

While we all try to stay cool in this early September heatwave, welcome to our August roundup!

With tourism continuing to be busy for the month of August our logged information showed similar data to July with the addition of Portuguese and Chinese to the languages translated. The main changes in reported numbers were for welfare checks after a call to action for the 4<sup>th</sup> Street corridor following multiple convention comments. We decided to put additional resources in that area to assist the existing programs and it seems to be helping for the time being.

Three Welcome Ambassadors were filmed and photographed and were featured on all of Mayor Breed's Social Media platforms, discussing their love of the city and their roles as Ambassadors. This is the Facebook link:

<https://www.facebook.com/100043984336120/posts/pfbid034ZQpmqymgDbtT9XVgcLegW3daMHPQhblL1Sjq9CTcdWZ4ZHa6YVRd9REojChaowkvl/?d=n>



The team assisted with 2 transit cruise ships as well as a special request with a full turn ship. They assisted with Gainsight Pulse and VMware conventions, around Union Square and the Hilton for ASTA, and around YBCA for the SF Travel Visitor Forum. They also attended August Moon celebrations in Chinatown.

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 office workers. If you have an event you would like help with, please reach out to me.

There is ongoing in office training which does include local businesses and attractions. Some of the newer team members took a field trip to Boudin and Red and White Fleet to learn the history of these family businesses. I have several offsite field trips planned for upcoming months. 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.

#### **SF Welcome Ambassador Monthly Statistics 1 – 31 August 2022**

311 Call	20
911 Call	5
Attraction/Museum Info Provided	13635
Business Contact	987
Business Information Provided	5950
Calls For Service (Homeless)	1
CBD	
Call	20
Collateral Provided	1480
Directions	
Provided	30314
Event Information Provided	332
Hospitality Escort	3255
Photo Assistance Provided	4661
Positive Neighbor Engagement	2122
Program Info Provided	369
Public Greeting	496935
Restaurant Recommendation	1330
Translation Provided	100
Umbrella Escort	2
Welfare Check	502

August's Ambassador of The Month – Kacee Monroe



#### About Kacee:

- Where were you born?  
"South Dakota"
- What is your favorite hobby?  
"Exploring San Francisco and finding cool places to meditate"
- What do you enjoy most about your job?  
"Helping people who get to San Francisco and don't know what to do. Telling them about fun and out of the way things that are free or cheap"
- Do you have a local tip that you could give to visitors?  
"Brush up on your Google Maps and apps like Clipper and Muni"  
"Peets Coffee, Starbucks offer free WiFi"  
"Google Funcheap SF for free or cheap things to do"

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! 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](#)

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=O00FHu6-Dks>

We hope you enjoy reading our updates and look forward to connecting and working with you.

Best wishes

Mandy