

From: [MRT CSM - San Francisco CA](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Budget & Appropriations Committee for consideration for Fiscal Years 2023-24 SF Travel Ambassadors
Date: Friday, June 9, 2023 2:51:29 PM

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Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Sent via email with copies to:

Committee Clerk, Members of the Budget and Appropriations Committee, President of the Board of Supervisors

Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing in support of the continuation of the SF Welcome Ambassador Program. The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5.7 million visitors, providing recommendations to local restaurants, businesses, and attractions on 217,000 occasions since their inception.

In my role as Sales & Events Manager for Morton's the Steakhouse - San Francisco, I have personal experience of this fabulous program. My favorite & integral interaction with a Welcome Ambassador is when I needed to ease my client's fears & worries about their guests walking from The Moscone Center to Union Square, where our restaurant is located, for a large reception. (This event is a \$30,000 event.) In order to ease this growing fear made by the media over the last several months, I needed to film the walk myself to show how safe it actually is. If it wasn't for the 20+ orange jackets along my route, the walk would have been scary & unsellable.

The streets are clean, calm and the Ambassadors are kind, welcoming and so helpful. The SF Travel Ambassadors have made the visitors experience 1000% better than before as well as our local experience. Having the Ambassadors has not just help to secure the business for my restaurant but as a woman I felt comfortable walking around alone. I couldn't say that in 2020/2021. I cannot speak more highly of this program and team. The city needs this team.

Our businesses need this team. Our hotels & tourism industry needs this team. Mayor London Breed needs this team. We cannot afford to not have them.]

I believe the Welcome Ambassador program continues to make locals, employees, small businesses and visitors feel safe and welcome. Their positive presence encourages more people to come to San Francisco, especially in our key economic core, densely visited and high pedestrian corridors in San Francisco which helps support our local businesses and workforce.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

Thank you,

Kristan Bonde
Sales and Event Manager

Morton's The Steakhouse - San Francisco

400 Post Street | San Francisco, CA 94102

310.365.0231 Cell | 415.291.9872 Direct | 415.986.5830 Restaurant | 415.986.5829 Fax

Private dining available for groups of 2 - 500. Visit <http://www.mortons.com/sanfrancisco/privatedining/> for more information.

Wholly owned by Landry's Restaurant Group

Dear Mr. Kafton, Mr. Peskin and Ms. Swan

06/15/2023

How are all of you? I am sending this e-mail as anonymous sender, about this company Block by Block California which is taking advantage of the city of San Francisco. I am sure when you people are out and about in San Francisco that you have come across these Welcome Ambassadors, which are working around San Francisco in their bright orange uniforms. These ambassadors help tourist, residents, and businesses but, there is an offensive and unpleasant side in being an ambassador. The company that employs these ambassadors is called Block by Block which is then contracted out by San Francisco Visitors Bureau.

There are many situations that involve harassment to the employees by their team leaders and Management. It is a very violent place to work, where employees are in threatening mode against their superiors and colleagues. Most of them are convicted felons and would like to share these matters with you. Management making rules along as they go on. I have been with this company since last year, which I thought it was a fun company to work for, but I was very much in the wrong, this is not the place to be if you want a fun job.

For instance, we had a gentleman that was let go for some reason, but when management fired him, he went in our locker room took the time clock off the wall where it was mounted and threw the time clock out of a closed and window and it landed on Market St. We had an incident in which was person was being fired and was with our manager Paulita Elliott, he threw hot chocolate in her face.

Another one of Block-by-Block employees Debra Moran who was at Yerba Lane in San Francisco, who was attacked by a homeless person. She was pushed to the ground and was bruised up badly, she still has not returned to work. I told her to go to the doctors and about Workmen's Comp Insurance and she told me that she felt fine, but I advised her you feel ok now wait until tomorrow it will be very sore and as of no 02/23/23 she has not been at work. She was writing her statement at the time, when I talked to her and I advised her for her rights, but I have not seen or talked to her after that. Block by Block tells you just observe, report, and pull back. If you are being assaulted, try your best to run away from the situation. You cannot carry and any sort of weapons or personal defense devices.

Another one of the ambassadors was a drug dealer. He claimed to have a party boat which you can rent and have exotic dance parties. He came to the Flood building where our office is around 2AM. He claimed that he left something in his locker, and he wanted to go back to the locker room and get it. Security would not let him enter so, he got angry and then security called up our manager. His name was Jonathan who was in our prison system he was then fired, but a couple of weeks later he was shot and killed.

There is a team lead, who takes pictures on her off day of ambassadors working and tries to get them fired. This company is weird, they hire people, and they fire them, I do not think people at S.F travel and Block by Block are aware that this is happening. This Team Lead was identified by a subordinate on sexual harassment charges for displaying a very explicit video and it has offended

some people. She also hides and loves to sneak up on people. Her name is Aja Cayetano, and she has been reprimanded for her actions. She lives in the Tenderloin so she patronizes the bars in the



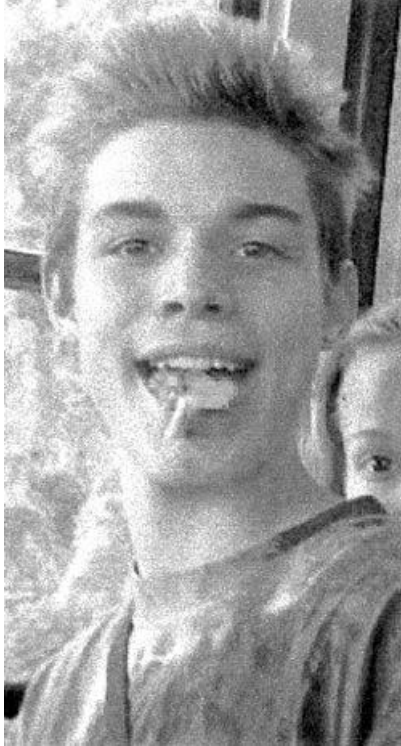
Tenderloin on company time and yet she is still at Block

Block by Block has a policy you can get be around, near, or in the Flood Building on your days off. The reason there are things being stolen, I know lunches are being stolen all the time. I was asked to help a friend escorting his mom to the Peruvian Consulate which ironically is in the Flood, but I told I will not be able to do that, or I can get fired. So, you cannot take a relative or someone with a language barrier to the Flood with you, it is against policy. There are three consulates in our building Chile, Peru, and Nicaragua.

We had a team leader by the name of Marcio don't know the last name, but he was fired for sexual harassment. He was also caught in one of the offices having sex with one his subordinates. He was harassing a girl and she got fed up and filed a lawsuit. I don't know what the outcome was of this all I know Marcio was fired.

We have murderers that work here at Block by Block and many other sorts of convicted felons. This one is scary because he is a supervisor, and he is a murderer. His name is Kacee Lloyd Monroe **Inmate ID: #V42864** and he is from Riverside County. Killed his best friend with an axe handle blunt-force trauma to the head and was buried in the woods. This is an article in the local paper.

Governor denies parole for 2001 Pine Cove murderer



The photo of Austin Ross released when he was still missing. Photo courtesy Riverside County Sheriff's Department

Kacee Lloyd Monroe, 34, who was convicted in 2004 for the Nov. 19, 2001, second-degree murder of his friend Austin Ross, both 16, and both Pine Cove residents, has been denied parole by Gov. Gavin Newsom.

On Oct. 2, 2018, a two-commission parole board recommended parole for Monroe, serving time in the Avenal State Prison since July 13, 2004, and incarcerated from his arrest in November 2001.

Austin died of blunt-force trauma to the head and was buried in the woods. Monroe was tried as an adult and sentenced to serve 16 years to life. He has now served 17.

During his time in prison, Monroe has participated in self-help programming, including criminal thinking, anger and stress management, and Criminals and Gang members Anonymous. He earned his GED and is currently working toward an Associates of Arts degree, according to Newsom's reversal.

Monroe was given a Grant of Parole Suitability during a hearing on Oct. 2. The board questions attorneys, witnesses and maybe the inmate. They determine the suitability based on the inmate's comportment in prison and work skills. Can he/she take care of and support themselves? If so, they will be more stable outside prison.

More importantly, they determine if the inmate will or will not continue to be dangerous to society.

Then begins a 150-day process from when the recommendation for parole was made.

The first 120 days are a review of the hearing by parole board staff to ensure everything was handled correctly, all the appropriate questions were asked, etc. If all seems correct, the recommendation goes to

the governor's office.

The governor has 30 days to either uphold the recommendation, reverse it, send it back for review, modify it or take no action (in which case, parole is granted).



Kacey Lloyd Monroe in about 2000. Photo courtesy Riverside County Sheriff's Department In this case, Newsom reversed the commission's decision.

“Although Mr. Monroe has now given a more accurate description of the crime in 2018, he has yet to sufficiently explain why he inflicted such violence on his victim,” Newsom wrote in his reverse decision signed Feb. 1. “He told the board that he ‘lost it’ and that the pinned-up anger from childhood was unleashed on the victim ... I find it troubling that when Mr. Monroe discusses this crime, it comes across as being an impulsive act — this is simply not true. It is clear Mr. Monroe lured the victim out to the woods under false pretenses and bludgeoned him to death.”

The murder occurred after Monroe believed Austin had broken into his bedroom to steal a gun Austin had recently sold him. Monroe confronted Austin but Austin denied it.

Monroe then asked Austin to help him bury some stolen items in the nearby Pine Cove woods.

Riverside County Sheriff's Department activated a search for Austin when he did not return to his Pine Cove home. A few days later, Monroe led them to the woods where Austin's body was found lying next to a bloody axe handle. An autopsy showed Austin received about 15 blows to his head, and died from blunt force trauma.

"When considered as a whole, I find the evidence shows that [Monroe] currently poses an unreasonable danger to society if released from prison," Newsom concluded.

Austin's family, who have testified at Monroe's parole hearings, could not be reached for comment.

Monroe's next Parole Suitability Hearing is tentatively scheduled for April 2020.

This is so scary murderers working with you as your supervisor and this hush hush situation and somehow it leaked out and they pulled Kacee out of service for three weeks. He does not associate much with, but believes he is out to get the person who leaked this out. Our Operation Manager Joa Quinn Welch protects the team leads like Aja he harasses people for no reason. There are things that have happen I just started mid-last year and witness all these things and Block by Block is just taking advantage of San Francisco. Policies and procedures get implanted when something happens.

Teresa Wong Jones Manager of Convention Services at SF Travel one day was walking up Fourth street when she spotted a homeless person passed out on the street. Kacee who is a team lead and another ambassador were there and she asked them if they did anything about this person who was laying down and one of them replied that they just got there and did not have the time to call anybody. Teresa was very upset call Paulita Elliott about this matter.

Mr. Peskin, in your district there was the Union Street Festival and Italia Fest in North Beach and there was not one ambassador assigned there on 03June2023 at North Beach area or at Washington Square. Management is getting stressed out because our contract is up for renewal and they getting nervous. I don't think you people know the story behind Block-by-Block ambassadors I don't think Mandy Hall from San Francisco Travel knows what's going on. It is a shame that program could run by better people. Many of the top manager have left Gary Glass was one and Danielle Escalada was another, they just could not deal with upper management anymore.

Mr. Peskin, I suggest you take a deep look at these matters since you are the President of the Board of Supervisors. You should have a meeting with Steve Gibson from Mid-Market Foundation, about distributing these millions of dollars to these agencies who are not the solution, but a problem as well.

Ms. Rachel Swan did a story on Urban Alchemy, an ambassadorship program, where one of the ambassadors shot somebody. These programs are not really benefiting anybody except the people who have received the contracts and making big money.

Thank you very much or reading this, I do appreciate it very much.

Best Regards

Mr Ambassador

From: [Amy Cache](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Support of Welcome Ambassador Program
Date: Thursday, June 15, 2023 3:56:13 PM
Attachments: [ATT00002.png](#)
[ATT00003.png](#)
[ATT00004.png](#)
[ATT00005.png](#)

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Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Sent via email with copies to:

Committee Clerk, Members of the Budget and Appropriations
Committee, President of the
Board of Supervisors

Dear Chair Chan and Members of the Budget and Appropriations
Committee,

I am writing in support of the continuation of the SF Welcome
Ambassador Program.

The upcoming city budget includes a proposal for \$5M for Fiscal
Year 2023-24 and \$3.15M for

Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome
Ambassador Program.

The Welcome Ambassador Team have greeted more than 7 million
visitors, providing
recommendations to local restaurants, businesses, and attractions
on more than 263,000
occasions since their inception.

In my role as Regional Director of Sales & Marketing, I have
personal experience of this program. My favorite
interaction with a Welcome Ambassador is seeing their interaction
with our visits exploring Fisherman's Wharf.

Welcome Ambassadors help both visitors, small businesses and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the Ambassadors are also a key partner to our city agencies by calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses.

I believe the Welcome Ambassador program continues to make locals, employees, small businesses and visitors feel safe and welcome. Their positive presence encourages more people to come to San Francisco, especially in our key economic core, densely visited and high pedestrian corridors in San Francisco which helps support our local businesses and workforce.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

Amy Cacho

Regional Director of Sales & Marketing, Northern California

NOBLE HOUSE
HOTELS & RESORTS

495 Jefferson St, San Francisco, CA 94109

(o) 415-345-5515 | (c) 415-846-6373

ACacho@noblehousehotels.com



From: [Roger Kaufman](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Ambassador Program
Date: Thursday, June 15, 2023 4:04:55 PM
Attachments: [SF Welcome Ambassador Program Support Letter Budget 23 to 24 and 24 to 25.docx](#)

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Roger S. Kaufman
President
ALCATRAZ ENTERPRISES, INC.
2390 Powell Street, Suite A
San Francisco, CA 94133
T 415/308-5943, F 415/249-4682

From: [Jesús Delgadillo](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#); [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Welcome Ambassador Program
Date: Friday, June 16, 2023 10:10:02 AM

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Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Sent via email with copies to:

Committee Clerk, Members of the Budget and Appropriations
Committee, President of the
Board of Supervisors

Dear Chair Chan and Members of the Budget and Appropriations
Committee,

I am writing in support of the continuation of the SF Welcome
Ambassador Program.

The upcoming city budget includes a proposal for \$5M for Fiscal
Year 2023-24 and \$3.15M for
Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome
Ambassador Program.

The Welcome Ambassador Team have greeted more than 7 million
visitors, providing
recommendations to local restaurants, businesses, and attractions
on more than 263,000
occasions since their inception.

In my role as xxxxxxxxxxxxxxxx I have personal experience of this
program. My favorite
interaction with a Welcome Ambassador is xxxxxxxxxxxxxxxx
Welcome Ambassadors help both visitors, small businesses and
locals. They offer a wealth of
information and services. In addition to answering questions and
providing information, the
Ambassadors are also a key partner to our city agencies by calling

in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses. I believe the Welcome Ambassador program continues to make locals, employees, small businesses and visitors feel safe and welcome. Their positive presence encourages more people to come to San Francisco, especially in our key economic core, densely visited and high pedestrian corridors in San Francisco which helps support our local businesses and workforce. Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.



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Please, consider the environment before printing this email.

From: [Lysa Lewin](#)
To: [Chan, Connie \(BOS\)](#)
Cc: [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#); [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Fund The Welcome Ambassador Program
Date: Thursday, June 15, 2023 9:15:07 PM
Attachments: [image001.png](#)

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Dear Chair Chan and Members of the Budget and Appropriations Committee,

As a native of San Francisco with over 30 years working in the hospitality and tourism industry in San Francisco I am writing to you today to beg for all of you to support the continued funding of the SF Welcome Ambassador Program.

