

Following the busy holiday event period in December, the team were still able to assist with various neighborhood activations during January. East Cut carnival continued through to mid January, Yerba Buena Gardens held a large Martin Luther King Jr celebration. Edge On The Square in Chinatown kicked off the Lunar New Year celebrations as did the Ferry Building with Lion Dancers. The team enjoy working at these cultural 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.



January kicked off with a good start for the year with both large and small groups meeting around the City, both in hotels and at the Moscone Center. The SF Welcome Ambassador team were able to assist attendees from around the world attending meetings as diverse as JP Morgan, the American Historical Society, ASCO medical conferences and Joint Mathematics Meetings. They were able to assist with directions as well as recommendations for local places to visit, eat and drink, making sure local businesses were kept busy! There were also multiple site visits for groups in various stages of the meeting planning process. which will hopefully lead to future confirmed events. The 4<sup>th</sup> Street corridor is always busy, and we continue to have additional personnel to help assist with keeping the area safe and welcoming.

Some ambassadors were able to attend the SF Chamber of Commerce Mission Merchant Walk, giving them insite to multiple small businesses. They then went back and presented to other team members to share this knowledge. Obviously, the more ambassadors to get the in person training the better, but it's not possible to send the entire team along to something like this. The plan is for ambassadors to attend upcoming SF Chamber Merchant Walks when

possible. 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.

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.

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 this 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 elderly conference attendee sustained a head injury when he slipped crossing a road. Two ambassadors witnessed the incident and gave first aid and comfort while waiting for emergency services
- An ambassador turned in a laptop to security, found during her rounds. An hour later she observed a frantic person searching, took her to security where she identified the laptop.
- An ambassador saved a life by administering 2 doses of Narcan while awaiting emergency services
- Various ambassadors came across situations requiring urgent medical attention and called 911 for assistance, including a possible heart attack.

During the month of January Welcome Ambassadors conducted 1168 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 January 2024**

211 SF Call	1
311 Call	10
911 Call	9
Attraction/Museum Info Provided	7364
Business Contact	229
Business Information Provided	3175
CBD Call	201
Collateral Provided	2112
Directions Provided	13399
Event Information Provided	158
Hospitality Escort	591
Narcan Administered	2
Photo Assistance Provided	2394
Positive Neighbor Engagement	352
Program Info Provided	90
Public Greeting	436463
Restaurant Recommendation	855
Translation Provided	151
Umbrella Escort	40
Welfare Check	1168

**January's Ambassador of The Month – Kevin King**



About Kevin:

- Where were you born?  
"San Francisco, CA"
- What is your favorite hobby?  
"Hocky Sack (Foot bag) and Cycling"
- What do you enjoy most about your job?  
"Meeting visitors from around the world, especially visiting sports fans"
- Do you have a local tip that you could give to visitors?  
"I encourage guests to visit attractions on the West Side of San Francisco like the Golden Gate Park"

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
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- #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=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