

As we enjoy the seasonal excitement in the air, welcome to our November roundup, a busy month for all.

The team started the month proudly with our One Year Anniversary celebration on 2<sup>nd</sup> November. We were kindly hosted by Yerba Buena Gardens who were quickly able to open the Children's Creativity Museum to accommodate us when a downpour began just as Mayor Breed was arriving! We had a lineup of speakers followed by entertainment by DJ Paul, cookies for all attendees, pizza from Joyride and carousel rides provided by Yerba Buena Gardens! Thank you to our speakers (in order of appearance), Scott Rowitz, Mayor London Breed, Supervisor Dorsey, John Anderson, Marisa Rodriguez, our hosts, the Yerba Buena Gardens team, and to everyone who came to support us. If you want to see a recording of our speakers and/or the press release from Mayor Breed's office, please follow the links below.

<https://www.youtube.com/watch?v=RB6DyzWb8YA>

<https://sf.gov/news/mayor-london-breed-celebrates-first-year-welcome-ambassador-program>



There were several conventions and multiple site visits in November for which Ambassadors were on hand to greet and direct attendees. These included AVEVA, REIT and Fan Expo. There were also multiple community events during which we assisted including both Union Square and Yerba Buena subway station neighborhood parties with SFMTA, the Yerba Buena Gardens Carousel lighting, World Cup screenings at both East Cut and Union Square. Ambassadors directed attendees for the IlluminateSF party at 5M and will be helping promote Winter Wanderland at Hallidie Plaza. We continue to have additional ambassadors in the 4<sup>th</sup> Street corridor to help assist with and report ongoing issues.

There were just 2 transit cruises in November where Ambassadors assisted visiting passengers at Pier 27.

Following Mayor Breed's press conference regarding the safe shopper program we are extending coverage hours over the holiday season and are continuing to conduct interviews to

grow the team. If you know anyone who would be a great Welcome Ambassador, whether full or part time, please send them our way.

With so many requests for coverage on top of regular scheduling we didn't have time for any group field trips although team members were given the opportunity to try out the Union Square skating rink. There are several businesses and neighborhoods we are planning to visit in January, based on scheduling, as well as others who would like to conduct an in-office presentation. 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. If your business or attraction has special plans for the holidays, we would love that information to pass along to guests.

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. Shifts are currently extended to 9pm around Union Square and 10pm for GlowSF installations in the Financial District. 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.

Paramedics were called in several instances including a male on crutches that fell and injured himself.

Ambassadors came to the assistance of multiple homeless people, one of whom was being harassed by a group of teenagers.

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.

Ambassadors have been requested by SFPD to observe and report on the illegal card games occurring on and around Market St.

An unusual situation (for our coverage area), occurred when tourists spotted a coyote on the waterfront near Hyde St. A few photographs were taken by the visitors and the Ambassadors reported the incident to non-emergency!

During the month the Welcome Ambassadors conducted 742 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 – 30 November 2022**

211 SF Call	2
311 Call	9
911 Call	8
Attraction/Museum Info Provided	7949
Business Contact	2093
Business Information Provided	5960
CBD Call	17
Collateral Provided	2265
Directions Provided	20558
Event Information Provided	411
Hospitality Escort	1841
Photo Assistance Provided	6117
Positive Neighbor Engagement	2640
Program Info Provided	198
Public Greeting	436442
Restaurant Recommendation	1408
Translation Provided	77
Umbrella Escort	2
Welfare Check	742

**November's Ambassador of The Month – Robert Diaz**



About Robert:

- Where were you born?  
"San Jose, CA"
- What is your favorite hobby?  
"I love to read books"
- What do you enjoy most about your job?  
"I get to meet new people"
- Do you have a local tip that you could give to visitors?  
"Visit the Mission District and eat at El Farolito Taqueria which has a great Mexican culture and food. Also visit the Castro District which is very LGBTQ+ friendly"

The Ambassador of The Month is chosen by Welcome Ambassador Team Leaders for exemplary performance and given a certificate and gift card.

### **Ambassador of The Year 2022 – Moanna Sau Leaupepetele**



During our One Year Anniversary celebration we announced Moanna as the SF Welcome Ambassador of the Year 2022. One of the original team members from 2021, Moanna was chosen for her strong work ethic and for being a great role model for coworkers. She always has a smile on her face and goes above and beyond to provide great service to visitors and commuters alike, also sharing her knowledge and enthusiasm with fellow team members.

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.

However you celebrate, we wish you joy and health this holiday season.

With best wishes

Mandy