

Welcome to our June roundup.

We will start with some great news about our Welcome Ambassador Program. We are proud to share that following approval by the Board of Supervisors, the program will continue through the City's 2024/2025 fiscal year. We want to thank each of you who participated in supporting us, by writing letters, calling into public meetings, and lobbying your representatives to advocate for our Welcome Ambassadors and the positive impact they have on our city, our industry, and our visitors. There is a reduction in funding, however we will continue coverage of the areas most frequented during citywide events at the Moscone Center, and popular visitor locations.

The team assisted with several large conventions at Moscone and the Marriott Marquis during the month including American Institute of Architects, CONFIG and Databricks. They helped direct attendees as well as making recommendations for spots to eat, drink and shop, keeping many local businesses busy. As well as diffusing and resolving various situations, they also worked closely with Yerba Buena CBD and Union Square Alliance dispatch plus 311, to 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. There continue to be ongoing 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 with answering questions and directing people over Pride Weekend and one lucky Ambassador rode in Mayor Breed's Juneteenth Parade cable car! The team have been covering Yerba Buena Gardens summer events and assisted with East Cut's Summer Block Party. 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 would like to thank Emily of Hudson Pacific Properties for another great field trip to the Ferry Building. Team members were given historic information, a tour of the property, introductions to tenants and information about upcoming events, followed by a fun lunch provided by Senor Sisig. Various team members also got to see Dear San Francisco and A Chorus Line thanks to Dori (Club Fugazzi) and Q (SF Playhouse). They meet thousands of visitors each month and give recommendations on things to see and do. Field trips give them exposure and inside information that they can pass along to others. 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 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 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 visitor areas clean, safe and welcoming. Many reports are repetitive so you will see some similarities each month.

- A Welcome Ambassador called for an ambulance after a bike rider fell and became unconscious after a wheel got stuck in tracks on Market St.
- A Welcome Ambassador helped a gentlemen with a suspected broken hip until paramedics arrived.
- A Welcome Ambassador spotted multiple cars that had recently been broken into and reported them so SFPD.
- A Welcome Ambassador quickly got passersby down on the ground during the recent drive by shooting event. Once the immediate danger had passed he led a large group into the parking garage where he calmed them down until police arrived and cleared the area.

During the month of June Welcome Ambassadors conducted 2215 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 – 30 June 2023

211 SF Call	1
311 Call	249
911 Call	20
Attraction/Museum Info Provided	9913
Business Contact	408
Business Information Provided	4708
CBD Call	174
Collateral Provided	4317
Directions Provided	23029
Event Information Provided	259
Hospitality Escort	1001
Photo Assistance Provided	3477
Positive Neighbor Engagement	1027
Program Info Provided	192
Public Greeting	454677
Restaurant Recommendation	1390
Translation Provided	175
Umbrella Escort	1
Welfare Check	2215

June's Ambassador of The Month – Curtiss Hayden



About Curtiss:

- Where were you born?
"San Francisco"
- What is your favorite hobby?
"Playing Tennis"
- What do you enjoy most about your job?
"Enhancing the joy of visitors to the city – making them feel glad to be in San Francisco"
- Do you have a local tip that you could give to visitors?
"Ride the F line trolley, a must do! It offers bang-for-the-buck (\$2.50) on a historic, old fashioned railcar which runs along the piers and the heart of the city on Market Street"

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