

Welcome to our August roundup.

Moscone was the lively hub for several large conventions during the month, including Datadog, American Chemical Society and Google Cloud. Each of them experienced higher than expected registration numbers, which seems to be an ongoing and positive trend. As always, the Welcome Ambassador team helped direct attendees as well as making recommendations for spots to eat, drink and shop, keeping many local businesses busy. The 4th Street corridor is always busy, and we continue to have additional personnel to help assist with keeping the area safe and clean, especially during events. The team also assisted with multiple site inspections with meeting planners, at various stages of the process of arranging future events and conventions. This includes the APEC planning teams, medical and tech groups. As we know, we need these bookings, so are doing what we can to help everyone feel welcome and safe.

We work with our neighborhood CBDs to keep an eye on their calendars in order that Welcome Ambassadors can assist at community events throughout each month. There were ongoing musical performances in Union Square, Yerba Buena Gardens and Fisherman's Wharf. Special events in August included Ferry Fest at the Ferry Building, the North Beach Beer, Pizza and Bagel Festival, the Lion Dance Festival and the Pistahan Festival. 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 are interviewing 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.

We are looking at setting up some more education field trips so 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

The life of a Welcome Ambassador looks like fun; chatting with happy people on vacation and sharing tips about their favorite restaurants and places to visit. It is fun, however there is a serious side 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. Many reports are repetitive so you will see some similarities each month.

- One ambassador successfully administered Narcan on 2 separate occasions during August.
- An ambassador came across someone on the ground having strong chest pains. They assisted with calming the individual until they were transported to hospital in an ambulance.
- An ambassador witnessed an altercation involving one individual being stabbed. They called 911, assisted the victim and acted as a witness to police who found the attacker nearby.
- Ambassadors assisted visitors obtain police reports on a couple of occasions when the visitors returned to find their cars broken into.

During the month of August Welcome Ambassadors conducted 2100 welfare checks, offering assistance and resources to all the individuals they connected with.

This is a very short summary of incidents reported. Of course, 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 August 2023

211 SF Call	1
311 Call	38
911 Call	4
Attraction/Museum Info Provided	15950
Business Contact	301
Business Information Provided	4639
CBD Call	108
Collateral Provided	8938
Directions Provided	23756
Event Information Provided	246
Hospitality Escort	706
Narcan Administered	2
Photo Assistance Provided	3100
Positive Neighbor Engagement	818
Program Info Provided	121
Public Greeting	496455
Restaurant Recommendation	1187
Translation Provided	172
Umbrella Escort	1
Welfare Check	2100

August's Ambassador of The Month – Kat Campion



About Kat:

- Where were you born?
"Red Lake, MN but raised in San Francisco"
- What is your favorite hobby?
"Going on adventures, hiking, viewing sites and walking along creeks"
- What do you enjoy most about your job?
"Working in so many great areas and meeting the wonderful diversity of people that San Francisco attracts"
- Do you have a local tip that you could give to visitors?
"Always wear layers when you are visiting my favorite places in North Beach, Chinatown and, of course, riding the historic cable cars"

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 100s of 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 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