

With holiday décor and music all around us, let's look back at the roundup for November!

Of course, the main focus for November was APEC. Welcome Ambassadors throughout visitor areas assisted families of APEC attendees with ideas of places to visit while the Ambassadors working in the downtown area mainly spent their time directing attendees and the general public around the barricades to get to their destinations. Just for this occasion the team were also asked to assist around City Hall, the Asian Art Museum and the Exploratorium for the VIP events. APEC wasn't the only large group visiting in November. The American Association of Ophthalmology, CBSA, Psychomonic and Connect West had large meetings at Moscone and within local hotels. These were followed by FanExpo when the team had the opportunity to take lots of fun photos of attendees in costume. The 4th Street corridor is always busy, and we continue to have additional personnel to help assist with keeping the area safe and clean. Just like previous months, November brought a large number of site visits with many types of groups which will hopefully lead to future bookings.

November was busy with many local community events. Union Square saw the opening of the Ice Rink, the New Banana Republic, the 2 new Tyler Florence locations and the Macy's Tree Lighting. The team reported that they enjoyed the additional visitors over the Black Friday weekend in Union Square. They also assisted with an event at the Ferry Building, the Rotary Walk, directing visitors to the PIER39 tree lighting and of course assisting with the SF Travel Party on The Pier at Pier 27. The team enjoy working at these cultural events, getting to know locals as well as visitors, working closely with neighborhood partners, 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, 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.

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 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. This is a small sample of incidents handled last month.

- One ambassador called for assistance when someone in a motorized wheelchair was struck by a car. He was taken in an ambulance with minor injuries
- An ambassador gave first aid to a female who fell off her bike and waited until a friend came to take her home
- An ambassador found a young child alone and crying after becoming separated from her parents. The ambassador called the police and stayed with the child until the parent revisited the area and found her
- An ambassador found someone with chest pains. He called 911 and stayed with the visitor until the ambulance personnel arrived to help

During the month of November Welcome Ambassadors conducted 1264 welfare checks, offering assistance and resources to all the individuals they connected with.

This is a very short summary of incidents reported. In most cases Welcome Ambassadors were able to assess 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 November 2023

211 SF Call	1
311 Call	7
911 Call	9
Attraction/Museum Info Provided	7500
Business Contact	342
Business Information Provided	3615
CBD Call	195
Collateral Provided	2077
Directions Provided	16729
Event Information Provided	596
Hospitality Escort	415
Photo Assistance Provided	1792
Positive Neighbor Engagement	299
Program Info Provided	130
Public Greeting	411823
Restaurant Recommendation	864
Translation Provided	105
Umbrella Escort	1
Welfare Check	1264

November's Ambassador of The Month – Emily Mancía



About Emily:

- Where were you born?
"San Francisco, CA"
- What is your favorite hobby?
"Reading"
- What do you enjoy most about your job?
"The people I get to chat with out on the streets every day"
- Do you have a local tip that you could give to visitors?
"The best place to take pictures of the Golden Gate Bridge is the Vista Point"

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! The more exposure the program has the better! 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 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=WM5gyXdicow>

We hope you enjoy reading our updates and look forward to connecting and working with you. Enjoy the holiday season and a big thank you to partners who have supplied raffle prizes for our upcoming holiday get together to be held on Tuesday 19 December.

With best wishes
Mandy