In my role as Vice President of Client Relationships at Freeman I have personal experience of the impact the ambassadors have with our residents and our visitors. Freeman is a General Services and Event Production Company that works with meeting and convention clients that utilize Moscone Center and various hotels and venues in the San Francisco Bay Area. The Welcome Ambassadors bring smiling, welcoming faces to our very disturbing street scene. They guide our visitors and play an active role in offering a sense of safety on our streets. They also serve as our eyes on the streets, communicating with city agencies to clear trash, get medical support for those in need etc. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses.

The Welcome Ambassador program continues to make locals, employees, small businesses and visitors feel safe and welcome. Their positive presence encourages more

people to come to San Francisco, but most importantly, their presence makes those that are here, feel safe.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

--

Lysa Lewin

Vice President, Client Relationships

P: 415.793.2154

Freeman

Upcoming Out of Office Dates:

Show Site June 7-8, 2023

Show Site June 12-14, 2023

From: [Nancy Horner](#)
To: [Chan, Connie \(BOS\)](#)
Cc: [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#); [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: SF Welcome Ambassador Program Support
Date: Friday, June 16, 2023 10:51:04 AM

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Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Sent via email with copies to:
Committee Clerk, Members of the Budget and Appropriations Committee, President of the Board of Supervisors

Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing in support of the continuation of the SF Welcome Ambassador Program. The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

Welcome Ambassadors help both visitors, small businesses, and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the Ambassadors are also a key partner to our city agencies by calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses.

In my role as Director Event Execution for Freeman I have personal experience of this program. I am always thrilled to hear comments about the Welcome Ambassador interactions from the many clients, attendees and associates that travel to San Francisco for events. They are always pleasantly surprised with their interactions with the Ambassadors. The program helps to debunk the media's portrayal of the "horrible street conditions" and adds to the first-hand San Francisco experience visitors take away with them. To not fully fund this program would be a step-back in counter-acting the negative media portrayal which DRIVES CONVENTION AND TOURISM BUSINESS OUT OF SAN FRANCISCO. We need to remain vigilant, on the offensive and exhaust every opportunity to keep this very important business segment returning to San Francisco.

I believe the Welcome Ambassador program continues to make locals, employees, small businesses, and visitors feel safe and welcome. Their positive presence encourages more people to come to San Francisco, especially in our key economic core, densely visited and high pedestrian corridors in San Francisco which helps support our local businesses and workforce.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

Nancy Horner

Nancy Horner

Director Event Execution

+1 650 878 6038 d | +1 415 740 4148 m

Freeman

Upcoming out of office

June 19, 21 - 23

From: [Bob Priest-Heck](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Request to Support Our San Francisco Welcome Ambassador Program
Date: Friday, June 16, 2023 10:57:36 AM

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Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Sent via email with copies to:
Committee Clerk, Members of the Budget and Appropriations Committee, President of the Board of Supervisors

Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing to urge your support for the continuation of the SF Welcome Ambassador Program.

The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

In my role as CEO of Freeman, a global events company, and as a proud San Franciscan, I have personal experience with how this program integrates the needs of local businesses, corporate event planners, and individual tourists. Our research shows that “bleisure” — the trend of extending business travel to enjoy personal vacation time — is so important to younger event goers that show organizers are choosing venues that specifically offer “arts and eats” attractions. This is San Francisco’s strong suit, and a vital part of our economy relies on visitors from all over the world who attend events at the beautiful Moscone Center and other inspirational venues.

Sadly, even the biggest champions of our city are struggling to overcome the impact of media reports painting San Francisco as unsafe, unclean, and unruly. We rely on these Ambassadors to help provide our clients and their attendees with positive interactions, which ultimately encourages them to do business again in San Francisco and to extend their stays for personal vacation time. As you may know, the Welcome Ambassador Team has greeted more than 7 million visitors, providing recommendations to local restaurants, businesses, and attractions on more than 263,000 occasions since their inception. This is the kind of goodwill our city needs to restore its reputation.

Welcome Ambassadors not only offer a wealth of information and services, but also advocate for city agencies by reporting street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and negative perceptions that are hurting our city’s economy and small businesses.

I have seen how the Welcome Ambassador program continues to make locals, employees, small businesses, and visitors feel safe and welcome. Their positive presence is necessary to protect the vitality of our key economic core — the city's densely visited and high pedestrian corridors.

I trust that you also see the value, for all stakeholders, of supporting the SF Welcome Ambassador Program proposed budget.

Thank you for your thoughtful consideration,
Bob Priest-Heck

Bob Priest-Heck
Chief Executive Officer
+1 415 599 9309 m
Freeman

Follow me on twitter [@bpriestheck](https://twitter.com/bpriestheck) and read my blog on leadership and design at: <http://bphconnect.com>

From: [aimee.rozen](#)
To: [Jalipa, Brent \(BOS\)](#)
Subject: Gun Violence Prevention Ordinance Support
Date: Friday, June 16, 2023 12:48:30 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello,

I am writing to support the importance of gun violence restraining order spending in the SF budget for City Attorney. As a mom, therapist, gun violence survivor and community member who cares about the safety and well being of all San franciscans, I know that this funding is crucial to supporting the education, training and practice of this program.

The City Attorney's office has recently begun to do great work to get guns away from such individuals, and this work is vitally important. I have paid close attention to other cities that offer greater spending in this area and am a firm believer that this program saves lives.

Please fully fund the request for Gun Violence Prevention Ordinance work at the City Attorney's office.

Although SF has strong gun laws, in a country with more guns than there are human beings, we know that many of these guns are in SF and some in the hands of people who are mentally ill, at-risk of suicide, or likely to harm others.

With many leaders in Congress and the court system advancing a radical "guns for everyone, everywhere" agenda, we need to make sure that SF is using every single tool in the legal toolbox to keep our people safe and keep violence out of our city, and it's crucial that we give GVROs the funding it requires.

Thank you,
Aimee

--

Aimee Rozen (she/her)
Volunteer - Students Demand Liaison
Mentor - Membership and Welcome Call Leads
Moms Demand Action - San Francisco
[Moms Demand Action for Gun Sense in America](#)

From: [Teresa Fitzgerald](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Please support the SF Welcome Ambassador Program!
Date: Friday, June 16, 2023 3:19:30 PM

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Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing in support of the continuation of the SF Welcome Ambassador Program. My understanding is that the upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

Just today I had a very positive interaction with a member of the team. An Ambassador stopped into Moonshot Studio, my small scent-blending and custom candle-making business in Noe Valley, in his attempts to find the owner of a credit card that had been dropped on the sidewalk. I appreciated his efforts on behalf of a shopper in the neighborhood.

I also appreciate that Welcome Ambassadors help both visitors, small businesses and locals by offering information and services and that they partner with city agencies by calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. For all of us who depend on a combination of local and visitor business, the value of improved safety--actual and perceived--is very important as we combat the negative stories that abound about shopping in San Francisco.

I believe the Welcome Ambassador program continues to make locals, employees, small businesses and visitors feel safe and welcome and that their positive presence may encourage more people to come to San Francisco, which helps all local businesses, directly and indirectly. Business owners really need the help to keep our doors open, our livelihoods thriving, our staff employed and our customers safe and happy.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

--

Teresa Fitzgerald, Owner - Moonshot Studio
415-876-8724 (personal); 415-720-6142 (store)
www.moonshotstudiosf.com
@MoonshotStudioSF on Instagram and Facebook
Introductory video: Moonshot Studio - An Introduction (As seen on Destination SF)

From: [Sunny Powers](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#); [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Letter of Support, for the Welcome Ambassador Program
Date: Saturday, June 17, 2023 10:58:10 AM
Attachments: [Letter of Support, Community Ambassadors.pdf](#)

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Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Sent via email with copies to:
Committee Clerk, Members of the Budget and Appropriations Committee, President of the Board of Supervisors

Dear Chair Chan and Members of the Budget and Appropriations Committee,

As a San Francisco Native, Resident, Small Business Owner & NonProfit Founder...I am writing in support of the continuation of the SF Welcome Ambassador Program. We at this point in time, NEED people to feel welcome and safe in San Francisco. Saving the reputation of this magical City needs to be one of our top priorities...if not the top priority.

The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

The Welcome Ambassador Team has greeted more than 7 million visitors, providing recommendations to local restaurants, businesses, and attractions on more than 263,000 occasions since their inception.

In my role as owner of the Legacy Business ~ Love on Haight, Founder of the nonprofit ~ Colors of Love and Board Member of the Haight Ashbury Merchant Association... I have personal experience with this program helping my community and the people who visit this amazing city. The tourists that come into my shop often talk about how helpful the ambassadors are. As a native, I have even asked for the Ambassadors recommendations and ideas when I am wandering around our city.

Also any program that can help keep this city cleaner and safer, I welcome wholeheartedly as a resident and as a small business owner that depends on tourists.

Less people are coming to San Francisco at this current moment...I have a door counter, I KNOW. Let's be frank, that is NOT GOOD for this city.

We have a narrative going on about San Francisco that needs to shift, and we as a city need to do everything we can at this point in time to Save our City. Making people feel welcome, safe and giving them advice on their time here to ensure they have an amazing visit to the city is imperative. The Welcome Ambassadors recommendations could be the difference between someone coming back to our city or not. The Ambassadors could be the reason someone recommends our city to someone else... This is one of the things that San Francisco NEEDS right now.

Furthermore, with our massive Police Officer Shortage, we need the Welcome Ambassadors on the street to ensure people in need get servies, that 311 is notified about street conditions and more.

The Welcome Ambassadors do so much more than just welcome people... they improve the overall quality of life on the street.

I believe the Welcome Ambassador Program is needed in this city... times 11.

I am willing to do my part...I will continue to evolve my business and help my community move forward together. I will ensure that anyone who walks into my shop feels the LOVE that is San Francisco, my employees will run and yell at each tour bus that goes around the corner and I will do my best to revitalize my community and my city...and I need you all and the city to do its part too.

So please, Pass the funding for the Welcome Ambassador Program...and thank you in advance for your support.

Sincerely & with Rainbows,

Sunshine "Sunny" Powers

Owner of: Love on Haight

Founder of: Colors of Love on Haight

Board Member of: Haight Ashbury Merchant Association & Council of District Merchant Associations

Member of San Francisco's: Small Business Police Advisory Board, Community Police Advisory Board & Small Business SFMTA Advisory Board.

"Make a career out of Humanity...it will enrich your spirit as nothing else possibly can. It will give you that rare sense of nobility that can only spring from love and selflessly helping your fellow man...You will make a greater person of yourself, a greater nation of your country, and a finer world to live in."

~ Martin Luther King

Supervisor Connie Chan, Chair

Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

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Committee Clerk, Members of the Budget and Appropriations Committee, President of the Board of Supervisors

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Sincerely & with Rainbows,

Sunshine "Sunny" Powers

Owner of: Love on Haight

Founder of: Colors of Love on Haight

Board Member of: Haight Ashbury Merchant Association & Council of District Merchant Associations

Member of San Francisco's: Small Business Police Advisory Board, Community Police Advisory Board & Small Business SFMTA Advisory Board.

From: [Thomas Medin](#)
To: [Chan, Connie \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Walton, Shamann \(BOS\)](#); [Ronen, Hillary](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: SF Welcome Ambassador Program
Date: Saturday, June 17, 2023 11:26:14 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

My name is Tom Medin, I own Local Tastes of the City Tours in San Francisco. We've been doing food walking tours in Chinatown and North Beach since about 2004. I wanted to tell you why I think that the ambassador program is vitally important to the City.

For travelers, I'm really amazed how many of them have had interactions with the ambassadors. It's been overwhelmingly positive and seemed to set the tone for their entire visit here. I'm assuming that they probably go on social media and let others know about their experience.

For corporate groups, what we've seen is individuals who work for a company who will come here, take one of our tours and then go back and bring up a larger group. With the amount of hybrid work, in office and remote, there seems to be a great need to find events to bring people together. What we see is it often is that they've encountered an ambassador after, and it sets the tone for their entire view of San Francisco. The result of that is they bring groups to not only us, but also to restaurants and other attractions.

We have seen event planners who are coming to San Francisco and deciding whether they're going to have a convention in San Francisco or another city. What we hear from them is that they've encountered one of these ambassadors and that has set the tone for their entire view of San Francisco. For a good portion of them, it was a major deciding factor in helping them decide to bring a convention or large group here. You may have had the same experience. You have something good happen at a place that you're visiting and everything after that seems good.

I would urge you to approve the allocation for the ambassadors. In short, it's a real moneymaker for the city. In that it helps us to bring individual travelers, corporate and group events in the Bay Area, and conventions and large groups to San Francisco. The City of San Francisco receives a huge return via sales taxes and other taxes for every dollar it spends on this program. It's an incredibly great investment with a very large return for both the city budget and our economy. Thank you for your kind consideration of this.

All the best,

Tom Medin
Local Tastes of the City Tours
(415) 665-0480

https://url.avanan.click/v2/___www.sffoodtour.com___YXAzOnNmZHQyOmE6bzpmYTA4MWM0OTFhNWU5MTEyNDYwYzA1NjdiYzg0MmZmMDo2OjkwMmU6YTRiYzVjMDhmNGI4YjMwOGZmZmVjMTVhOTM0Y2U2MTc3OGRmZGU5ZjVINjMwNDUzMjRjZjk3Y2I4ZDc0ODVjNjp0OkY

From: [Mandy Hall](#)
To: [Jalipa, Brent \(BOS\)](#)
Cc: [DPH - cassandra](#)
Subject: File 230680 Letters of Support Part 1 - Downtown Welcome Ambassador Program
Date: Tuesday, June 20, 2023 4:37:31 PM
Attachments: [Advance SF Letter re Ambassador program - March 7 2023.pdf](#)
[Ambassador Support Letter - RWF.pdf](#)
[CCM Welcome Ambassador Support.pdf](#)
[China Live Letter of Support.docx](#)
[Email in Support of WA program Kate Connally.docx](#)
[Email in Support of WA Program Sarah McBride.docx](#)
[Fairmont Hotel Welcome Ambassador Program-MT.pdf](#)
[Grand Hyatt SF Ambassador Letter.pdf](#)
[Jenny Thomassian Support Letter.docx](#)
[Jim Beaumonte Local 16 WA Support Letter.pdf](#)
[Leif Abram Beacon Grand Support Email.docx](#)
[Letter from Downtown SF.docx](#)
[Letter of Support Chris Hoffman.docx](#)
[Letters of Support Additions 7 March 2023.pdf](#)
[Local 2 SF Welcome Ambassador Program Support Letter 2023.pdf](#)
[N Clancy SF Welcome Ambassador Program Support Letter.pdf](#)
[Peter Hart SF Welcome Ambassador Program Support Letter.pdf](#)
[Pier 39 Support for Ambassador Program 030623.docx.pdf](#)
[Proper Hotel Support Lettter.pdf](#)
[Sandra Fletcher SIMCO Restaurant Group.docx](#)
[SF Chamber Support Welcome Ambassadors.pdf](#)
[SF Travel Letter of Support - SF Welcome Ambassador Program extension March 2023vf.pdf](#)
[SF Welcome Ambassador Program Support Letter Alex Bastian.docx](#)
[SF Welcome Ambassador Program Support Letter Code Tenderloin.docx](#)
[SF Welcome Ambassador Program Support Letter January 2023 Christine Gaudenzi\[69\].pdf](#)
[SF Welcome Ambassador Program Support Letter January 2023 Heather Keenan\[1\].docx](#)
[SF Welcome Ambassador Program Support Letter January 2023 Jennifer Buffo.docx.pdf](#)
[SF Welcome Ambassador Program Support Letter Clifton Clark.pdf](#)
[Stefan Muhle Noble House Hotels SF Welcome Ambassador Program Support Letter.docx](#)
[Support from K Rochford CEO of SPIE.docx](#)
[Support Letter Golden Gate Restaurant Association.pdf](#)
[UnionSqAlliance LetterofSupport SFTravel Ambassadors.docx](#)
[Visitor Email of Support 3 March.docx](#)
[Welcome Ambassador Support SFFACC.pdf](#)
[Welcome Ambassadors Support Filipino Community Final 03.06.2023.pdf](#)
[YBCBD - SF Welcome Ambassador Program Support Letter.pdf](#)

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Hello Brent

Please can you add these letters of support to our File, 230680 for this upcoming meeting on Thursday 22 June.

