

As we start to see and hear hints of the upcoming holidays, welcome to our September roundup! Read about the events of September with a special “Save The Date” at the end of the newsletter!

September seemed to be all about conventions, meetings and site visits with special coverage requested almost every day of the month on top of the usual shift locations. These included the California Dental Association, Circle Financial and of course the biggest so far since the pandemic, Dreamforce. Concierge service was also provided inside one of the hotel lobby areas. We continue to have additional ambassadors in the 4th Street corridor to help assist with and report ongoing issues.

Cruise ship numbers were up and the team assisted passengers at Pier 27 from 7 transit cruises. Still on a nautical topic, an ambassador assisted with directions for the official opening of the Klamath, the new office home of the Bay Area Council at Pier 9. They also helped with the District 6 Candidate Forum and Yerba Buena Gardens.

The Ferry Building hosted a Welcome Ambassadors field trip to meet various business owners and chat about upcoming events. It was enjoyed by all and we will be planning a future visit for a different group.



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. You can either come to the office for an in office meet and greets and training or groups of Welcome Ambassadors can come to

your location. If your business or attraction has special plans for the holidays, we would love that information to pass along to guests.

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, please reach out to me.

Monthly Challenges

In the newsletter, we always share events and updates, and it may appear that the Welcome Ambassadors are just friendly greeters around the city. They are far more than that. They often face difficult situations and work closely with each area CBD such as Union Square Alliance and Yerba Buena Gardens or call emergency and non-emergency numbers depending on the situation. This will be a new section to share just a few of the incidents that the Welcome Ambassador team have faced during a particular month.

Assisted man robbed at knifepoint around 4pm by City Lights Bookstore
Assisted local man, assaulted by a mentally individual around 4pm on the Embarcadero
Waited for ambulance with senior who fell from his bicycle and hit his head
Called security after an altercation and attempted robbery of a scooter at Ghirardelli Square
Assisted family after rental bike tire got stuck in trolley line and female fell, hurting her knee
Assisted a couple who had been robbed of a backpack in front of Ghirardelli Square
Assisted a female whose phone was stolen on Market at Stockton. She was threatened at gunpoint not to pursue.

This list does not include the details of the 378 welfare checks on people lying throughout the area or the multiple car break-ins either witnessed by ambassadors or reported to ambassadors by distraught victims. Some of these types of incidents are repeated on an almost daily or even hourly basis in various areas throughout the city.

We all want to feel safe in our city and can all do our part in reporting anything 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.**

If you want to discuss this subject or have questions about specific incidents, please don't hesitate to contact me.

SF Welcome Ambassador Monthly Statistics 1 – 30 September 2022

311 Call	16
911 Call	6
Attraction/Museum Info Provided	11427
Business Contact	974

Business Information Provided	3680
Calls For Service (Homeless)	1
CBD Call	17
Collateral Provided	1105
Directions Provided	22914
Event Information Provided	276
Hospitality Escort	2001
Photo Assistance Provided	3391
Positive Neighbor Engagement	1541
Program Info Provided	267
Public Greeting	438622
Restaurant Recommendation	963
Translation Provided	85
Umbrella Escort	4
Welfare Check	378

September's Ambassador of The Month – Luciano Adorable



About Luciano:

- Where were you born?

“Hayward, CA”

- What is your favorite hobby?
“My favorite hobbies are going on hikes, cycling, making music and writing poetry”
- What do you enjoy most about your job?
“What I enjoy most is being outdoors, meeting and helping new people every day and discovering new things”
- Do you have a local tip that you could give to visitors?
“A tip to give to tourists is to soak in every moment and the beauty of San Francisco while they are here. If they can stay longer there are many more areas to explore on top of the main attractions with many hidden gems throughout the 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 will soon be celebrating our One Year Anniversary and YOU are invited. Please save the date of Wednesday 2 November at 11am. You will be receiving an invitation to come and join us so watch your email.

We hope you enjoy reading our updates and look forward to connecting and working with you. Best wishes

Mandy