

Summer festival season has started!

From Yerba Buena Gardens' ongoing calendar of events to Union Square festivities, East Cut's Summer Splash to Pier Party at the Wharf. Visitors and locals alike have many options of fun things to do and our Welcome Ambassador are out guiding them to the best spots! First Thursday continues to be a huge success and our ambassadors are there to answer questions. Visitors enjoyed two parades in June, Juneteenth and Pride and our ambassadors helped people navigate the area as well as giving plenty of advice on places to shop, eat and drink throughout all neighborhoods. The team enjoys working at these events, 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.



In June we greeted thousands of attendees in town for 3 large conferences as well as many smaller meetings throughout the city. The team 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 continuing to make 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.

Our program operates 7 days per week. Coverage varies based on location and day of the week, generally between the hours of 8am to 8pm in key areas frequented by visitors and commuters. Please note that due to the new fiscal year and reduced budget effective 1 July, we are in the process of creating an updated coverage map which will be shown next month.

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 in June:

- An ambassador witnessed a cyclist hit by a runaway skateboard. She fell and hurt her wrist and knee. The ambassador helped move her and her bike out of traffic and flagged down a passing fire truck to assist with medical check.
- An ambassador called 911 when approached by someone suffering from chest pains. They stayed with her until emts arrived.
- A visitor fell and 911 was called after our ambassador found his pulse was very weak. He waited with him until emts arrived.

During the month of June Welcome Ambassadors conducted 2151 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 – 30 June 2024

211 SF Call	1
311 Call	14

911 Call	26
Attraction/Museum Info Provided	9686
Business Contact	83
Business Information Provided	4308
CBD Call	269
Collateral Provided	3620
Directions Provided	18581
Event Information Provided	903
Hospitality Escort	979
Narcan Administered	4
Photo Assistance Provided	1966
Positive Neighbor Engagement	748
Program Info Provided	171
Public Greeting	342710
Restaurant Recommendation	1387
Translation Provided	113
Umbrella Escort	3
Welfare Check	2151

June's Ambassador of The Month – Ron Minolli



About Ron

- Where were you born?

“Here in San Francisco CA”

- What is your favorite hobby?

“Swimming.”

- What do you enjoy most about your job?

”Dealing with the public and the camaraderie with everyone at work”

- Do you have a local tip that you could give to visitors?

“Enjoy everything about San Francisco from the Golden Gate to Ocean Beach.”

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 daily 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.

With best wishes

Mandy