I anticipate more which will be Part 2

Thank you

Mandy



Mandy Hall (she/her/hers)
Director, SF Welcome Ambassador Program
E mandy@sftid.com | T 415.227.2647 | M 415.871.7078

San Francisco Tourism Improvement District

From: [Oscar Lee, CMP](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: RE: Welcome Ambassador Program 2023-2024 and 2024-2025
Date: Tuesday, June 20, 2023 3:45:18 PM
Attachments: [SF Welcome Ambassador Program Support Letter Budget 23 to 24 and 24 to 25.pdf](#)

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello all,

Please find attached letter supporting this program.

Thank you for your consideration.

Sincerely,
Oscar Lee



Oscar Lee, CMP
Sr. Manager, Convention Services & Events
E oscar@sftravel.com | T 415.227.2613

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[Explore Our 2023 Official Meeting Planner's Guide to San Francisco](#)

[It's Time to Meet in San Francisco — Watch our brand-new video](#)



From: [Gia Carunchio](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Support for Our Welcome Ambassador Program
Date: Tuesday, June 20, 2023 2:36:03 PM

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Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Sent via email with copies to:
Committee Clerk, Members of the Budget and Appropriations Committee, President of the Board of Supervisors

Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing in support of the continuation of the SF Welcome Ambassador Program. The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

In my role as Client Relationship, Vice President, at Freeman I have personal experience of this program. Personally, I have a sense of safety and security when I see the orange vest folks on the sidewalk, when I walk from venue to venue downtown at park at the 5th and Mission garage.

Being a native of Northern California, and a 30+ meetings and events professional, I am disheartened to hear my clients don't want to do events in San Francisco due to safety concerns, street conditions and pricing. The Welcome Ambassador is a must have to mitigate concerns for those still coming to San Francisco for events. I also encourage all event industry personally to download and use the 311 app if they see anything awry.

Welcome Ambassadors help both visitors, small businesses, and locals. They offer a wealth of information and services and give visitors a sense of security. The Ambassadors are also a key partner to our city agencies by calling in street cleanliness issues and supporting our vulnerable populations by referring them to agencies that can provide services. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses.

I believe the Welcome Ambassador program continues to make locals, employees, small businesses, and visitors feel safe and welcome.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

Gia Carunchio, CEM
[Client Relationship, Vice President](#)
[+1 650 868 7670](#) m

Freeman

--

From: [Tim Tieu](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Please support SF Welcome Ambassadors Program
Date: Tuesday, June 20, 2023 10:08:55 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing in support of the continuation of the SF Welcome Ambassador Program. The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

The Welcome Ambassador Team has greeted more than 7 million visitors, providing recommendations to local restaurants, businesses, and attractions on more than 263,000 occasions since their inception.

In my role on the Global Tourism Development team, I have personal experience of this program. I recently attended IPW, the largest tradeshow for international tour operators who help bring tens of thousands of tourists to San Francisco each year. The San Francisco Welcome Ambassador program was met with high enthusiasm during our meetings with over 170 tour operators and stories of how these Welcome Ambassadors has helped people feel more comfortable to travel to San Francisco during this time where the news does not paint us as a tourist-friendly city.

Welcome Ambassadors help both visitors, small businesses and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the Ambassadors are also a key partner to our city agencies by calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses.

I believe the Welcome Ambassador program continues to make locals, employees, small businesses and visitors feel safe and welcome. Their positive presence encourages more people to come to San Francisco, especially in our key economic core, densely visited and high pedestrian corridors in San Francisco which helps support our local businesses and workforce.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.



Tim Tieu

Sr. Manager, Global Tourism Development

E tim@sftravel.com | T 415.227.2665

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March 7, 2023

Honorable Connie Chan
Honorable Rafael Mandelman
Honorable Ahsha Safai
Honorable Hillary Ronen
Honorable Shamann Walton

1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

RE: Support for Welcome Ambassador Program Supplemental (File# 230043)

Dear Supervisors,

Advance SF, an organization made up of the City's leading employers and dedicated to the economic vitality and livability of San Francisco, strongly supports the continuation of the San Francisco Welcome Ambassador program.

As a San Francisco business community representative, our organization sees the ambassador program as an essential tool for keeping our streets clean and safe, a critical component of the City's economic recovery. As you know, San Francisco struggles to entice workers and tourists to return to the City. Cutting a program that seeks to revive confidence in San Francisco's commitment to public safety would be ill-timed.

The ambassadors are essential to our collective effort to change the narrative formed over the pandemic: that San Francisco is dirty and unsafe. A slew of testimonials and strong feedback show that Welcome Ambassadors have made returning commuters and visitors feel safe and welcome. By approving the grant extension for this program, we will show our commitment in the eyes of visitors, workers, and local businesses alike that San Francisco is resolved to make our streets a safe space.

Please support the grant renewal of the Welcome Ambassador program so we can continue to change the narrative. Leaving people with a positive San Francisco experience where they feel

protected is critical to bringing people back, benefiting local businesses and residents alike as we forge ahead in a post-pandemic economy. We believe this program to be an investment that will pay for itself many times over in San Francisco's economic recovery and urge you to keep it in place.

Sincerely,

A handwritten signature in cursive script, appearing to read "Chris Wright".

Chris Wright
Senior Vice President

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Chan,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

In my role as Managing Director at the Red and White Fleet, I have personal experience of the benefits of this program.

The Welcome Ambassadors stationed around the crab wheel at Fisherman's Wharf are a welcome sight for both tourists and the local business community. They offer a wealth of information and services, answering questions and providing information.

Their mere presence seems to make visitors and locals more at ease, in spite of the negative media coverage on the street conditions in San Francisco. We held orientation sessions with many of the ambassadors, to give them useful knowledge about the neighborhood and our business, and welcome and thank them for their work.

I understand through my involvement with SF Travel and the San Francisco Tenant Improvement District Management Corporation that the SF Ambassador Program is the envy of other large metropolitan areas in the US, and that many will try and follow the lead of San Francisco in making our streets and attractions more welcoming to visitors and locals alike.

Thank you for supporting the SF Welcome Ambassador Program.

A handwritten signature in black ink, appearing to read 'Tyler Foster', written over a light gray rectangular background.

Tyler Foster
Managing Director and Partner
Red and White Fleet

|



March 8, 2023

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

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Muralist & Educator

Andy Russell
Google for Education

Sudheer Tegulapalle
JPMorgan Chase

Paul Wang
Producer, Animation Film

Carol M. Tang, Ph.D.
Executive Director

Dear Chair Chan,

As the Executive Director of the **Children's Creativity Museum** and a Board Member of the SF Travel Improvement District (SFTID), I would like to offer my support for the continuation of the **San Francisco Welcome Ambassador Program** which has greeted over 5,000,000 visitors and provided key information to hundreds of thousands of visitors and SF residents since its founding.

I see Welcome Ambassadors in the SOMA neighborhood and in the economically-important Moscone Convention Center district every day. They offer a visible source of welcome in our downtown areas. In addition to answering questions and providing information, the Ambassadors play an important role in street cleanliness, supporting our most vulnerable populations by referring them to service agencies, and helping people feel safer.

The Welcome Ambassador Program has been very responsive in providing additional staff for special events, like for the free family-friendly programming we do in Yerba Buena Gardens at the LeRoy King Carousel and the Creativity Museum.

I believe the Welcome Ambassador program has made residents, commuters, and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and non-profit cultural organizations like ours.

Thank you for supporting the SF Welcome Ambassador Program. If you have any questions, please do not hesitate to reach out to me at carol@creativity.org.

Sincerely,

Carol Tang



Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Supervisor Chan and members of the Budget and Finance Committee:

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program. The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

In my role as a small business owner in San Francisco's famous Chinatown at China Live I have personal experience of the benefits of this program. I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. We need Ambassadors, especially in Chinatown.

My favorite interaction with a Welcome Ambassador is sharing a great enthusiastic was getting great enthusiastic stories. They are always welcome and stop by at China Live.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome . The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community. Thank you for supporting the SF Welcome Ambassador Program.

Best regards,

A handwritten signature in black ink, appearing to read 'Cindy Wong-Chen', with a long horizontal line extending to the right.

Cindy Wong-Chen

From: Kate Connally <kate.connally@gmail.com>
Sent: Monday, January 30, 2023 6:02:33 PM
To: Cassandra Costello <cassandra@sftravel.com>
Subject: In support of Ambassador Program.

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Supervisor Chan,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome . The positive feedback then encourages more people to come downtownwhich helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

From: sarah mcbride <sarahgmcbride@yahoo.com>

Sent: Monday, January 30, 2023 8:30 PM

To: Cassandra Costello <cassandra@sftravel.com>

Subject: SF Ambassadors-- letter of support

Dear Supervisors,

Please vote to continue funding for the SF Ambassadors program. I think it is working. Or at least, downtown would be more empty without it.

Also, please send some ambassadors to Alamo Square. It is a major tourist destination, and gangs break into tourist cars there every single day. Nobody is there to help these theft victims, who could have returned home and encouraged others to come here. Instead they likely head home rattled and angry, spreading the word about how dangerous and unfriendly San Francisco is. It is in your power to change this situation. Please act.

Best wishes,

Sarah McBride

Supervisor Connie Chan, Chair

Budget and Finance Committee

1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Supervisor Chan,

My name is Markus Treppenhauer, General Manager at The Fairmont San Francisco. I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing continuous directions and creating a safe and engaging environment for all. It is outstanding to know that these individuals have helped over 24,000 visitors and locals by providing directions and escorts to hotels in the area, such as our very own Fairmont San Francisco.

On behalf of myself and staff at The Fairmont San Francisco, we are thankful to see Welcome Ambassadors in the neighborhood, helping our guests, visitors and locals. This helps everyone feel safe when exploring the area and creates positive experiences that they will remember. Another significant benefit to the Welcome Ambassador Program is that the ambassadors play a key role in ensuring street cleanliness and have even helped the most vulnerable population by completing welfare checks and referring people to supportive services.

As one who was once new to the area, I believe the Welcome Ambassador program has made visitors feel safe and welcome, allowing them to return and support our local businesses. The benefits and positive feedback my staff and I have seen, makes way for people to visit downtown and helps bring back much needed jobs to the hospitality industry and our small business community so we can continue to provide seamless experiences for our guests.

Thank you for supporting the SF Welcome Ambassador Program.



Markus Treppenhauer
General Manager – Fairmont San Francisco

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689
chanstaff@sfgov.org

Dear Chair Supervisor Chan,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program. It will remain a key tool in regaining our competitive edge in both tourism and convention actualization.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

In my role as General Manager of the Grand Hyatt I have personal experience of the benefits of this program.

I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

My favorite interaction with a Welcome Ambassador was on Market Street during Dreamforce. In the process of greeting our visitors, an ambassador recognized a repeat offender and was able to get SFPD involved to prevent an incident.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Sincerely,



General Manager

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Supervisor Chan and members of the Budget and Finance Committee,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

This program has also made me feel safer. I live in Bernal Heights where I am raising 3 native San Franciscans and I work downtown 3x a week. I see the Welcome Ambassadors downtown and they help both visitors and locals like myself. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

My favorite interaction with a Welcome Ambassador was when they helped an unhoused person off the street near the Embarcadero and got them on their way to a shelter.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome . The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Jenny Thomassian



**International Alliance of Theatrical Stage Employees
Moving Picture Technicians, Artists and Allied Crafts
of the United States, Its Territories and Canada**

Local No. 16
240 Second Street
San Francisco, California 94105



James Beaumonte
Business Agent - Secretary

Affiliated With The
AFL-CIO
California Labor Federation, AFL-CIO
San Mateo Central Labor Council, AFL-CIO
San Francisco Labor Council, AFL-CIO
North Bay Labor Council, AFL-CIO

Phone: (415) 441-6400
Fax: (415) 243-0179
www.local16.org

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Supervisor Chan,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

Since its start, the Welcome Ambassador Program has welcomed more than 5 million guests and given suggestions to nearby eateries, shops, and attractions 176,313 times.

As IATSE Local 16's Business Agent, I have firsthand knowledge of this program's advantages. Whenever I run into an ambassador, I make it a point to introduce myself and share any information about forthcoming events and performances at theaters and places nearby that I can. Along with providing useful information and promoting events, ambassadors are a great way to make fellow San Francisco residents and visitors feel safe and at home.

Every day I see Welcome Ambassadors assisting both tourists and locals in my area. They provide a wide range of products and services. The ambassadors are a crucial city partner in reporting issues with street cleaning and supporting our most vulnerable populations by directing them to organizations that can offer supportive services, in addition to responding to inquiries and spreading information.

I always give a Welcome Ambassador my sincere appreciation for all their effort. They do an excellent job of projecting an attitude of openness and readiness to assist you.

I think the Welcome Ambassador initiative has improved tourists and returning commuters feelings of security. As a result of the favorable feedback, more visitors visit downtown, supporting local businesses and creating much-needed jobs for the hospitality and entertainment industry.

Thank you for taking the time to support the SF Welcome Ambassador Program.

In Solidarity,

Jim Beaumonte

Business Agent-Secretary

From: Leif Abram <labram@beacongrand.com>
Sent: Tuesday, February 21, 2023 1:53 PM
To: Mandy Hall <mandy@sftid.com>
Subject: Support Welcome Ambassador Program

In my role as Guest Relations Manager, Beacon Grand Hotel, I have personal experience of the benefits of this program.

I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

My favorite interaction with a Welcome Ambassador was seeing them in the neighborhood greeting guests and my guests have said they feel safer on our streets with them being present.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Leif Abram

Guest Relations Manager/ Social Host

BEACON GRAND, A UNION SQUARE HOTEL
450 POWELL ST | SAN FRANCISCO, CA 94102
(415) 271-5343
BEACONGRAND.COM

From: Melissa Buckminster <melissa@downtownsf.org>
Sent: Tuesday, January 3, 2023 10:23 AM
To: Mandy Hall <mandy@sftid.com>
Subject: Re: Let's Glow SF Support

Hello Mandy!

Your Welcome Ambassador team provided such an improved experience for Let's Glow SF attendees this year. They were engaging, knowledgeable, and provided an overall sense of security for all who came to the event. I was absolutely blown away by their interactions with those watching the shows as they offered up information about the event itself as well as information about transportation and businesses in the area. The SF Travel Welcome Ambassadors were a phenomenal addition to downtown SF this holiday season.

Please let me know if there is anything more I can do to help.
Cheers,
Melissa



Melissa Buckminster

Marketing & Communications Manager


415-634-2251 Ext. 405

she / her

 [Dispatch: 415-829-3878](tel:415-829-3878)

 melissa@DowntownSF.org

 DowntownSF.org

 235 Montgomery Street, Suite 948, San Francisco, CA 94104

Good afternoon,

My name is Chris Hoffman. I was born and raised - in the city, and I have been a San Francisco Welcome Ambassador for ten months.

I graduated high school from St Ignatius in the sunset, attended NYU, and worked in the film industry in New York and LA for thirteen years before returning to San Francisco to care for my father who had a life changing stroke.

I have always expressed how grateful I feel to have been born in and grown up in such a beautiful, diverse, and compassionate city, so despite the circumstances returning home to San Francisco presented the wonderful opportunity to reacquaint myself with the city I love, now as an adult.

