

Welcome to our May roundup.

The team assisted with several large conventions at Moscone during the month as well as meetings at the Hilton and Hyatt Regency. 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. There have also been multiple site inspections throughout the month with meeting planners at various stages of the process of arranging future conventions. As you know San Francisco was just awarded Super Bowl 2026 and the Welcome Ambassador team was involved in site inspections leading up to that decision. We are keeping our fingers crossed that we will have many other success stories in the future!

The Welcome Ambassador team assisted with several neighborhood events including the Taiwanese Festival in Union Square. 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 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 the team at Morton's and Maestro's for field trips to both locations where they were introduced to each location with appetizers and a presentation on restaurant details and policies. Many of the group had never been to these locations and are now able to pass along information and recommendations to visitors based on these experiences. 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.

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 found an unconscious male who was taken in an ambulance after 911 was called.
- A Welcome Ambassador was able to calmly ask a group engaged to move along and away from a busy thoroughfare.
- An ambassador witnessed a car break in and called Central station with a description and the getaway car license plate.

During May Welcome Ambassadors conducted 895 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 – 31 May 2023

311 Call	14
911 Call	5
Attraction/Museum Info Provided	6827
Business Contact	552

Business Information Provided	3637
CBD Call	125
Collateral Provided	4609
Directions Provided	18833
Event Information Provided	142
Hospitality Escort	704
Photo Assistance Provided	2904
Positive Neighbor Engagement	712
Program Info Provided	113
Public Greeting	336002
Restaurant Recommendation	971
Translation Provided	208
Umbrella Escort	7
Welfare Check	895

May's Ambassador of The Month – Caleb Taylor



About Caleb:

- Where were you born?
"Duluth, MN"
- What are your favorite hobbies?
"Open Mic, Performance and attending Performances"
- What do you enjoy most about your job?
"Meeting new people"
- Do you have a local tip that you could give to visitors?
"Ride the elevator up the Westin St Francis Hotel to enjoy the skyline view"

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