

Welcome to our July roundup.

July brought attendees to Moscone for Semicon and the Design Automation Conference (DAC), both of which were happy with their registration numbers. As always, the team helped direct attendees as well as making recommendations for spots to eat, drink and shop, keeping many local businesses busy. There were also some large groups in various hotels in our coverage area where Welcome Ambassadors also assisted attendees as they arrived at or left from meetings. As you can see from reported data in this newsletter as well as personally diffusing and resolving various situations, Ambassadors worked closely with Yerba Buena CBD and Union Square Alliance dispatch plus 311, to solve and report negative situations that arose. 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. During July there were again multiple site inspections with meeting planners at various stages of the process of arranging future events and conventions. As we know, we need these bookings, so are doing what we can to help everyone feel welcome and safe.

The Welcome Ambassador team assisted at various community events during the month including the Lion Dance Festival, National Carousel Day, and Bastille Day, as well as during musical performances in Union Square, Yerba Buena Gardens and Fisherman's Wharf. We enjoy working with partners at these busy events, 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 continue to look for new team members so if you know anyone who would be a great Welcome Ambassador 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 did not take any field trips during July but 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 them exposure 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

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 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.

- Unfortunately, a Welcome Ambassador witnessed a pedestrian being struck by a scooter. Despite multiple passers-by trying to assist plus an ambulance being flagged down almost immediately by our ambassador and others, his injuries were too severe, and he did not survive.
- Multiple incidents of Ambassadors being able to diffuse situations resulting in positive outcomes.
- Welcome Ambassadors reported several incidents of cars that had recently been broken into to SFPD.
- A Welcome Ambassador assisted someone whose backpack had been stolen and was able to act as a witness when the police arrived.

During the month of July Welcome Ambassadors conducted 3688 welfare checks, our highest number so far, 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 July 2023

211 SF Call	13
311 Call	31
911 Call	11
Attraction/Museum Info Provided	15022
Business Contact	337
Business Information Provided	6441
CBD Call	169
Collateral Provided	9100
Directions Provided	27376
Event Information Provided	335
Hospitality Escort	895
Photo Assistance Provided	3929
Positive Neighbor Engagement	869
Program Info Provided	128
Public Greeting	508279
Restaurant Recommendation	1428
Translation Provided	150
Welfare Check	3688

July's Ambassador of The Month – Leel Wilson



About Leel:

- Where were you born?
"San Pablo, CA"
- What is your favorite hobby?
"Traveling and exploring new fun things"
- What do you enjoy most about your job?
"Helping people that genuinely need assistance"
- Do you have a local tip that you could give to visitors?
"You must explore Golden Gate Park. It's very beautiful and there is lots to see"

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 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 comment that other cities should be following this example.

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