During my time away from San Francisco I would always stay up to date on the state of the city reading articles on SFGATE.com. The tectonic shifts in cost of living, the rise of visible tent encampments, mental illness, addiction, and the devastation of small business and commercial real estate during the pandemic were no secret to me - but I have always held faith that the city's soul and local identity will persist. Whenever I would come back to San Francisco, the city would still resonate with my heart - taking walks along Lands End, enjoying Mitchell's egg nog at Christmas time, discovering new music at Amoeba Records, watching a classic movie at the Castro theater, and enjoying hot dogs and garlic fries at the Giants ballpark with my dad.

I learned of the Welcome Ambassador program from a poster on the community board in the Castro Philz Coffee while waiting for my dad's doctor's appointment to finish. I was looking to begin working full time again and the prospect of getting paid to help people AND share my love of the city sounded like a perfect fit. Maybe I could make a small impact of positivity during a time period when San Francisco's reputation, especially in the media, was hurting.

After ten months as a Welcome Ambassador I can tell you that this wonderful opportunity has its up and downs (like any public facing work). Today I want to share with you an interaction with a guest of our city that I feel particularly proud of.

Last month while working on Yuerba Buena Lane, I met Thejesh Bandi, who was in town for the photonics conference at Moscone West. He told me he was staying at the Yotel Hotel and was concerned about his safety in the city.

If you're not from San Francisco and plan to walk to the Yotel Hotel or through 7th and Market to the Orpheum Theater, Golden Gate Theater, Asian Art Museum, and City Hall, as a Welcome Ambassador, I can tell you that you will likely witness a large group of folks at 7th and Market suffering from drug addiction and mental illness and that you should not be scared, but to keep walking confidently to your destination with purpose and that those folks have no ill intent to passersby.

I assured Tejesh that he would be safe and that the particular corner where his hotel was happened to be one of the most challenging corners for the city since I could remember having grown up in San Francisco. I encouraged Tejesh to take the F street car to the Ferry Building where he could enjoy some food and drink with views of the bay and have a beautiful walk along the Embarcadero toward Pier 39. I wrote notes on a city map with directions to Lombard street and how to take the cable cars using the muni mobile app and the the 28 muni bus to the Golden Gate Bridge. I told Tejesh if he had any extra time he should consider making the effort to experience the ancient sacred redwood trees in Muir Woods, which my mom would take me to when I was a kid. He didnt have a car, so I showed him that Big Bus tours had a package with Muir Woods included.

Before he left I told Tejesh that I hoped he would have experiences in San Francisco that brought him joy and light and that his initial negative perception of the city had only gotten started on the wrong foot and that there was so much light this city has to offer - especially if you know where to look.

Chris Hoffman
m 415-710-3499
rchfilms@gmail.com

March 6, 2023

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Re: Welcome Ambassador Program

Dear Chair Supervisor Chan,

Thanks for taking the time to read and consider our Letter of Support. The diverse organizations listed here express our unbridled support for the continuation of the San Francisco **Welcome Ambassadors Program**.

There is an array of complex problems negatively impacting our city, but the Welcome Ambassadors program highlights how a well-intentioned concept, coupled with great people caring and committed to executing, can bring about steady change!

We are all keenly aware of the need to collaborate and work together more than ever before. Our organizations are inspired to support the excellent work the City of San Francisco, the San Francisco Tourism Improvement District (SFTID), and the San Francisco Travel Association (SFTA) is doing innovating to make a difference.

Asian Hate, Clean and Safe Streets, Crime, Vandalism, and Affordable Housing are a few top-of-mind concerns for us as a community, but it is refreshing to see positive impact in the community due to the development of the Welcome Ambassadors program.

Please count on us to continue to do our part to make our city better for all.

Thank you for supporting the SF Welcome Ambassadors Program.



Rudy Corpuz Jr, Founder
United Playaz



Radi Calalang, President
SF Filipino Cultural Center



Jose Pecho, Chairman
SF Filipino American
Chamber of Commerce



Desi Danagan, ED
Kultivate Labs



Al Perez, ED
Filipino American Arts &
Exposition



Carla Laurel, ED
West Bay Pilipino Service
Center



Joseph Peralta, Pres.
Philippine American
Press Club



March 6, 2023

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

RE: San Francisco Welcome Ambassador Program

Dear Chair Chan,

I would like to offer my full support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.


In my role as President and Chief Executive Officer of PIER 39, I have personal experience of the benefits of this program.

The Welcome Ambassadors in the Fisherman's Wharf area have become a critical and integral part of the guest experience. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

I believe the Welcome Ambassador program has made locals and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown and to Fisherman's Wharf which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Sincerely,

DocuSigned by:

AA6601AFB30E417...

Scott Gentner
President and Chief Executive Officer
PIER 39

From: Priscilla.Fountain (T0205) <Priscilla.Fountain@target.com>
Sent: Friday, March 3, 2023 2:23 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

I would like to say that the ambassador program was a pleasant surprise. I would like to thank San Francisco for this program and Moanna one of the ambassadors represented the program with excellence. We encounter her 3 different places Pier 39, Union Square, downtown on different days she always had smile on her face, she was so helpful. Please keep this program going.

Priscilla Fountain
Visitor from
San Diego

THE CLANCY

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Supervisor Chan and Members of the Budget and Finance Committee,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses, and attractions on 176,313 occasions since their inception.

In my role as General Manager of The Clancy on 2nd & Folsom I have personal experience of the benefits of this program.

I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the Ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

My favorite interaction with a Welcome Ambassador is receiving positive feedback from hotel guests that tell me that Ambassadors offered a warm welcome to SF and assisted them in navigating the city with recommendation and direction. They also comment on how the streets felt much safer and cleaner than they anticipated when they were here for major meetings as well as leisure travel.

I truly believe the Ambassador Program is a competitive advantage and differentiator in selecting major city for convention & meeting.

I believe the Welcome Ambassador Program has made returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Sincerely,



Nany Fullmore
General Manager, The Clancy Hotel
299 2nd Street, San Francisco, CA 94105
nany.fullmore@marriott.com





UNITE HERE!

March 1, 2023

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Chan,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

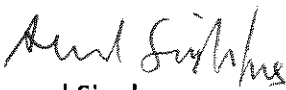
In my role as President of UNITE HERE Local 2, I have personal experience of the benefits of this program.

I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Sincerely,


Anand Singh
President

opeiu-29-afl-cio(51)mds

Anand Singh
President

Tina Chen
Secretary-Treasurer

Yulisa Elenes
Vice-President

Chito Cuellar
Vice-President



THE CLANCY

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Supervisor Chan and Members of the Budget and Finance Committee,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses, and attractions on 176,313 occasions since their inception.

In my role as General Manager of The Clancy on 2nd & Folsom I have personal experience of the benefits of this program.

I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the Ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

My favorite interaction with a Welcome Ambassador is receiving positive feedback from hotel guests that tell me that Ambassadors offered a warm welcome to SF and assisted them in navigating the city with recommendation and direction. They also comment on how the streets felt much safer and cleaner than they anticipated when they were here for major meetings as well as leisure travel.

I truly believe the Ambassador Program is a competitive advantage and differentiator in selecting major city for convention & meeting.

I believe the Welcome Ambassador Program has made returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Sincerely,



Nany Fullmore
General Manager, The Clancy Hotel
299 2nd Street, San Francisco, CA 94105
nany.fullmore@marriott.com



Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Chan,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

In my role as Complex Hotel Manager for the San Francisco Hilton Parc 55 and Hilton Union Square, I have personal experience of the benefits of this program.

I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

We consistently receive positive feedback and comments from group, business and leisure guests regarding the Welcome Ambassadors. One of my favorite interactions occurred recently on the corner of Powell and O'Farrell streets. It was a busy afternoon and I witnessed three younger visitors separated from the rest of their group. They asked an Ambassador how to get back to the SOMA hotel where they were staying. The ambassador didn't just point them in the right direction, but personally walked them across Market Street. The relief on the visitor's faces was clear. As they walked away, I heard the ambassador sharing some favorite attractions by the Embarcadero.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Peter Hart
Complex Hotel Manager
Representing Hilton San Francisco Union Square and Hilton Parc 55 San Francisco



March 6, 2023

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

RE: San Francisco Welcome Ambassador Program

Dear Chair Chan,

I would like to offer my full support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.


In my role as President and Chief Executive Officer of PIER 39, I have personal experience of the benefits of this program.

The Welcome Ambassadors in the Fisherman's Wharf area have become a critical and integral part of the guest experience. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

I believe the Welcome Ambassador program has made locals and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown and to Fisherman's Wharf which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Sincerely,

DocuSigned by:

AA6601AFB30E417...

Scott Gentner
President and Chief Executive Officer
PIER 39

SAN FRANCISCO
PROPER
HOTEL

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

February 24th, 2023

Dear Chair Supervisor Chan and members of the Budget and Finance Committee,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

In my role as General Manager of San Francisco Proper, located at Market and 7th, I have personal experience of the benefits of this program.

I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

My favorite interaction with a Welcome Ambassador was just last week when seeing an interaction with someone in need of physical assistance on the sidewalk of Charles J. Brenham Place. Their kind and effective approach really works and has been of great support in our community. They are also constantly engaged in keeping the sidewalks clean, collecting garbage and keeping an eye on our guests walking out of our door.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.



Mario Bevilacqua von Gunderröde
General Manager
San Francisco Proper
1100 Market Street
94102 San Francisco

From: Sandra Fletcher <sandra@simcorestaurants.com>

Sent: Thursday, February 23, 2023 5:31 PM

To: Mandy Hall <mandy@sftid.com>

Cc: bob@simcorestaurants.com

Subject: Re: SF Welcome Ambassador Program

Hi Mandy,

I have had nothing, but great experiences with the Ambassadors. Just yesterday when I was walking on to the Pier an ambassador greeted me and welcomed me to San Francisco. I have encountered the ambassadors on several occasions and they are always pleasant and welcoming. They have offered help with directions and information about things to do in San Francisco. The city of San Francisco needs programs like the SF Welcome Ambassadors to show our visitors that we are still a welcoming beautiful city.

Best,

Sandra L. Fletcher

President

Simco Restaurants Group

415-982-5872



235 Montgomery St., Ste. 760, San Francisco, CA 94104
tel: 415.392.4520 • fax: 415.392.0485
sfchamber.com • twitter: @sf_chamber

February 3, 2023

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Supervisor Chan,

On behalf of the San Francisco Chamber of Commerce, I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception. Our membership has shared many positive experiences with the Ambassadors, and the power that having more eyes on the street has had in making their employees, visitors, and customers feel safer as well as welcomed.

They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome. The positive feedback that the Ambassadors generate then encourages more people to come downtown, which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Respectfully,

A handwritten signature in black ink, appearing to read "Rodney Fong".

Rodney Fong
President & CEO
The San Francisco Chamber of Commerce



March 3, 2023

Board of Supervisors
1 Dr. Carlton B. Goodlett Place
City Hall, Room 244
San Francisco, CA 94102-4689

RE: Support for Welcome Ambassador Program Grant Extension

Dear Members of the San Francisco Board of Supervisors,

I am writing on behalf of the San Francisco Travel Association in support of the grant extension for the Welcome Ambassador Program, which we launched in the fall of 2021 in partnership with the San Francisco Tourism Improvement District. As we are still in dire need of support on our city streets, it would be nearsighted to end the funding for one of the most impactful and positive investments that has helped us welcome back business and leisure visitors to San Francisco.

Since the launch of the Welcome Ambassadors program, we have been able to employ over 100 ambassadors at any given time and deploy up to 50 ambassadors on the street daily. These ambassadors are strategically stationed at the busiest transit stations in the economic core as well as highly trafficked visitor destinations such as Chinatown, Fisherman's Wharf and around Moscone Center. Since October of 2021, the Ambassadors have made nearly 6,000,000 greetings, provided directions to over 300,000 visitors, over 18,000 restaurant recommendations, more than 1,000 translations, and 6,000 welfare checks. Given the current state of and perception of the city, this level of one-on-one support is desperately needed. We receive daily feedback from the public about how the ambassadors have made them feel safer, helped them navigate San Francisco, or recommended itineraries for their day. Through the evaluation of the program, 96.3% of visitors are familiar with the Welcome Ambassadors and 97.3% reported extremely helpful levels of assistance.

The Welcome Ambassadors have also made an impact on group meeting attendees that have gathered to meet at Moscone Center. Unfortunately, we are currently risking the loss of 7 large conventions which would impact our city's economy at an estimated \$255.8M in direct spend. In discussions with our group meeting clients, we are told time and time again that the Welcome Ambassador program is giving San Francisco the competitive edge in retaining and booking new business. By approving the grant extension for this program, we are renewing confidence in the eye of the visitor and corporations in need of convention-worthy cities.

Please support the grant renewal of the Welcome Ambassador Program so we can continue this important programming which is greatly improving the visitor experience to San Francisco. This investment will more than pay for itself with repeat leisure and business visitors in years to come.

Thank you,

Joe D'Alessandro
President and CEO



Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Supervisor Chan,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

In my role as President and CEO of the Hotel Council of San Francisco, I have personal experience of the benefits of this program.

I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

My favorite interaction with a Welcome Ambassador has been seeing them assist tourists in Union Square. They are incredibly friendly, engaged, and helpful to travelers from all over the world.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Best regards,
Alex Bastian

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Chan,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

In my role as Executive Director, I have personal experience of the benefits of this program.

I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.



Donna Hilliard
Executive Director, Code Tenderloin

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Supervisor Chan,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

In my role as Marketing Director for Francis Coppola's San Francisco HQ businesses (Café Zoetrope and Zoetrope All Story magazine) I have personal experience of the benefits of this program including in our beloved HQ office neighborhood of North Beach.

I see Welcome Ambassadors in my North Beach daily, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.



Christine Gaudenzi

Dir of Marketing
Francis Ford Coppola Presents

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Supervisor Chan,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

In my role as a member of the Board of Directors for SF Travel and as an Alamo Square resident for over 45 years, I have personal experience of the benefits of this program. Also, My company, Key Meetings and Events routinely appreciates the work they do for convention goers in the downtown sector.

I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

My favorite interaction with a Welcome Ambassador was the help they helped mitigate an uncomfortable situation with a woman who was trying to walk to her meeting at Moscone.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome . The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.
Heather Keenan
Key Meetings and Events

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Supervisor Chan,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

In my role as member of the SF Travel board of directors, as well as owner of Pure Luxury Transportation, I have personal experience of the benefits of this program.

I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

My favorite interaction with a Welcome Ambassador was when I was showing a group of luxury travel operators downtown last March, and I was pointing out the points of interest. A wonderful woman in the icon vest approached our group and assisted me to share many more of our assets and what we have to offer to the luxury traveler.

I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Jennifer Buffo
Pure Luxury Transportation
SF Travel board member

February 6, 2023

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Chan,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses, and attractions on 176,313 occasions since their inception.

In my role as Area General Manager for the San Francisco Marriott Hotels, I have personal experience of the benefits of this program.

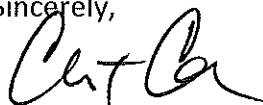
I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

The SF Welcome Ambassadors were very helpful with the Morgan Stanley Conference at the Palace in March 2022. They had a very welcoming presence and made the attendees feel appreciated and safe.

I believe the Welcome Ambassador program have made all returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Sincerely,



Clif Clark

Area General Manager
Marriott SF Managed Hotels

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Chan,

I would like to offer my support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

In my role as VP, Regional Managing Director, I have personal experience of the benefits of this program.

