

Happy New Year! We hope you found Joy this holiday season, however you did or did not celebrate. Welcome to our December roundup, a busy month out on the streets greeting locals and visitors in town for the holidays, but less so for meetings and conventions.

There were just a couple of conventions and site visits in December for which Ambassadors were on hand to greet and direct attendees, including the Chemical and Biological Defense Science & Technology Conference. We were able to help multiple partners in various neighborhoods with their holiday programming. We had Welcome Ambassadors on site every night during the Let's Glow Sf installation with DowntownSF. We worked with Union Square Alliance by having Welcome Ambassadors working late around Union Square as part of the Safe Shopper program as well as assisting with the promotion of Winter Wonderland in Hallidie Plaza. We continue to have additional ambassadors in the 4<sup>th</sup> Street corridor to help assist with and report ongoing issues.



Although the Safe Holiday Shopper program is over, we are still hiring. 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.

Team training for December included Cold Weather Awareness. We also invited California Academy of Sciences to give a presentation to team members. There are several businesses and neighborhoods we are planning to visit in January and February on field trips, based on scheduling. 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.

We held a holiday get together for the Welcome Ambassador Team and would like to thank all of our partners who donated great gifts for the drawings.

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

We recently added this new section to show you that 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 tourist areas clean and safe. Many reports are repetitive so you will see some similarities each month. In December there were no major incidents that stood out which is a positive!

Two probable bike thefts were averted when Ambassadors saw people acting suspiciously next to parked bicycles, approached, and asked if they needed help upon which they walked away. Emergency services were called by an Ambassador for a suspected overdose. Response was fast and the person survived.

Welcome Ambassadors assisted with incidents related to car break ins throughout the month by connecting drivers with appropriate services and acting as witnesses when required. There were several reports of indecent exposure in various areas when Ambassadors tried to intervene then called for assistance when necessary.

During the month the Welcome Ambassadors conducted 700 welfare checks, offering assistance to all the individuals they connected with. They were also able to intervene and de-escalate several altercations without the need to call for further assistance.

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.**

## SF Welcome Ambassador Monthly Statistics 1 – 31 December 2022

Task	Dec-22
211 SF Call	2
311 Call	2
Attraction/Museum Info Provided	6879
Business Contact	766
Business Information Provided	4505
CBD Call	8
Collateral Provided	1747

Directions Provided	18419
Event Information Provided	768
Hospitality Escort	1192
Photo Assistance Provided	7073
Positive Neighbor Engagement	2320
Program Info Provided	159
Public Greeting	445956
Restaurant Recommendation	1101
Translation Provided	40
Umbrella Escort	32
Welfare Check	700

**Total Statistics for 2022**

211 SF Call	28
311 Call	499
911 Call	72
Attraction/Museum Info Provided	105422
Business Contact	11962
Business Information Provided	59640
CBD Call	78
Collateral Provided	16125
Directions Provided	277734
Event Information Provided	5586
Hospitality Escort	24555
Photo Assistance Provided	60035
Positive Neighbor Engagement	22964
Program Info Provided	4080
Public Greeting	4851140
Restaurant Recommendation	15747
Translation Provided	802
Umbrella Escort	57
Welfare Check	4252

**December's Ambassador of The Month – John Zimmer**



#### About John:

- Where were you born?  
"Buffalo New York. Moved to California in 1963"
- What is your favorite hobby?  
"I love to read history books"
- What do you enjoy most about your job?  
"I learn something new every day about the City then share it with guests of the City"
- Do you have a local tip that you could give to visitors?  
"Rent a bike at the Ferry Building, ride along the Embarcadero, Marina Green and over the Golden Gate Bridge to Sausalito. Jump on the ferry to arrive back at the Ferry Building"

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 again in 2023. Let's make this year a great one!

With best wishes  
Mandy