

Welcome to our September roundup.

The city was buzzing with attendees in September with the hugely successful Dreamforce followed by TechCrunch and then Workday Rising. It was great to see so many people out and about, frequenting local hotels, restaurants, and other businesses. Attendees appeared to be having a positive experience and Welcome Ambassadors enjoyed interacting while helping direct attendees, making recommendations for spots to eat, drink and shop, keeping many local businesses busy. 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 were many site visits again in September which will hopefully lead to future bookings. APEC planning teams continue to arrive, and our ambassadors are happy to assist where needed.

The Welcome Ambassador team assisted at many community events throughout the month. As well as ongoing events in Union Square, Yerba Buena Gardens and Fisherman's Wharf, the team assisted at Chinatown Night Out, the Liesensdorf Alley launch with Downtown SF and an event at the Ferry Building. The team enjoy working at these cultural events, getting to know locals as well as visitors, 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 are interviewing for new team members so if you know anyone who would be a great Welcome Ambassador, Team Lead 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.

The team have been extremely busy out on the streets as well as continuing with ongoing in office training and have not had time for any recent field trips. 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 ambassadors hands on experience 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

Our Welcome Ambassadors all love San Francisco and want to share this passion with our visitors, chatting with people on vacation and sharing tips about their favorite restaurants and places to visit. There is of course a more serious side to their role as they work closely with each area CBD, 311 operators and 911 dispatchers 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. These are a very small sample of incidents handled last month.

- One ambassador successfully revived an individual using 2 doses of Narcan while waiting for paramedics to arrive
- An ambassador called 911 after witnessing a female collapse, banging her head which started to bleed. She was transported by ambulance
- An ambassador came across a female administering CPR to a friend suffering an overdose. 911 was called. They had already received 1 dose of Narcan with no effect so the ambassador administered a 2nd dose. There was still no reaction so a third dose was given. This dose was effective and they responded. The ambassador stayed on scene until paramedics arrived and transported him by ambulance
- An ambassadors spotted a fire being started and was able to extinguish it before it caused damage

During the month of September Welcome Ambassadors conducted 1676 welfare checks, offering assistance and resources to all the individuals they connected with.

This is a very short summary of incidents reported. In many instances Welcome Ambassadors were able to diffuse situations, calm people down and move them away from crowded areas. 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 September 2023

211 SF Call	1
311 Call	11
911 Call	20
Attraction/Museum Info Provided	12485
Business Contact	314
Business Information Provided	4550
CBD Call	123
Collateral Provided	3992
Directions Provided	19230
Event Information Provided	250
Hospitality Escort	402
Narcan Administered	4
Photo Assistance Provided	1910
Positive Neighbor Engagement	292
Program Info Provided	93
Public Greeting	442247
Restaurant Recommendation	1269
Translation Provided	146
Welfare Check	1676

September's Ambassador of The Month – Debbie Chong



About Debbie:

- Where were you born?
"California"
- What is your favorite hobby?
"Hiking"
- What do you enjoy most about your job?
"I enjoy helping visitors have a pleasant and fun time in San Francisco. I also enjoy meeting visitors from other parts of the US and around the world"
- Do you have a local tip that you could give to visitors?
"Some lovely places to see redwood trees locally are the San Francisco Botanical Gardens, Heroes Grove next to the rose garden in Golden Gate Park and Stern Grove"

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 continue to 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 often comment that other cities should be following this example. Representatives from other cities and organizations also reach out asking questions and ideas on how to start their own Welcome Ambassador Programs.

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