I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

One of my favorite memories perfectly depicting our Welcome Ambassadors' spirit, came during Fleet Week, when I walked through Fisherman's Wharf to check on the Argonaut Hotel and Hotel Zoe and overheard a very friendly gentleman provide guidance to visitors in a foreign language. It immediately caught my attention, and I captured the moment on camera:



I believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Stefan Mühle

VP, Regional Managing Director

NOBLE HOUSE
HOTELS & RESORTS

[Argonaut Hotel](#)

[Hotel Zoe Fisherman's Wharf](#)

495 Jefferson Street, San Francisco, CA 94109

(o) 415-407-3592

smuhle@noblehousehotels.com

From: Kent Rochford <KentR@spie.org>
Sent: Monday, January 30, 2023 11:02 AM
To: Mandy Hall <mandy@sftid.com>
Subject: Welcome Ambassadors

Hi Mandy –

SPIE Photonics West is back in town, and it looks like we will be back to pre-pandemic numbers. We're projecting a peak of 20,000 attendees this week.

I wanted to thank you for the quality of the Welcome Ambassador program. Since arriving Saturday, I have stopped and chatted with a number of the Ambassadors, and to a person, each has been friendly, helpful, and enthusiastic.

The program is a great help for us. We do get complaints about San Francisco, and requests to relocate Photonics West, because of safety concerns, cleanliness, etc. We've been highly successful in SF, and really want to continue to return. In addition to the kind assistance, the Ambassador program demonstrates that the city is making a commitment improve the experience of our attendees, and working to address these issues.

I really appreciate the Welcome Ambassador program. It's important for our event. But best of all, the staff are terrific people!!

Thank you!
Kent

Kent Rochford
Chief Executive Officer
SPIE - the international society for optics and photonics
kentr@spie.org
1 360 685 5400
[SPIE provided over \\$5 million in community support in 2022](#)



Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Supervisor Chan,

I would like to offer The Golden Gate Restaurant Association's support in the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses and attractions on 176,313 occasions since their inception.

In my role as Director of the Golden Gate Restaurant Association and as a small business owner I have personal experience of the benefits of this program. Our members see Welcome Ambassadors in their neighborhoods each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

Our members believe the Welcome Ambassador program has made returning commuters and visitors feel safe and welcome. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community.

Thank you for supporting the SF Welcome Ambassador Program.

Sincerely,

A handwritten signature in cursive script that reads "Laurie Thomas".

Laurie Thomas, Executive Director
Golden Gate Restaurant Association



Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Chan,

The Union Square Alliance supports the continuation of the San Francisco Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5 million visitors and convention attendees, providing recommendations to local restaurants, businesses, and attractions on almost 200,000 occasions since their inception.

In my role as CEO of the Union Square Alliance, I have seen the benefits of this program in and around Union Square. The SF Welcome ambassadors further enhance the overall visitor experience during these challenging times.

I believe the Welcome Ambassador program has made convention attendees, returning commuters and visitors alike feel safer and more welcomed. The positive feedback then encourages more people to come downtown which helps support our local businesses and brings back much needed jobs to the hospitality industry and our small business community. As the Alliance continues to work with city partners on the downtown revitalization, it is vital to enhance the economic core of our City with programs that further promote safety Union Square.

With the great work the Welcome Ambassadors have provided this past year, the Alliance recommends not only continuing the program, but developing it even further. Equipping the ambassadors with



additional training and knowledge so that they can add further support to the community would take this important program to the next level.

Ambassadors are fully maximized when they can share the local amenities, landmarks, tourism destinations, and transportation options, to provide the most up to date information to our visitors. The Ambassadors can also be utilized as eyes and ears for the community. Providing Welcome Ambassadors with additional training when to contact SFPD, reach out to 911 or 311 when applicable, or the Street Crisis Response Team to provide other City services, will help SF in so many ways.

We support this program and want to see it continue and grow. With the recommended additions, we believe the ambassador program will no doubt create a high quality and complete neighborhood experience for San Francisco. Thank you for supporting the SF Welcome Ambassador Program.

A handwritten signature in black ink, appearing to read "Marisa Rodriguez".

Marisa Rodriguez, CEO
Union Square Alliance

From: Priscilla.Fountain (T0205) <Priscilla.Fountain@target.com>
Sent: Friday, March 3, 2023 2:23 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

I would like to say that the ambassador program was a pleasant surprise. I would like to thank San Francisco for this program and Moanna one of the ambassadors represented the program with excellence. We encounter her 3 different places Pier 39, Union Square, downtown on different days she always had smile on her face, she was so helpful. Please keep this program going.

Priscilla Fountain
Visitor from
San Diego

San Francisco Filipino American Chamber of Commerce

www.sffilamchamber.org



March 1, 2023

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Re: Welcome Ambassador Program

Dear Chair Supervisor Chan,

On behalf of the San Francisco Filipino American Chamber of Commerce, I'd like to express our unbridled support for the continuation of the San Francisco Welcome Ambassador Program.

Having the Welcome Ambassadors throughout our neighborhoods helps both visitors and locals with a purposeful awareness of support in all its various forms. The infectious authenticity of Ambassadors wanting to help is wonderful to see. In addition to answering questions and providing information, the ambassadors are also key city partners in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

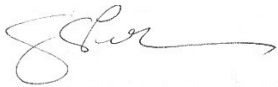
The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses, and attractions on 176,313 occasions since its inception.

The Welcome Ambassador program has made returning commuters and visitors feel safer in our beloved city and speaks well of the intent and execution of the program.

Please count on SFFACC to continue to do our part to make our city better for all.

Thank you for supporting the SF Welcome Ambassador Program.

Sincerely,



Jose Pecho, Chairman
San Francisco Filipino American Chamber of Commerce
<https://sffilamchamber.org>
jose@sffilamchamber.org

233 Sansome Street, Suite 1008
San Francisco, CA 94104
<https://sffilamchamber.org>
(925) 286-6607

March 6, 2023

Supervisor Connie Chan, Chair
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Re: Welcome Ambassador Program

Dear Chair Supervisor Chan,

Thanks for taking the time to read and consider our Letter of Support. The diverse organizations listed here express our unbridled support for the continuation of the San Francisco **Welcome Ambassadors Program**.

There is an array of complex problems negatively impacting our city, but the Welcome Ambassadors program highlights how a well-intentioned concept, coupled with great people caring and committed to executing, can bring about steady change!

We are all keenly aware of the need to collaborate and work together more than ever before. Our organizations are inspired to support the excellent work the City of San Francisco, the San Francisco Tourism Improvement District (SFTID), and the San Francisco Travel Association (SFTA) is doing innovating to make a difference.

Asian Hate, Clean and Safe Streets, Crime, Vandalism, and Affordable Housing are a few top-of-mind concerns for us as a community, but it is refreshing to see positive impact in the community due to the development of the Welcome Ambassadors program.

Please count on us to continue to do our part to make our city better for all.

Thank you for supporting the SF Welcome Ambassadors Program.



Rudy Corpuz Jr, Founder
United Playaz



Radi Calalang, President
SF Filipino Cultural Center



Jose Pecho, Chairman
SF Filipino American
Chamber of Commerce



Desi Danagan, ED
Kultivate Labs



Al Perez, ED
Filipino American Arts &
Exposition



Carla Laurel, ED
West Bay Pilipino Service
Center



Joseph Peralta, Pres.
Philippine American
Press Club

Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Sent via email with copies to:

Committee Clerk, Members of the Budget and Appropriations Committee, President of the Board of Supervisors

Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing in support of the continuation of the SF Welcome Ambassador Program. The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

Welcome Ambassadors help both visitors, small businesses and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the Ambassadors are also a key partner to our city agencies by calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. ***This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses.***

As a local who grew up in North Beach in the 1970's, I actually feel we should expand this program to include additional training and placement. I feel we should have these Welcome Ambassadors present in all our neighborhoods' key corridors where they can get to know the locals, businesses, and help them thrive. These Welcome Ambassadors should be trained differently than the CBDs' Ambassadors, which I find focuses more on cleanliness over customer service. We've heard stories from locals and know businesses where they were closed or harassed; I feel having another set of eyes in the neighborhood helps bring us all closer together as a city.

As Herb Caen once wrote, "A city is not gauged by its length and width, but by the broadness of its vision and the height of its dreams".

We are a compassionate city where we've raised the bar to spend hundreds of millions in the past 6 months on our unhoused and less fortunate. I feel this city can allocate what I see as a "drop in the bucket" for our constituents who are trying to survive in San Francisco by providing this additional important city service. I have no doubt that San Francisco will once again rise to the occasion and set a new ***global*** standard where other cities will *try* to emulate.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

From: [Tim Tieu](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Please support SF Welcome Ambassadors Program
Date: Tuesday, June 20, 2023 10:08:55 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing in support of the continuation of the SF Welcome Ambassador Program. The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

The Welcome Ambassador Team has greeted more than 7 million visitors, providing recommendations to local restaurants, businesses, and attractions on more than 263,000 occasions since their inception.

In my role on the Global Tourism Development team, I have personal experience of this program. I recently attended IPW, the largest tradeshow for international tour operators who help bring tens of thousands of tourists to San Francisco each year. The San Francisco Welcome Ambassador program was met with high enthusiasm during our meetings with over 170 tour operators and stories of how these Welcome Ambassadors has helped people feel more comfortable to travel to San Francisco during this time where the news does not paint us as a tourist-friendly city.

Welcome Ambassadors help both visitors, small businesses and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the Ambassadors are also a key partner to our city agencies by calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses.

I believe the Welcome Ambassador program continues to make locals, employees, small businesses and visitors feel safe and welcome. Their positive presence encourages more people to come to San Francisco, especially in our key economic core, densely visited and high pedestrian corridors in San Francisco which helps support our local businesses and workforce.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.



Tim Tieu

Sr. Manager, Global Tourism Development

E tim@sftravel.com | T 415.227.2665

San Francisco Travel | One Front Street, Suite 2900 | San Francisco, CA 94111
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[Explore Our 2023 Official Travel Planner's Guide to San Francisco](#)

[San Francisco Named One of the 50 World's Greatest Places by Time Magazine](#)



From: [Gia Carunchio](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Support for Our Welcome Ambassador Program
Date: Tuesday, June 20, 2023 2:36:03 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Sent via email with copies to:
Committee Clerk, Members of the Budget and Appropriations Committee, President of the Board of Supervisors

Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing in support of the continuation of the SF Welcome Ambassador Program. The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

In my role as Client Relationship, Vice President, at Freeman I have personal experience of this program. Personally, I have a sense of safety and security when I see the orange vest folks on the sidewalk, when I walk from venue to venue downtown at park at the 5th and Mission garage.

Being a native of Northern California, and a 30+ meetings and events professional, I am disheartened to hear my clients don't want to do events in San Francisco due to safety concerns, street conditions and pricing. The Welcome Ambassador is a must have to mitigate concerns for those still coming to San Francisco for events. I also encourage all event industry personally to download and use the 311 app if they see anything awry.

Welcome Ambassadors help both visitors, small businesses, and locals. They offer a wealth of information and services and give visitors a sense of security. The Ambassadors are also a key partner to our city agencies by calling in street cleanliness issues and supporting our vulnerable populations by referring them to agencies that can provide services. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses.

I believe the Welcome Ambassador program continues to make locals, employees, small businesses, and visitors feel safe and welcome.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

Gia Carunchio, CEM
[Client Relationship, Vice President](#)
[+1 650 868 7670](#) m

Freeman

--

Sent: Thursday, May 19, 2022 5:31 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

I am an SFPD Ambassador and would like to take a moment to commend Johnathon Rhone for his assistance today at Union Square. He dealt with an individual who was drunk and abusive, but kept it professional and dignified until the police showed up. Very impressed with his patience and attitude. He is a great addition to your staff.

Jerry Darcy

Sent: Friday, May 20, 2022 3:31 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Excellent people offering a great service.. thank you

Paul Matheson
Newfoundland Canada

Sent: Sunday, May 22, 2022 11:38 AM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hello,

It was great to talk with Moran in Union Square when we first arrived in San Francisco. Great idea! We should do this in London - she helped us to get our bearings and feel at home with plenty of idea for what to do and where to go.

Thank you

Karen and Graeme

Sent: Thursday, March 3, 2022 3:47 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Terrance was AMAZING! I am a solo traveler on a long layover in San Fran. Terrance helped me choose the best route on the cable cars to maximize my 7 hours in town. Advised the stops to get off on, the sites to see, and how to be safe (not leaving visible items in my car).

Once I told him about the remainder of my trip he gave me a better route to still see the bridge, get food, and not be late to the airport for my flight.

Several friends advised me NOT to go to San Fran alone because it wasn't safe.

Terrance AND Joel helped to debunk that theory. Joel gave me sights to see after getting off o the train and helped me maximize my time as well. I enjoyed my quick visit because of these two. Advice from locals was WAY better than what I found on Google!

Brittney C, Hawaii

Sent: Monday, March 21, 2022 11:30 AM

To: Mandy Hall <mandy@sftid.com>

Subject: What a great change

Good afternoon,

I wanted to express my surprise when visiting San Francisco today. I travel for a living, and frequently visit San Francisco. Last September I went for a walk to mail a letter, and determined the city was doomed. I had no desire to leave my hotel room again. Today I went for a walk to grab a bite to eat, and quite frankly was shocked at the change. A great change. The energy is coming back to this gorgeous city.

I met Sue, one of your ambassadors. She is an awesome representative for anyone visiting the city. She is vibrant, upbeat, and informative- San Francisco needs more of that!

Keep up the good work!

Donna Barker

I've been traveling through San Francisco for 30 years, this is the most drastic change for the better I have seen.

Donna B

Sent: Friday, March 18, 2022 1:40 PM

To: Mandy Hall <mandy@sftid.com>

Subject: SF Travel Ambassador Feedback

I could not be more excited about the SF welcome ambassador mission that has launched in SF. I lived Here for 7 years and moved away during COVID. I came back in October and was glad I made The decision. Being back today and meeting Terrence I was So thrilled at how amazing he was and this cool new thing you've brought to the city. Thank you!!!!

Cheers,

Kylee Piper | Sr. Manager, L&D, DEIB | Canvas.com

Sent: Saturday, February 5, 2022 3:01 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

It was very nice to meet & chat with Evan in Sat 2/5/22 corner of Spear n Market streets.
Just the fact that his being here in San Francisco today to greet me made a big difference in my visit to the Ferry Building.
Feeling safer is very important to me.
Thanks,
Hollie Palabay
SF Resident born & raised

Sent: Friday, February 4, 2022 11:13 AM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hello,
I recently had a trip to San Francisco with my 6 year old son. We are from Utah and he was so excited to see the Golden Gate Bridge and enjoy the sights of the city. We stayed in Daly City and came into San Francisco each day. As we needed help to know where attractions etc. were I came across a few of your Ambassadors in the city who had on a distinct jacket. They were MOST helpful. THANK YOU SO MUCH for providing this service. A couple of former police officers were the first ones we encountered next to the ferry building. They were AWESOME. They gave me guidance on sights to visit and were so very kind and helpful. They made me feel much at home visiting the city. Another ambassador was named Chris and he was the BEST. When I asked him where I was looking to go he gave me directions and was extremely nice and helpful. Another was named O and he as well was so great to help me with questions. They both went out of their way to help me as I had questions of where I was looking to go which was the Cable Car location. After we finished our trolley ride we were looking for guidance where to go and again another City Ambassador was there for help. It is so nice to have these Ambassadors throughout the city who are there to help and serve. It was so GREAT to visit San Francisco with such wonderful people. Thanks again, Sincerely, Jeff Sackolwitz

Sent: Tuesday, April 19, 2022 1:10 PM
To: Mandy Hall <mandy@sftid.com>
Subject: Positive Experience / Feedback

Hello,
Albeit delayed, I just wanted to quickly brag on two of your ambassadors. My friends and I were in SF St. Patrick's day weekend. On Saturday, we hit the streets to sightsee and hop on the trolley. In true tourist form, we got turned around and were a little stressed trying to regain our bearings to find our desired trolley location.

