

Welcome to our April roundup.

There were several smaller conventions and meetings along with the 2<sup>nd</sup> biggest convention of the year at Moscone: RSA! 38,000 attendees were staying in 60 different hotels throughout the city. The team assisted by directing attendees as well as making recommendations for spots to eat, drink and shop keeping many businesses busy. As well as regular coverage, ambassadors were posted along the walk paths and handled or reported any negative situations that arose. The 4<sup>th</sup> Street corridor is still very busy, and we continue to have additional personnel to help assist with keeping the area safe and clean. There have also been multiple site inspections throughout the month with meeting planners at various stages of the process of arranging future conventions.

The Welcome Ambassador team were also asked to assist with several neighborhood events including ArtFest at the Children's Creativity Museum, Springfest at East Cut, Earth Day at the Exploratorium, Alcatraz's Community Day and Holi at East Cut. 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.



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.

We finally took our field trip to the Embarcadero Center and would like to thank Alexandra and Alexis for making it happen. This was our 3<sup>rd</sup> attempt and finally the weather cooperated. Welcome Ambassadors were led on a tour of each of the 4 buildings and learned where all of the businesses and tenants are, as well as about various upcoming events. These educational field trips give the team insider knowledge which they can then pass along to visitors and locals alike and are in addition to ongoing 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 visitor areas clean, safe and welcoming. Many reports are repetitive so you will see some similarities each month.

- A Welcome Ambassador spotted someone crying on the ground who had fallen from an ebike when her wheel got stuck in a trolley track on Market St. She ran to help her out of the road and to the curb and learned she was local and 5 months pregnant. She did not want emergency services called but the Welcome Ambassador stayed with her until her husband came from a local office building and took her to hospital. We received a lovely email of thanks from her the following day, praising our Welcome Ambassador.
- A Welcome Ambassador called for assistance for an unresponsive but breathing male after a routine welfare check. He was taken in an ambulance.
- A Welcome Ambassador saw someone in a wheelchair being pushed extremely quickly and erratically across a street. He ran over when he saw the wheelchair overturned and the person acting aggressively and loudly to the man on the ground who was scared and confused. While other people watched and recorded the incident, the ambassador called 911, helped the man back into his wheelchair as the other person ran away, still shouting.
- There appeared to be less incidents related to car break ins in our covered neighborhoods during March. For these occurrences our Welcome Ambassadors assisted by connecting drivers with appropriate services and acting as witnesses when required.

During April the Welcome Ambassadors conducted 866 welfare checks, offering assistance 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

hundreds of incidents being resolved without the need of 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 April 2023**

311 Call	19
911 Call	14
Attraction/Museum Info Provided	7214
Business Contact	514
Business Information Provided	4917
CBD Call	329
Collateral Provided	4388
Directions Provided	18883
Event Information Provided	248
Hospitality Escort	634
Photo Assistance Provided	2609
Positive Neighbor Engagement	1072
Program Info Provided	132
Public Greeting	352417
Restaurant Recommendation	1056
Translation Provided	106
Umbrella Escort	3
Welfare Check	866

**April's Ambassador of The Month – Shailendra Singh**



About Shailendra:

- Where were you born?  
"San Francisco, CA"
- What is your favorite hobby?  
"I love watching movies, sports and playing soccer"
- What do you enjoy most about your job?  
"I get to meet people from all over the world"
- Do you have a local tip that you could give to visitors?  
"Try things that San Francisco is known for. Go to Boudin for a bread bowl. Eat popsicles and try cioppino"

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](http://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