people to the hugely successful first 1st Thursday event which saw over 10,000 attendees, exceeding expectations. Welcome Ambassadors also assisted the Chamber of Commerce with guiding attendees to the closing event of Small Business Week at the Emporium Center. They were on hand to answer questions for visitors at cultural and music events at Union Square and Yerba Buena Gardens. One ambassador escorted a group of travel agents from around the world through Fisherman's Wharf as part of a post conference familiarization trip. The team enjoys working at these 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.



During May we saw approximately 40,000 attendees in town for RSA plus several other groups of over 1,000 attendees. The team were able to offer directions as well as recommendations for local places to eat, drink, shop, explore and sightsee. One of the groups coincided with Bay to Breakers which was entertaining for attendees while Welcome Ambassadors were able to assist their wayfinding to Moscone. 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.

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.

- An ambassador used Google translate to assist a cyclist who was hit by a car and only spoke Turkish. She was able to keep his family calm and explain to them which hospital he was being taken to by paramedics.
- An ambassador assisted a visitor from Germany who fell and injured herself. The ambassador located a local urgent care then directed the vehicle to where she was waiting to be picked up.
- Ambassadors assisted someone who had fallen from his wheelchair. He was moved to a secure area but medics needed to be called for assistance.

During the month of May Welcome Ambassadors conducted 994 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.**

SF Welcome Ambassador Monthly Statistics 1 – 31 May 2024

211 SF Call	1
311 Call	16
911 Call	14
Attraction/Museum Info Provided	10054
Business Contact	66
Business Information Provided	4786
CBD Call	333
Collateral Provided	3118
Directions Provided	21035
Event Information Provided	878
Hospitality Escort	980
Narcan Administered	1
Photo Assistance Provided	2174
Positive Neighbor Engagement	490
Program Info Provided	116
Public Greeting	389046
Restaurant Recommendation	1551
Translation Provided	114
Umbrella Escort	11
Welfare Check	994

May's Ambassador of The Month – Kai Watts



About Kai

- Where were you born?
"Oakland, CA"
- What is your favorite hobby?
"Reading fiction and fantasy books."
- What do you enjoy most about your job?
"Being able to make/give suggestions and recommendations on restaurants, activities and museums."
- Do you have a local tip that you could give to visitors?
"Check out SF Funcheap to learn about local events when visiting SF and what activities are planned around the city."

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

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