Thankfully Zack (seen pictured below) came to our rescue and was VERY helpful directing us in the proper direction. He also offered us helpful tips on where to jump off so we could see all the sights. He was extremely pleasant, helpful, and knowledgeable about the area.

And at the end of the line, at Ghirardelli Square, we next ran into Evan who was also very helpful and patient as he put up with our request to take several photos, ha!

I manage a small Block by Block group here in Macon, GA so I am quite appreciative that you all have invested in your tourism in such an intentional way. Truly, it makes a difference. Again, a huge dose of gratitude to Zack and Evan for making our day great!

Best,
Erin Keller

Erin P. Keller
Chief of Staff + Vice President for Development



“San Francisco hosted RISKWORLD 2022 in April. It was a fantastic experience for our organization and for our attendees. San Francisco Travel worked with our team to deliver our convention to nearly 8,500 guests. The welcome ambassador program was a shining star for us, and the partnerships we built in San Francisco provided us with a smooth experience. Attendees found San Francisco to be diverse, offering incredible art and culinary scenes. The City looked great and the hospitality community showcased their enthusiasm and genuine appreciation for RIMS.”

stuart ruff-lyon, cmp, des | vp, events & exhibitions | **O** [+1.212.655.6051](tel:+12126556051) | **M** [+1-317-914-3161](tel:+13179143161) | rims.org
*he/him/his

Sent: Wednesday, June 1, 2022 3:56 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

To whom it may concern,
I'm writing to let you know Brittany is an extraordinary human who was the highlight of my trip to San Francisco! Brittany went above and beyond to make me feel welcome at Ghirardelli Square. Her warm personality and big heart made me feel so much happier during my visit. Brittany also took a bunch of special photos for my mom as well. You are lucky to have Brittany on your team! What a wonderful ambassador for this beautiful city.

Warmly,
Hilary Barr

Thomas Amaral [00:07:39] You know, one of the really great things about San Francisco is the willingness of the community and the travel and tourism community to come together to throw an event. And the welcome ambassadors that have been out and about are welcoming our guests here to San Francisco has just been incredible. All of the programs to really make the city beautiful and what's in place and how much care comes from the city to make those experiences wonderful as you're going about the city and experiencing the unique vibe and culture that San Francisco has has really wowed us and our attendees. [41.7s]

Thomas Amaral
Senior Director &
Head of Global Event Operations
Informa Tech
Email: thomas.amaral@informa.com
85 Second Street Suite 500
San Francisco, CA 94105

From: Anna Noetzel <anna@corelight.com>
Sent: Thursday, June 9, 2022 4:35 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Marvelous was extremely helpful! He saw me struggling with my cart outside Moscone after the show and he assisted me all the way to my car 2 blocks away. He is a great SF Travel Ambassador!

Thanks,
Anna

From: Gary Wilens <garyw92688@gmail.com>
Sent: Sunday, June 12, 2022 11:48 AM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Ms. Moran helped us, she was incredibly helpful for helping us download the app, and purchase tickets, and offer tips on how to utilize the program the best for our entertainment.

These ambassadors really help, please keep Keep them in the service.

Gary

Sent: Monday, June 13, 2022 3:17 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Robert Diaz was at Washington Square Park. Very helpful and had a friendly approach. He spoke in Spanish with my family and English towards us for us to understand. Gave us helpful tips to make our visit much more comfortable and easier to maneuver

Jessie C

Sent: Monday, June 13, 2022 12:18 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Quentin is amazing!! I live at mission and 3rd and our neighborhood needs more help from ambassadors like him!

Christina Williams

Sent: Friday, June 24, 2022 12:12 PM
To: Mandy Hall <mandy@sftid.com>
Subject: feedback for Tomeka Atkins

Hello. I'm a first-time travelor in San Francisco.

Yesterday, I arrived at Powell station, and was looking for my hotel.

Then, Tomeka Atkins kindly approached me and escorted me to the hotel.

She also introduced the city to me, and had friendly conversations with me.

Thanks to her, I had a very nice first impression of the city.

For this regard, I would like to send this email to say thank you both to her and to the city's block-on-block helpers service.

Thanks.

-- Sung Min Cho

Sent: Friday, July 8, 2022 1:56 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback Haida

I just wanted to let you know how pleased we were with the information provided by Haida. She was very helpful and knowledgeable. She took the time to provide us with with all the information we needed to enjoy our visit to San Francisco.

Gus Rios
Florida

Sent: Sunday, July 10, 2022 12:54 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Thank you for setting up this great program! I am visiting from NYC and I had the pleasure of meeting Vidal! He is really nice and enthusiastic about the city! He is truly a San Francisco treasure!!!!
Cecuyana M

Sent: Friday, July 15, 2022 4:31 PM
To: Mandy Hall <mandy@sftid.com>
Subject: Positive feedback

I'd love to give positive feedback about Tomeka Atkins. I'm at Ghirardelli's square area waiting for a friend. I live in the Mission and haven't been to Ghirardelli's square in years. Tomeka walked by, we said hello and started chatting. She is lovely and excellent at her job as welcome ambassador. Keep up the good work!

Warmly
Jennifer McGaugh

Hi Mandy,

I wanted to drop a line to tell you what an absolute asset you and your team are to the downtown businesses, and especially the conventions. Coming back from COVID + all of the negative news around coming to SF (due to crime, homelessness, drug use, etc), visitors have been reassured and welcomed by you and your team the **San Francisco is the place to be**. At my time at the Park Central Hotel (now the Hyatt Highgate San Francisco Downtown SoMa), I saw how much help your team provided hotel guests and convention goers. You all really are a huge asset, and I appreciate all of the help and hard work!

Keep it up! We're all counting on you! No pressure! 🍌 😊

Best regards,

Dustin Durham
Marketing Manager

Chalet Restaurant Group
Office: 833-424-2538 ext 711
Cell: 415-314-6160

Sent: Thursday, August 11, 2022 2:43 PM
To: Mandy Hall <mandy@sftid.com>
Subject: RE: Great to See You

Hi Mandy,

It's nice to see visitors returning to SF once again, the ambassador program in Union Square is a comforting addition for out of town, as well as local pedestrians to the area. I hope the City continues this program over the fall and especially the Holiday Season. Having an authoritative presence will ease the public's fears. I think I speak for my Asian community when I commend the Visitor's Bureau for being responsive to the challenging environment over the past couple of years.

Hope to see you again soon.

Be well,

**marianne wong • chef concierge
member, les clefs d'or usa**

cavallopoint – the lodge at the golden gate
601 murray circle • sausalito, ca 94965
tel 415 339 4719

www.cavallopoint.com

Sent: Friday, August 19, 2022 4:57 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Moran has been so helpful in making our travel in SFO easy and pleasant. She approached us because we looked like we needed help. Thank you so much to whoever started this program. Kudos SFO!
Pascal M

Sent: Friday, August 19, 2022 8:51 AM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hi,

I'm writing to let you know about the wonderful experience I had with ambassador Love this morning at the Ferry Building.

Even though I'm a San Franciscan, I had a question and her friendly demeanor made it easy for me to approach her with it. Once we started talking, she exuded warmth and knowledge about my question. We shared some laughs and as I was about to leave she shared a wise, caring gem with me—that I matter.

What Love didn't know was that this morning I was having immense anxiety (unrelated to my question) and feeling ill as a result of it. Because she took a moment to smile and welcome me to approach her, I felt safe and comfortable enough to talk to her, which in turn helped me to settle down. My morning switched from being ill-at-ease to feeling I'm ok.

I'm very grateful I met Love this morning and I truly appreciate her for being here. Please acknowledge and thank her (as well as the other ambassadors) for being an excellent representative of our beautiful city.

With gratitude,
Senta

Hi!

Yesterday I was being helped in a very friendly way by this young man who brought me to the busstop to go back to my hotel after I was 'lost' in the city.
What a good initiative these ambassadors and what a friendly and very polite employee.
Keep up the good work!

Astrid Bielfeldt (The Netherlands)

Sent: Saturday, September 3, 2022 1:55 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hi there

My husband and I are visiting San Francisco for 4 days from Australia. We've found the Welcome Ambassador program to be incredibly helpful. One of your kind employees, Moran, gave us excellent advice on what to see and do in San Francisco and provided an informative map that has helped us navigate our travels.

This is a great program that we have yet to see in our travels through New York City and Las Vegas. For people who are new to the area, such as ourselves being tourists who have never visited the USA, a program such as the Welcome Ambassadors is invaluable!

Thanks and Kind Regards

Imma and George Thomolaris

Sent: Sunday, September 4, 2022 9:12 AM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Good morning

I wanted to let you know what a positive experience we had with one of your ambassadors. Ambassador Moran took our picture and we chatted with her afterwards. She was very helpful and informative. What a great program! It would be nice if other cities followed your lead and adopted this program.
Sincerely
Kathleen

Sent: Thursday, September 8, 2022 2:34 PM
To: Mandy Hall <mandy@sftid.com>
Subject: Hadia is an Ambassador ROCKSTAR!

I cannot even google enough nice things to say about Hadia!
I have watched Hadia work as an ambassador at Washington Square.
She is A GIFT TO CITY VISITORS and A DELIGHT TO NORTH BEACH RESIDENTS!

Can we keep her?

I have seen Hadia engage people offering a welcome smile and a pleasant word. She is often pointing this way and that when giving directions. She has been savvy enough to pull out her phone to get accurate information from the Internet when assisting people who are on their own, couples, families, anyone receiving her help. I cannot help but imagine that tourists from all over the world go home with favourable stories about the City thanks to Hadia's work. Even with the North Beach residents (such as myself), Hadia has shared enjoyable moments and chat. I do not know where she finds all her energy to constantly be so cheerful.

Hadia has set the bar VERY HIGH for SFTID ambassadors.
Good luck finding more like her.

Paul Seauvan

Sent: Tuesday, September 20, 2022 4:06 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hello my name is Blessin Nauer,
I worked at Salesforce Convention for Victory Agency. I was working by Robert Diaz today and he was such a great help to me. He was very supportive and he was such a great leader.

Sent: Tuesday, September 20, 2022 5:50 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Robert Diaz was the BEST!! He asked me if I was okay because I was crying. When I told him that I had been waiting since 4:30 for Ifyt he walked me to 5th and Howard, flagged down my Ifyt ride and waited till I got in.

I have never had such wonderful service. Please do something nice for him.

Stacy Edmonds
Freeman Company

Sent: Wednesday, September 21, 2022 5:50 PM

To: Mandy Hall <mandy@sftid.com>

Subject: Thank you!

Hello!

I'm visiting San Francisco from West Palm Beach, Florida. Here for the Dream Force conference. I'm very impressed with and grateful for your ambassadors. They have proactively helped me out already a few times, starting from when I first got off the BART on arrival. Today, Roderick in particular was super helpful, helping me figure out the cable car deal, suggesting alternative plans for the evening, and even escorting me to my bus stop. I have Google maps on my phone, but you really can't beat a nice, friendly human! It's making a big difference to my experience here.

Thank you so much for this great service!

Tara Moreno

Sent: Monday, October 3, 2022 2:17 PM

To: Mandy Hall <mandy@sftid.com>

Subject: Re: SF Travel Ambassador Feedback

This was an extremely valuable service to us and to anyone else who is visiting the city.
Wendy D

Sent: Tuesday, October 4, 2022 1:50 PM

To: Mandy Hall <mandy@sftid.com>

Subject: Special thanks to Robert Diaz in SF

Hello,

I'm writing to express my special thanks to Robert Diaz for his kindness in helping out my parents when they had trouble reaching me

My parents were visiting SF last week and while touring the Fisherman's Wharf area, something urgent came up, which they had to reach me. However, their phones didn't work and Robert, who happened to be closeby, recognized the situation and kindly offered to lend his phone for my parents to call me. Thanks to Robert's kindness, my parents were able to reach me and resolve the urgent situation

As a long-time resident of SF myself, I'm grateful for people like Robert that help us elevate our city's reputation as a warm and welcoming place. Please give a special shout out to Robert if you can

Thanks!
John Chung

Sent: Wednesday, October 5, 2022 1:36 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Ambassador Luciano Adorable

We are from Singapore. We would like to thank Luciano for his very friendly service. We met him on 2 different occasions during our weeklong stay in San Francisco:

1. At Union Square where he showed us the way to Chinatown Dragon Gate ; and again 2. At Fisherman's Wharf where he introduced us to the place and answered all our enquiries!

Thank you Luciano for his friendly and patient guidance!

Warmest Regards
Lily, Grace, Katherine and Sylvia Choo
Singapore
Sent: Friday, October 7, 2022 1:57 PM
To: Mandy Hall <mandy@sftid.com>
Subject: Fantastic Help

Hey there,
We where visiting San Fran after a trip to Napa. Headed into the city early to enjoy some food and drinks. We parked around 3:15 - went to the Buena Vista (been going there for 20 years!) then headed straight back to our rental car. As my husband was approaching it - so we're a car of thieves dressed in all black. They smashed in two windows and stole a bag - it all happened so fast! Luckily, one of your people wasn't far away - and ran to our assistance. He called (several times) the police and helped us find the station where we had to go to make a police report. He was extremely helpful and kind. He helped make a terrible experience a bit more manageable. His name was Chris Hoffman (I believe). Please praise him!
Thank you again
Amber & Scott Hersh

Sent: Monday, October 17, 2022 4:54 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hello there!

You know when you go to a new city for very first time, the way you remember that place stays with you forever. On our trip to San Francisco, we met one of your amazing people guided us through the journey and that was one of a kind experiences we ever had.

Chris H is the most amazing person for your organization and we didn't know how to say thank you to him. Please let him know that we will always remember San Francisco by his name. We asked him to take a picture with us and send it to you in case you wanted to use it.

Roya & Neda



Sent: Saturday, October 22, 2022 2:45 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Chris h assisted with taxi....amazing, kind. This program should be kept up... Absolutely amazing service kind informative can't say enough. We will definitely come back to San Francisco based on our experience!

Samantha B

Sent: Saturday, October 22, 2022 11:17 AM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Met Love she was so informative. I'm from New York and if she wasn't here I would never have known what and where to go.

Thank You for providing this service.

Love was great

Penny D

Sent: Friday, November 4, 2022 1:19 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

We love the ambassador program. Moanna walked up to us at exactly the right time. She's amazing - so friendly and answered all our questions and then some!

We're visiting from Stockholm, Sweden.
We left our hearts in San Francisco- we'll be back.
Thank you Moanna and thank you San Francisco.
From The Hammarlund- Sheppard Family

Sent: Wednesday, November 9, 2022 1:23 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hi everyone,
We love your San Fran Ambassador program! LATISHA was so friendly & helpful. Keep the program going & keep visitors happy. Thank you!
Lynne & Robert
Victoria BC Canada

Sent: Sunday, November 13, 2022 6:01 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hello there, We have been speaking to Harry Lloyd and have had a fantastic experience gathering information from him. He is a wonderful Ambassador for your City. Here's to more Harry Lloyds.

Cheers
Leon and Helen Carroll

Sent: Monday, November 21, 2022 5:42 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hello there,

I just wanted to personally commend the kindness and professionalism of your ambassadors. Being a tourist, it was so wonderful for me to know whom I could go to with my questions.

DJ Paul was extremely helpful in finding a store I couldn't locate, along with giving me insight to a local feature I didn't know was in the area - the yoda fountain! (Which I visited after his recommendation.)

The ambassador program, from a tourist point of view, is so vital. Besides assisting with information, they are welcoming and make you feel safe.

Thank you for having this wonderful program.

Karin Williams

Sent: Monday, November 21, 2022 10:39 AM

To: Mandy Hall <mandy@sftid.com>

Subject: SF Travel Ambassador Feedback

Love helped us out when we were getting on the cable cars in San Francisco. She patiently explained the best ticket options for us, and walked us through using the SF muni app. She was very nice and so helpful. We were so glad she was there to help us out!

