

Welcome to our March roundup. Some beautiful days mixed in with windy and wet weather kept the team on their toes during multiple events throughout the month!

With 2 Moscone conventions, the city streets were buzzing. GDC were excited with larger than precovid attendee numbers and despite the mixed weather attendees reported having a great time to our team. There were multiple site inspections for meeting planners at various stages of their convention booking process. The team assisted by reporting negative issues in our coverage zone and even accompanying one group of meeting planners between hotel visits. The 4th Street corridor is still very busy, and we continue to have additional personnel to help assist with keeping the area safe and clean

The team assisted by answering questions and giving directions for several fun events including Tulip Day at Union Square, the SF Travel Marketing Conference and reception as well as the opening of Per Diem's newest location in East Cut.



Although we are not actively hiring, we continue to look for new Welcome Ambassadors so if you know anyone who would be a great Welcome Ambassador, whether full or part time, please send them our way. We are particularly looking for bilingual referrals, especially Chinese, Spanish, French and German.

A big thank you to the management teams at both PIER 39 and the Ferry Building for arranging field trips for team members. Both had been previously postponed due to storms and we were happy to finally visit. During each field trip, Welcome Ambassadors were led on a tour of the location and introduced to business owners and associates as well as learning of ongoing and upcoming programs and events. These educational field trips give the team insider knowledge which they can then pass along to visitors and locals alike. We are looking forward to more

field trips in April as well as some office training. 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.

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, in our coverage zone, please reach out to me.

Health and Safety Summary

This section shares that our Welcome Ambassadors do more than just smile and give directions during their daily shifts. They work closely with each area CBD such as Union Square Alliance and Yerba Buena Gardens as part of the network of personnel that offer support for residents and visitors alike to keep our Downtown and tourist areas clean, safe and welcoming. Many reports are repetitive so you will see some similarities each month.

- A Welcome Ambassador came across an unresponsive individual who had already received 2 doses of Narcan. Following dispatcher instructions, he administered CPR until emts arrived and he was revived by defibrillator and taken to hospital
- A Welcome Ambassador was asked to administer Narcan by a case worker to an unresponsive person. He revived as 911 respondents arrived and was taken to hospital
- 911 was called when a Welcome Ambassador saw a tree fall on a parked vehicle during recent storms. He helped direct traffic until police arrived
- There appeared to be less incidents related to car break ins in our covered neighborhoods during March. For these occurrences our Welcome Ambassadors assisted by connecting drivers with appropriate services and acting as witnesses when required.

This is a very short summary of incidents reported. The actions of our Welcome Ambassadors directly helped save the lives of 3 individuals during emergency medical situations and we are extremely proud of their actions.

During March the Welcome Ambassadors conducted 807 welfare checks, offering assistance to all the individuals they connected with. They were also able to intervene and de-escalate several situations without the need to call for further assistance.

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 March 2023

211 SF Call	1
311 Call	17
911 Call	8
Attraction/Museum Info Provided	7398
Business Contact	648
Business Information Provided	3846
CBD Call	83
Collateral Provided	2443
Directions Provided	17676
Event Information Provided	342
Hospitality Escort	722
Photo Assistance Provided	3676
Positive Neighbor Engagement	941
Program Info Provided	96
Public Greeting	340135
Restaurant Recommendation	1306
Translation Provided	73
Umbrella Escort	15
Welfare Check	807

March's Ambassador of The Month – Dylan Pemberton



About Dylan:

- Where were you born?
"Vallejo, CA"
- What is your favorite hobby?
"Walking in parks and drawing"
- What do you enjoy most about your job?
"Working in different neighborhoods and getting to know locals as well as meet visitors"
- Do you have a local tip that you could give to visitors?
"The fortune cookie factory in Ross Alley is a must visit. One of the best spots for a hike and great views is Sutro Heights"

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

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. Let's make this year a great one!

With best wishes
Mandy

