

Before we race into the excitement of APEC and the upcoming holiday season let's take a look back at our October roundup!

Downtown was busy with meetings and conventions big and small. The Welcome Ambassadors assisted attendees from around the world for Octane 23, California Nurses Association, American Society of Anesthesiologists, AVEVA Transcatheter Cardiovascular Therapeutics, TedAI and Connect West. Attendees were given recommendations to restaurants, cafes and businesses depending on their needs. Meeting planners gave great feedback on the city of San Francisco and the help they had received in planning and running their events. Attendee feedback was also positive with many shoutouts to Welcome Ambassadors for their help. The 4th Street corridor is always busy, and we continue to have additional personnel to help assist with keeping the area safe and clean. October brought a large number of site visits with many types of groups which will hopefully lead to future bookings. APEC planning teams continued to arrive, and our ambassadors were happy to assist where needed.

Fleet Week was probably the largest community event in October but there were plenty of other exciting happenings for both locals and visitors. As well as ongoing events in Union Square and Yerba Buena Gardens the team Welcome Ambassadors were on hand at East Cut for "It All Starts Here", the Children's Creativity Museum and Dog Days at East Cut. The team enjoy working at these cultural events, getting to know locals as well as visitors, 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.



We continue to look for new team members so if you know anyone who would be a great Welcome Ambassador, Team Lead or Special Response team member, whether full or part time, please send them our way. We are particularly looking for bilingual referrals, especially Chinese, Spanish, French and German.

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 current 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.

Health and Safety Summary

Our Welcome Ambassadors all love San Francisco and want to share this passion with our visitors, chatting with people on vacation 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, 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.

- One ambassador witnessed a car break in, called in all details to 911 and left details of incident for car renters. They called her back and she assisted with next steps
- An ambassador saw a bush that was smoldering. He immediately ran to CVS and bought water. It wasn't enough to stop the fire so he called 911
- An ambassador assisted SFMTA with directing traffic after a bus breakdown blocked the street
- An ambassador witnessed someone who stepped in front of several buses which stopped for him. The ambassador called 911 but was able to talk to this person and calmly escort him to safety. The ambassador learned that he was very depressed and had been trying to kill himself. He stayed onsite until 911 arrived

During the month of September Welcome Ambassadors conducted 1042 welfare checks, offering assistance and resources to all the individuals they connected with.

This is a very short summary of incidents reported. In many instances Welcome Ambassadors were able to diffuse 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 October 2023

311 Call	22
911 Call	14
Attraction/Museum Info Provided	8915
Business Contact	322
Business Information Provided	3751
CBD Call	145
Collateral Provided	2959
Directions Provided	16017
Event Information Provided	300
Hospitality Escort	296
Photo Assistance Provided	1640
Positive Neighbor Engagement	285
Program Info Provided	117
Public Greeting	419516
Restaurant Recommendation	1150
Translation Provided	164
Umbrella Escort	2
Welfare Check	1042

October's Ambassador of The Month – Lenise Thomas



About Lenise:

- Where were you born?
"Providence, Rhode Island"
- What is your favorite hobby?
"Biking"
- What do you enjoy most about your job?
"Greeting people and learning about them and what they want from their vacation"
- Do you have a local tip that you could give to visitors?
"Check out the sesame chicken at House of Nanking and enjoy a visit to Chinatown"

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](#)

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 also reach 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=O00FHu6-Dks>

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

With best wishes
Mandy