Thank you,
Wade Albright

Sent: Wednesday, December 14, 2022 1:28 PM

To: Mandy Hall <mandy@sftid.com>

Subject: Help

First trip to San Francisco, meet ambassador Rita, she was very helpful and gave good info on how to get around and see the sites.

Keep up the good work...

Brian B

Sent: Thursday, December 15, 2022 3:06 PM

To: Mandy Hall <mandy@sftid.com>

Subject: SF Travel Ambassador Feedback

■ We are visiting from Maryland. Antron was AMAZING! He gave us a ton of information on how to get around. He recommended the cable car, helped us get to their payment app and provided detailed information on where to go and how to get there.

We are so thankful and blessed that he approached us to take our photo.

He was polite and it was pleasure to talk to him since he patiently answered all our questions.

Best regards,
Lynn Thompson

Sent: Saturday, December 17, 2022 11:47 AM

To: Mandy Hall <mandy@sftid.com>

Subject: SF Travel Ambassador Feedback

To whom it may concern:

We had such a wonderful experience with Love, a great SF ambassador! She was so helpful to us at the end of the Powell & Hyde line today. We are long time SF residents and this new job seems great for the city!

Warmly,
Lindsey-McDonald

Sent: Monday, December 26, 2022 11:09 AM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

A short note to say a big thank you to DJ Paul for providing such a wonderful welcome to us Aussie first timers to San Francisco. What a top guy!
Tina H

Sent: Tuesday, December 27, 2022 6:18 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

John Zimmer was so kind to assist me with my groceries and my bags to my location. Very polite, very polite.
Isabel K

Sent: Friday, December 30, 2022 9:40 AM
To: Mandy Hall <mandy@sftid.com>
Subject:

Orita has been super helpful She helped us buy the right tickets for the trolley and she was so nice and knowledgeable and she got us the best deal. We love San Francisco and she made the impression of the city super positive.
Shireen V

From: Melissa Buckminster <melissa@downtownsf.org>
Sent: Tuesday, January 3, 2023 10:23 AM
To: Mandy Hall <mandy@sftid.com>
Subject: Re: Let's Glow SF Support

Hello Mandy!

Your Welcome Ambassador team provided such an improved experience for Let's Glow SF attendees this year. They were engaging, knowledgeable, and provided an overall sense of security for all who came to the event. I was absolutely blown away by their interactions with those watching the shows as they offered up information about the event itself as well as

information about transportation and businesses in the area. The SF Travel Welcome Ambassadors were a phenomenal addition to downtown SF this holiday season.

Please let me know if there is anything more I can do to help.

Cheers,

Melissa



Melissa Buckminster

Marketing & Communications Manager

415-634-2251 Ext. 405

she / her



[Dispatch: 415-829-3878](tel:415-829-3878)



melissa@DowntownSF.org



DowntownSF.org



235 Montgomery Street, Suite 948, San Francisco, CA 94104

Sent: Thursday, January 5, 2023 6:07 PM

To: Mandy Hall <mandy@sftid.com>

Subject: SF Travel Ambassador Feedback

Chris H made my day. It was getting dark and I couldn't find my way back to my hotel. He gave me directions and then offered to walk with me so I wouldn't get lost again. Along the way he told me about buildings we passed and gave me details about a bookstore since I need a book. What a great welcome to your city.

Thanks

Anne

Sent: Saturday, January 7, 2023 2:53 PM

To: Mandy Hall <mandy@sftid.com>

Subject: SF Travel Ambassador Feedback

Ambassador Love is awesome ❤️ she helped us to get to our destination and made several wonderful suggestions ❤️ professional, courteous and very informative ❤️ She is a great asset to San Francisco! Thank You! Russ Smith, Eugene, OR

Sent: Thursday, January 26, 2023 12:10 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hi,

Thank goodness for Robert Diaz!! This morning I was at the Embarcadero entrance of Muni's underground & I couldn't access my muni ticket on Muni's app because there was no Wi-Fi. I had no cash or credit cards on me because I made an impromptu trip to the Embarcadero & was very nervous because of this. Robert patiently showed me a trick to help access the app, & thought if I give it a few moments, it might come up, & it did! Thank God, now I can make it home!! Please thank him for his excellent service & care!!

Senta Tsantilis

Sent: Thursday, January 26, 2023 12:25 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Leel provided homeless shelter info to me to further explore medical resources for my homeless son who rejects any help from the family
Narisa C

Sent: Wednesday, January 25, 2023 3:47 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Was in town for Salesforce training and Chris H is freaken amazing and a life AND \$\$\$ saver. He gave me affordable methods to navigate through the city because it is super expensive!!!

Definition of an ambassador!!! Keep this man and hook him up!!!

Thanks,
Art from Carson City, Nevada

Sent: Saturday, January 28, 2023 11:00 AM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Just wanted to say that Rita was Amazing! We're visiting from Seattle and she Greeted us when we got off of BART in downtown. Then we saw her yesterday on the Wharf. She gave us another map.

Yes! Rita is truly a treasure and asset for San Francisco.

Dennis and Joan Berg
Seattle, WA

Sent: Saturday, January 28, 2023 1:20 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

I don't know what we would have done without Love. So informational & helpful Thank you Need more of these people
R Baker

Sent: Saturday, January 28, 2023 7:43 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Chalu is delightful. Thanks for putting him and people like him on the streets. It's a great idea. It's not just PR, it gives confidence to locals, visitors and tourists too. I hope it gives a level of protection for the street people too.

Cheers, Alan Madsen

Sent: Saturday, January 28, 2023 9:38 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Dear sirs.

Today I had the pleasure to connect with Chalu. They were very engaging, friendly and helpful. Chalu explained how the program works and I am positively impressed by the quality of your employee.

Thank you.

Regards.

Davide Sahner 94102

Sent: Saturday, January 28, 2023 10:06 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hello, I'm writing this email to thank you for great service of your member.

I was going around the city on January 22nd for a city trip to San Francisco. And I was looking for a bus route and how to get to Golden Gate Park.

Then, looking around for information on the street, VIDAL RODRIGUEZ approached me and asked me what I needed and talked to me to help.

I treated him carefully at first because I was afraid of strangers, but I felt so grateful for him who approached me in a friendly way to help me willingly.

He told me how to use the CLIPPER card, how to get on the bus, and stories about San Francisco, and I wanted to thank him for helping me get out of trouble.

Thank you for helping to leave beautiful memories of San Francisco. I hope that you'll be together 👍

Regards,
Huisu

Sent: Wednesday, February 1, 2023 10:00 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

DJ Paul
Met @ Fisherman's wharf
He was very helpful in guiding me to the destinations I wanted to see in San Francisco.
He also helped me save money but offering me the option of the day bus pass which I made good use of.
I'm a female traveler & it was such a relief to have a helping hand and a kind smile.
Thanks Paul.

Regards
Cate

From: Kent Rochford <KentR@spie.org>
Sent: Monday, January 30, 2023 11:02 AM
To: Mandy Hall <mandy@sftid.com>
Subject: Welcome Ambassadors

■ Hi Mandy –

SPiE Photonics West is back in town, and it looks like we will be back to pre-pandemic numbers. We're projecting a peak of 20,000 attendees this week.

I wanted to thank you for the quality of the Welcome Ambassador program. Since arriving Saturday, I have stopped and chatted with a number of the Ambassadors, and to a person, each has been friendly, helpful, and enthusiastic.

The program is a great help for us. We do get complaints about San Francisco, and requests to relocate Photonics West, because of safety concerns, cleanliness, etc. We've been highly successful in SF, and really want to continue to return. In addition to the kind assistance, the Ambassador program demonstrates that the city is making a commitment improve the experience of our attendees, and working to address these issues.

I really appreciate the Welcome Ambassador program. It's important for our event. But best of all, the staff are terrific people!!

Thank you!
Kent

Kent Rochford

Chief Executive Officer
SPIE - the international society for optics and photonics
kentr@spie.org
1 360 685 5400

[SPIE provided over \\$5 million in community support in 2022](#)



Sent: Thursday, February 2, 2023 4:01 PM
To: Mandy Hall <mandy@sftid.com>
Subject: Thank you

Back in SF after quite a few years and was pleasantly surprised to see Ambassadors standing in the street at Powell and Market willing to help direct us and give us information. And we had M'liss who was so pleasant and helpful. Also spoke with Katrina and we mentioned the streets looked much nicer and cleaner. We are so pleasantly surprised about San Francisco's upgrade....wow!...we can't wait to tell all our friends when we get back to Nashville!!!!

Thank you!
Sally R

Sent: Sunday, February 5, 2023 11:30 AM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hi,

I just wanted to send a note commending Chestnut on her work.

I was part of the KTVU crew covering the Chinese New Year Parade at Union Square on February 4th.

Chestnut was able to answer many of the passerby's questions regarding the barricades and activities at the square as well as the parade, but she was also very adept at assisting in directing people away from areas that were being closed off to the public in the kindest ways possible.

Her positive attitude and friendly demeanor were on full display at this event.

Doug Michelsen
KTVU Broadcast Technician

Sent: Monday, February 6, 2023 9:31 AM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Dear all,

We sent this email to deeply thank you and encourage your work.

Thanks to the kindness and support we received from Mr. Vidal Rodríguez, our days in San Francisco were kindly guided and tips recommended.

We get a very good feeling from our vista y in San Francisco.

Our warmest regards from these 3 Barcelona citizens.

Oriol, Ju & Mònica

Sent: Saturday, February 11, 2023 11:28 PM

To: Mandy Hall <mandy@sftid.com>

Subject: SF Travel Ambassador Feedback

Rita and Diaz were AWESOME!! Great workers super informative and just straight up nice!! We are new in the city from Texas and they treated us like locals. THEY DESERVE PROMOTIONS!

Best regards,

Adrian

Sent: Friday, February 17, 2023 2:17 PM

To: Mandy Hall <mandy@sftid.com>

Subject: Review of Ambassador named Love

[You don't often get email from martin@alumni.ucdavis.edu. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

I just made a trip on the California St. Cable Car. While waiting I met an "ambassador" named Love. She made not only this visit more enjoyable, but gave me advice that will make future visits better as well. She helped me download the MuniMobile app and assisted me in its use.

Her demeanor was more than pleasant. She initiated conversation with me when she saw that I was unsure of the procedure for buying a my ticket.

When I returned, she remembered me and asked about my trip, and we chatted a bit about my day.

It's people like Love that help give San Francisco and Muni a good name.

Well done!

Sincerely,

David Martin

Sent: Wednesday, March 8, 2023 5:35 PM

To: Mandy Hall <mandy@sftid.com>

Subject: Re: San Francisco Tourist - Welcome Ambassadors/BART

Hello Mandy

I would like to send you a quick note about our recent trip to San Francisco.

We arrived in San Francisco on a flight from Toronto Canada on Feb 9, 2023.

We used the BART system to get to our downtown hotel at Powell Street.

With our research before our trip, it made it seem like the "BART" system was so unsafe. The information was so negative.

We arrived at rush hour and decided to use the BART to our downtown hotel. We did have a few issues with getting a one-way ticket only (not the clipper card) at the airport but it was so easy. The BART was fantastic!!!! We were expecting homeless, thief's, beggars, "keep you phone handy to call the police" – we met wonderful people. We had two pieces of large luggage with us. We just screamed "tourists". People around us asked what stop we were looking for and told us that Powell Street would be the next stop and be ready to get off.

At the Powell Street stop transit staff asked if we needed help to find our way to our hotel. One transit staff member even said "please come back here if you have a problem finding your way."

Then we ran into these "Welcome Ambassadors". WOW they were a wealth of information. We spoke with them a few times during our stay in San Francisco. We seen so many on the streets helping not only tourists but the homeless. We also rode the trolley with two Ambassadors. They were so informative and friendly. Don our trolley driver was so entertaining. We had so much fun. You can tell he loves his job. Great community service. Great people.

We would just like to say you have a very friendly city with great public transportation and services.

We will be back again soon

Greg and Pam Malloy

Sent: Wednesday, March 8, 2023 11:56 AM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

I just wanted to reach out and express my gratitude for the work you guys are doing. I'm a fifth generation San Franciscan, but I live in Bend Oregon. I come to San Francisco every year during February. The city was in incredibly bad shape three years ago, and it broke my heart.

I'm happy to say that San Francisco is back. I walkEd Nob Hill, china town, North Beach, Union Square,. All I see is clean fresh city. Whatever you're doing you're doing it right. It almost brings me tears of happiness to see the change in the city that I love so much.

I ran into this young man today and he was a delight. More people like him who care are great for the image of San Francisco.

Thank you so much and keep up the great work.

Patrick Mayer



Patrick M

Sent: Thursday, March 30, 2023 2:39 PM

To: Mandy Hall <mandy@sftid.com>

Subject: Ambassador Experience

Hello Mandy,

I'm writing to tell you I had another really good experience with one of our City Ambassadors. I met Thomas Little around 1:15pm across the street from the Ferry Building as he was greeting

pedestrians walking by. I stopped to ask him a question about the building and we had a nice, brief chat about it. If you could please let Thomas know that I appreciate the spreading of his goodwill and spending a few moments to have a friendly interaction with me, I'd be very grateful. Thank you!

Wishing you all the same kindness that I've been so often given by your staff!!

Best regards,
Senta

Senta Tsantilis

Sent: Saturday, April 8, 2023 5:26 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Dear SF Ambassador,

We have just met Chris Hoffman and Deidra Cahua at Union Square. It was lovely to talk to two people who had such good knowledge of the city and were able to give us some very good pointers for our trip. Their passion for SF shone through and really enhanced our experience our travel experience.

Well done SF for having ambassadors and thanks to Chris and Deidra for their advice and doing such a great job.

Thanks,

Jonathan Brecknell | Director
Urban Creation Ltd
5 Park Street Avenue | Bristol | BS1 5LQ
+44 0117 934 9508

Sent: Thursday, April 6, 2023 7:30 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hi,

We had some amazing help from Chris Hofmann today as we were about to feel pretty lost in SanFran. He was super informative and had loads of great suggestions, also gave us some great ideas for the rest of our week. Please pass on our thanks to Chris (and Kevin who is a local Chris knows and was also very friendly).

Best wishes

Jon & Amy (from England)

Sent: Friday, April 14, 2023 4:24 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hi there,

I wanted to reach out and provide some super appreciative, positive feedback for Harry Lloyd and Moanna. I was biking (e-bike) on Market street in San Francisco and was crying had a bad bike accident. Harry and Moanna came over to check on my and helped me when I almost fainted. They ensured I got help and stayed with me until I did. I truly appreciated what they did for me and wanted to let others know so they can get some appreciation / kudos they deserve.

Thank you

Diana

Sent: Wednesday, May 10, 2023 7:44 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Curtiss was a fantastic ambassador and helped me while lost on crutches. I am so thankful for the city ambassador program. They are friendly and engaging. They have been an integral part of my positive experience in SF. I have interacted with 3 specifically, including Curtiss. Thank you for having them in the city. I felt safer and knew who I could turn to in time of need.

Janice Kim
From Orange County, California

Great feedback from:
Materials Research Society - April 10-14, 2023

From: Susanna Flores <susanna@sftravel.com>
Sent: Wednesday, May 17, 2023 12:33 PM
To: Mandy Hall <mandy@sftid.com>; Nicole Rogers <nicole@sftravel.com>; Kimberly Lee <kimberly@sftravel.com>
Cc: Julie Van't Hul <julie@sftravel.com>
Subject: FW: Feedback from MRS in SF

Hello all,

Just wanted to share the positive feedback from the MRS planners. They went on and on about the ambassadors. They truly loved them and used them. In general, they had good overall feedback personally and from attendees. They did not hear of any attendees having negative experiences and they felt safe the whole time. I asked them if they could share a testimonial

regarding their overall experience and they seem receptive. I will follow up so that we receive that from them.

