

Happy Year of The Rabbit! In a chaotic world, I'm sure we will all welcome some relaxation, quietness and contemplation that this year symbolizes.

Here is our January roundup, a month that will be remembered for having the wettest 10 day period since 1871. Luckily bright orange raincoats had been ordered for this very reason, so the Welcome Ambassador team were able to continue to assist during most of this time!

We welcomed the in person return of JP Morgan for which Welcome Ambassadors were on hand to greet and direct attendees. Despite this being during some of the wettest days this appears to have been a big success! There have also been several large groups at Moscone with Ambassadors guiding attendees to their relevant meetings. The 4th Street corridor continues to be very busy and we have added personnel to help assist with keeping the area safe and clean. The team have been helping give directions and answering questions at both the Chinese New Year flower market and the Lion Dance ceremony at the Ferry Building and of course helping visitors take photos with rabbits.



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.

We have scheduled some dates to start 2023 training field trips in mid February and will be working with various partners for team members to visit. 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

We recently added this new section to show you that 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 and safe. Many reports are repetitive so you will see some similarities each month.

An Ambassador witnessed a car crash where the driver fled the scene. He called SFPD and remained on the scene to file the report

Emergency services were called by an Ambassador at the request of hotel staff for for an unconscious person in their driveway. He was transported away by ambulance.

Welcome Ambassadors assisted with 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 912 welfare checks, offering assistance to all the individuals they connected with. They were also able to intervene and de-escalate several altercations 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 – 31 January 2023

211 SF Call	1
311 Call	6
911 Call	3
Attraction/Museum Info Provided	5715
Business Contact	751
Business Information Provided	4044
CBD Call	13
Collateral Provided	891
Directions Provided	17525
Event Information Provided	235
Hospitality Escort	1032

Photo Assistance Provided	3396
Positive Neighbor Engagement	1577
Program Info Provided	129
Public Greeting	484389
Restaurant Recommendation	1056
Translation Provided	117
Umbrella Escort	40
Welfare Check	914

In case you missed this last month these are the total results for 2022

Total Statistics for 2022

211 SF Call	28
311 Call	499
911 Call	72
Attraction/Museum Info Provided	105422
Business Contact	11962
Business Information Provided	59640
CBD Call	78
Collateral Provided	16125
Directions Provided	277734
Event Information Provided	5586
Hospitality Escort	24555
Photo Assistance Provided	60035
Positive Neighbor Engagement	22964
Program Info Provided	4080
Public Greeting	4851140
Restaurant Recommendation	15747
Translation Provided	802
Umbrella Escort	57
Welfare Check	4252

January's Ambassador of The Month – Thomas Little



About Thomas:

- Where were you born?
"Providence, Rhode Island"
- What is your favorite hobby?
"Thrifting, walking the dogs and reading"
- What do you enjoy most about your job?
"Making a memory for the visitor which, later on will make for a happy life "
- Do you have a local tip that you could give to visitors?
"San Francisco can be daunting and expensive but I can help make it seem less so. Vermont Street is the real crooked street. The Ramp and Kelly's Mission Rock give the best views of what locals call The Wharf. There is The City and then there is My City"

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>

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