

Welcome to our February roundup. Our Welcome Ambassadors continue to make good use of their long orange raincoats while helping everyone out on the streets!

The team assisted with several meetings and conventions in February as well as being on hand for site visits which will hopefully lead to future meetings being booked. 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. Several team members assisted attendees of the Chinese New Year Parade and we received some great feedback from one of the crew of a local TV station covering the event. We also had several ambassadors on hand to help answer attendee questions at the GOAT fashion show in Union Square!



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.

Some of the team took part in educational field trips to Madame Tussauds and Ripley's Believe It or Not, in Fisherman's Wharf. For many it was their first time visiting and they can now personally recommend and give information on both locations. Thank you to the staff of both for your hospitality. We are looking forward to more field trips in March as well as some in 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.

- An Ambassador witnessed a large advertising sign fall from a roof onto the sidewalk below, narrowly missing a pedestrian. The ambassador was able to move it to the gutter area and called the neighborhood CBD for their clean team to come and remove it. The ambassador also let the store manager know that the sign had fallen.
- Non emergency help was alerted when traffic lights went out and vehicles did not slow down or stop for pedestrians or vehicles coming from other directions.
- An ambulance was called when a welfare check resulted in the person asking for medical assistance.
- Welcome Ambassadors assisted with multiple incidents related to car break ins in various neighborhoods, throughout the month by connecting drivers with appropriate services and acting as witnesses when required.

During the month the Welcome Ambassadors conducted 941 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 – 28 February 2023

311 Call	7
911 Call	6
Attraction/Museum Info Provided	6403
Business Contact	784
Business Information Provided	3989
CBD Call	27
Collateral Provided	1808
Directions Provided	14387

Event Information Provided	367
Hospitality Escort	1117
Photo Assistance Provided	2381
Positive Neighbor Engagement	1607
Program Info Provided	136
Public Greeting	383251
Restaurant Recommendation	787
Translation Provided	71
Umbrella Escort	10
Welfare Check	941

February's Ambassador of The Month – Love King



About Love:

- Where were you born?
"Liberia, West Africa"
- What is your favorite hobby?
"Skiing"
- What do you enjoy most about your job?
"Offering friendly greetings along with information and recommendations to help them enjoy their visit "
- Do you have a local tip that you could give to visitors?
"When you go to Golden Gate Park, don't forget to check out the bison!"

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>

Thank you to everyone who sent letters and emails in support of our program for our recent budget hearing. We continue to work with the Budget Committee and Board of Supervisors on the continuation of our successful and popular Welcome Ambassador program and thank you for your ongoing support.

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