

Summer in the city!

Although the temperatures often don't heat up the number of activities and festivities certainly do. Even if you don't visit Stern Grove for an official concert, you can hear live music in public spaces throughout the city on any day from Fisherman's Wharf to Mechanics Monument Plaza to Union Square. The annual Fourth of July firework display followed another large turnout for Downtown First Thursday. Bastille Day celebrations coincided with Bhangra Beats. There is no need to choose between these events in our walkable city, you can just head from one to another with a Welcome Ambassador close by to help direct you and answer your questions. The Yerba Buena Festival calendar of events continues through the season and Bloom is still being celebrated in Union Square. Visitors and locals alike have many options of fun things to do and our Welcome Ambassadors are out guiding them to the best spots whether downtown or throughout other neighborhoods of San Francisco.

The team enjoys working at these events, getting to know locals as well as visitors, working closely with neighborhood partners 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 July the only large Moscone convention was Semicon with approximately 20,000 attendees. There were also several smaller meetings throughout the city, held at various hotels. 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.

We are thankful that our program was funded for the new fiscal year of July 2024 to June 2025. Our program continues to operate 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, attendees and commuters. To see the new coverage area based on our reduced budget please click [here](#).

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 July:

- A visitor sent a heartfelt message of thanks for Thomas and Zach after realizing she had left her purse on an F-train. They not only fully charged her cell phone, but also called SFMTA and coordinated with the train driver for the fully intact purse and contents to be reunited with the visitor.
- An ambassador called 911 for a visitor from Texas who was displaying signs of a stroke. The ambassador stayed with him and his family until emergency services arrived.
- An ambassador witnessed a visitor fall at the junction of Geary and Powell. She twisted her knee and had abrasions on her hands. The ambassador provided basic first aid supplies and the visitor refused official medical attention stating she would go to a doctor if needed.

During the month of July Welcome Ambassadors conducted 1834 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 July 2024

211 SF Call	1
311 Call	71
911 Call	21
Attraction/Museum Info Provided	13613
Business Contact	43
Business Information Provided	5536
CBD Call	223
Collateral Provided	4701
Directions Provided	25286
Event Information Provided	734
Hospitality Escort	1155
Narcan Administered	2
Photo Assistance Provided	1845
Positive Neighbor Engagement	581
Program Info Provided	117
Public Greeting	367188
Restaurant Recommendation	1620
Translation Provided	198
Umbrella Escort	3
Welfare Check	1834

July's Ambassador of The Month – Tom Volking



About Tom

- Where were you born?

“Alameda, CA”

- What is your favorite hobby?

“Playing pool”

- What do you enjoy most about your job?

” Meeting people from around the world”

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

“Walk up to Nob Hill and discover the many small hidden parks with beautiful views of the Bay”

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 friends 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

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

With best wishes
Mandy