Sent: Monday, May 22, 2023 9:16 AM

To: Mandy Hall <mandy@sftid.com>

Subject: 🙌 SF Travel Ambassador Feedforwards ❤️

Dear City of San Francisco,

I wanted to take a moment to send a message of kindness and appreciation your way. Your city is truly remarkable, and one of the reasons it shines is because of outstanding individuals like Vidal Rodriguez, your welcome ambassador. Vidal's commitment and dedication in representing San Francisco make it an even more beautiful place to walk around.

I recently witnessed an encounter between Vidal and a homeless man who uttered unkind words. What struck me was Vidal's remarkable response: a simple smile. His ability to remain composed and compassionate in the face of negativity is truly inspiring.

San Francisco would undoubtedly benefit from having more remarkable individuals like Vidal as welcome ambassadors. These ambassadors not only enhance the experience of tourists but also contribute to fostering a warm and welcoming atmosphere in the city. If there were an opportunity to expand the program by hiring 500 more ambassadors, it would undoubtedly have a significant impact on tourism and be a wise investment for the city.

I want to express my deep gratitude to Vidal Rodriguez and Rio Cruiz (who I just met while writing this) and all the welcome ambassadors I who go above and beyond to make San Francisco a memorable place. Their dedication and kindness leave a lasting impression on visitors like myself. Thank you for creating a city that embraces the spirit of hospitality and for the valuable work you do.

With Love and Gratitude 🙌 ,

Josh Eidenberg

[linkedin.com](https://www.linkedin.com/in/josheidenberg)



[Instagram.com/josheidenberg](https://www.instagram.com/josheidenberg)

Sent: Friday, May 26, 2023 2:07 PM

To: Mandy Hall <mandy@sftid.com>

Subject: SF Travel Ambassador Feedback

Chris h and Cole

These humans were amazing. They made are visit welcoming and were very helpful. They went out of the way to answer my kids questions regarding stuff animals. This service was helpful so far it's the first place I have ever experienced such service.

Lisette dwyer

Sent: Tuesday, May 30, 2023 8:01 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Dear Street Ambassadors

We've just had the most wonderful chat with Kurtis who was on Market St earlier this evening. This is our first time in San Francisco and wanted a few pointers. Kurtis was fantastic, really enthusiastic and knowledgeable of the area and the touristy things we should do.

This has been a great start to our visit to your city and we want hesitate to find another 'orange oracle' when we need some help.

Please can you pass on our thanks to Kurtis and the time he spent with us!

Kind regards
Paul & Sarah

Sent: Wednesday, May 31, 2023 5:19 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Today, while I was downtown; Curt help me with directions and provided me with assistance.

He makes sure people are safe.
Leo D

From: Richard Young <richard.young.art@gmail.com>
Sent: Thursday, June 8, 2023 12:01 PM
To: Mandy Hall <mandy@sftid.com>
Subject: Chris @ cable car station

Just a note to say that Chris is an excellent ambassador! Can't tell you how helpful he was with everything from how to get tickets as cheaply as possible and where to eat, play, and get the most out of our stay.

Thank you for your program! You took the work out of our fun!

Richard and Maeve
Maple Bay, BC, Canada

Sent: Thursday, June 8, 2023 1:00 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Raj was a wonderful ambassador . Walked me to MOMA when I was lost

Most grateful
Wendy Geri
Tourist from zistael

From: Karla Toledano <karla_toledano@icloud.com>
Sent: Thursday, June 8, 2023 1:17 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Marley (Marla) was the best and so so helpful! She helped us lost tourist find our way home:) Not only did she kindly direct us in the correct direction, but she was so fun to talk to and converse with. Shes so friendly and just good energy all around.

This girl needs a raise! You can just feel how much she loves and takes pride in her job.

Kindness goes a long way, she definitely made our trip so much better thanks to her knowledge and kindness, and we will remember this part of this trip the most.

I hope whoever this email goes to knows how lucky to have not only a kind , helpful, and friendly employee but a good and person like herself be part of their team.

Thank you Marley for all of your help and for being so kind to us!

Ps. Really consider giving this girl a raise !

From the both of us, Karla - Tracy 🍷 😊

Sent: Thursday, June 8, 2023 5:42 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Hello

I just I wanted to let you know that I'm on my first trip to San Francisco and we happened to run into Chris Hoffman while we were in line waiting for the trolley. He was so super helpful and friendly. He spent so much time with us telling us places to go and things to do. He gave us great ideas for dinner and again so many ideas of things we never would have known about. You're very lucky to have someone like him working for you.

Julie Hull

Sent: Thursday, June 8, 2023 10:06 PM
To: Mandy Hall <mandy@sftid.com>
Subject: Compliment for Chris

Dear SFO ambassador,

I would like to take a moment to express my deepest appreciation for the wonderful experience I had recently while exploring San Francisco, thanks to Chris's incredible assistance and genuine enthusiasm for the city.

It was truly a pleasure to encounter someone as warm and friendly as him. His smile is not only beautiful, but it also exudes an authenticity that made me feel immediately at ease in his presence.

His extensive knowledge of San Francisco and willingness to share his recommendations were truly invaluable. His passion for the city shone through as he took the initiative to introduce me to some of the most fascinating sites and hidden gems that San Francisco has to offer.

His genuine love for San Francisco shines through in every conversation we had, and it made exploring the city an absolute joy.

I wish to convey my appreciation for the SFO ambassadors initiative and Chris for showing the beauty of SFO to visitors like me!

Mia Chow

Sent: Saturday, June 10, 2023 8:47 PM

To: Mandy Hall <mandy@sftid.com>

Subject: Word of appreciation

Please know how much we appreciated Tom's help today. Four travelers were a bit lost in Union Square. We did enjoy the June Tenth events, but we're wondering how to find our way back to Fisherman's Wharf and Ghirardelli square. We asked Tom and he was so helpful! We walked underground with him to 4th Street and took the F bus back to our desired location. Tom saved us from wandering around hopelessly.

The Langs from NH and the Wolters from Germany.

Sent: Saturday, June 10, 2023 12:44 AM

To: Mandy Hall <mandy@sftid.com>

Subject: SF Travel Ambassador Feedback

Hello,

I am writing to let you know my family's appreciation for one of your staff, Chris.

My family was transiting in San Francisco for a day and half without having done much

homework of where to go or how to get around.

We were by the bus stop near our hotel not knowing how the bus system worked. That's when Chris saw us and doing the hand gesture "Are you doing okay? Coz I can help, pointing the 'i' in his uniform "

He was very friendly and helpful, got on the bus with us and on the bus ride to the Chinatown, he explained me the transportation system and giving tons of great tips on where to go, what to eat, when to go..

Running into tourist helper on the street and receiving unexpected genuine help made my trip so wonderful. We went to one of the restaurants he recommended and told us that's where his dad takes his friends when they come to visit. We absolutely loved it. The best food and atmosphere we loved it.

I want to write him a thank you email in person to let him know we had a wonderful time in SF. And we would like to come back for a longer period. Would it be possible to get his email address? I know his first name is Chris and we do have a photo with him for easier reference.

Thanks ,
Songhee from Irvine



Sent: Sunday, June 11, 2023 1:47 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Unparalleled Hospitality: Brittany Kendrick and The Welcome Ambassadors of San Francisco

Brittany Kendrick, is a leading figure of the San Francisco Welcome Ambassadors, she has proven to be an indispensable asset to the city. Under her kindness and leadership, the Welcome Ambassadors have been instrumental in promoting a unique culture, heritage, and spirit of San Francisco to visitors from around the globe.

Britney, with her dynamic personality and infectious enthusiasm, has rejuvenated the concept of city hospitality. Her exceptional communication skills, combined with her profound knowledge of the city, have helped countless tourists and newcomers feel at home in San Francisco.

The Welcome ambassadors, have set a new standard for hospitality in metropolitan areas. Their unwavering commitment to providing friendly, knowledgeable assistance is noteworthy. These dedicated individuals, chosen for their love of the city and desire to share it with others, truly embody the spirit of San Francisco.

Beyond merely directing visitors to tourist attractions, She delves into the heart and soul of the city. They bring to life the tales of the iconic Golden Gate Bridge, immerse visitors in the vibrant culture of the Mission District, and unveil the hidden gems that make San Francisco truly unique.

Brittany Kendrick's innovative approach has resulted in an exponential increase in visitor satisfaction. Feedback consistently highlights the warm, personal touch brought by Kendrick and her team, setting San Francisco apart as a city that not only welcomes its visitors but also embraces them.

In conclusion, Brittany Kendrick and the Welcome Ambassadors of San Francisco have become the beating heart of the city's tourism sector. Their unrivaled dedication, warm spirit, and deep-rooted passion for the city shine through in their exceptional service, transforming every visit into an unforgettable experience.

San Francisco, under the stewardship of Brittany Kendrick and her team, is not just a city to visit, but a city to fall in love with.

Christopher Judkins

Sent: Sunday, June 11, 2023 6:32 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Just had amazing help from Raj as we waited for the tram ride. He was so kind and informative and patient with all of our questions! We loved his passion for the city. Thank you so much. This was our second experience of your team. It's an amazing service you give us tourists!!
Linda and Mark from New Zealand

Sent: Wednesday, June 14, 2023 3:45 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Wanted to very much thank Ron for finding my wallet and contacting me so he could return it. Very grateful for good deeds done by good people like this.

Thank you for investing in this program as downtown SF needs it!
Christian E

Sent: Thursday, June 15, 2023 4:36 PM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Orita was a great help this morning.
My mother and I normally walk places when travelling in new cities but we had a tour booked which was a bit further out of town (google said it would take 1.5 hours to walk there)

We had already purchased our MUNI pass but had no idea what bus would take us to our intended destination or where to get it.
We found Orita on Market St and she was more than willing to look up our intended destination and explain how to get there. She even went as far as to let me take a photo of her screen listing the bus stops ahead of the one we needed so we would be able to keep track and know when to get off.

We would have been lost and certainly stressed if we had not found Orita this morning.

Kind regards
Danae Saxby.

Sent: Saturday, June 17, 2023 11:25 AM
To: Mandy Hall <mandy@sftid.com>
Subject: SF Travel Ambassador Feedback

Just had awesome interactions with two of your ambassadors - Rita at the Ferry Building and Sue at California Cable Car station. They saved us so much time and helped us figure out the easiest way to get where we wanted to go. Really appreciate their help and just wanted to be sure we recognize them for that!

It's so nice that San Francisco has a company that does what yours does for its visitors. Thank you!

Deanna Efir
704-223-8486

From: [CC](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Ronen, Hillary](#); [Shamann Walton](#); [Safai, Ahsha \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Hajee, Zahra \(BOS\)](#); [Prager, Jackie \(BOS\)](#); [Gallardo, Tracy \(BOS\)](#); [Chung, Lauren \(BOS\)](#); [Hsieh, Frances \(BOS\)](#)
Subject: OEWD Film Division's proposed amendment to the Admin. Code
Date: Wednesday, June 21, 2023 9:34:34 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

RE: Proposed amendment to the Administrative Code allowing the San Francisco Film Commission to increase the daily permit fees for film production and also allowing surplus funds in the Film Rebate Project Account to be used to administer and market the Film Rebate Program.

Dear Chair Chan and members of the Budget & Appropriations Committee,

I am writing to urge you to approve the above-referenced budget proposal.

Our City is going through challenging times and we must do what we can to bring back businesses and tourists. One of the economic recovery strategies is to make sure that we present positive images of the City and here's where the San Francisco Film Commission plays a critical role.

Through attracting film productions to the City, the Film Commission serves not only a revenue and jobs generating agency, it is also uniquely positioned to making sure that the beautiful images of San Francisco landmarks as well as diverse neighborhoods are visibly showcased in films that are screened around the world.

Your approval of the proposed changes will make it possible for the San Francisco Film Commission to be competitive with benefits offered by other major cities, and be an effective marketing agent of the City.

Thank you for your consideration.

Sincerely,
Claudine

From: [Ben Bleiman](#)
To: [Jalipa, Brent \(BOS\)](#)
Subject: SF Benefit District Alliance - Letter in SUPPORT of funding for Welcome Ambassador Program
Date: Wednesday, June 21, 2023 10:14:40 AM
Attachments: [SFBDA SF Welcome Ambassador Program Support Letter Budget 23 to 24 and 24 to 25.pdf](#)

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hi Brent,

Thank you kindly for passing this letter along to the B&F Committee on behalf of our organization. Thank you for your work!

Best,

--

Ben Bleiman

Managing Partner

Tonic Nightlife Group

Founder

San Francisco Bar Owner Alliance

Chairman

California Music and Culture Association

415.999.5053

*"I find that a duck's opinion of me is very much influenced by whether or not I have bread."
-Mitch Hedberg*

Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Sent via email with a copy to:
Committee Clerk, Members of the Budget and Appropriations Committee

Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing in support of the continuation of the SF Welcome Ambassador Program. The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

The Welcome Ambassador Program has greeted more than 5.7 million visitors, providing recommendations to local restaurants, businesses, and attractions on 217,000 occasions since their inception. As members of the San Francisco Benefit District Alliance, many of our individual Community Benefit Districts work in collaboration with the Welcome Ambassadors collectively providing a safe, clean, and welcome atmosphere in our city. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses.

Welcome Ambassadors help both visitors, small businesses, and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the Ambassadors are also a key partner to our city agencies by calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services.

I believe the Welcome Ambassador program continues to make locals, employees, small businesses, and visitors feel safe and welcome. Their positive presence encourages more people to come to San Francisco, especially in our key economic core, densely visited and high pedestrian corridors in San Francisco which helps support our local businesses and workforce.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

Sincerely,
Randall Scott

President
SF Benefit District Alliance



From: [Mandy Hall](#)
To: [Jalipa, Brent \(BOS\)](#)
Subject: File 230680 SF Welcome Ambassador Program Support
Date: Wednesday, June 21, 2023 11:28:03 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello Brent

We have been given permission to resubmit this email of support for our hearing tomorrow.

Thank you

Mandy



Mandy Hall (she/her/hers)
Director, SF Welcome Ambassador Program
E mandy@sftid.com | T 415.227.2647 | M 415.871.7078

San Francisco Tourism Improvement District

From: Linda J. Gray Martin <linda.graymartin@rsaconference.com>
Sent: Wednesday, March 8, 2023 6:31 AM
To: Board.of.supervisors@sfgov.org
Cc: Mandy Hall <mandy@sftid.com>
Subject: RSA Conference: Welcome Ambassador Program

Good Morning,

By way of introduction I'm the Senior Vice President of RSA Conference. We're looking forward to holding RSAC 2023 at the Moscone Center from April 24 – 27 and are hoping to welcome 40,000 people to our event.

I wanted to drop you a line with regards to the Welcome Ambassador Program as I feel strongly this program has made a huge difference to the perception of the city being safe and welcoming. We received a lot of negative feedback about the state of the city's streets and concerns about safety after RSAC 2022 last June, and programs like the Welcome Ambassador one go a long way in helping people feel comfortable and secure.

I greatly hope this program is to continue.

Please let me know if you have any questions.

Best wishes.

Please share any additional comments you would like to make about SPIE Photonics West, including what SPIE could have done to make your experience better. (optional)

The meeting is extremely expensive which prevents scientist from poorer countries to attend. So it is pure discrimination. It relies upon scientists/researchers to run the conference with no compensation. Waiving registration is not serious. The location of the conference is awful. Very dirty city. A very big population of homeless people. Their number has probably doubled or Tripled. It looks that the city has no solution. It is about time to change the location.

SPIE should consider holding the Photonics West event in a different city. San Francisco is very expensive. Furthermore, the homeless problem and the crime make it an unappealing place to visit. I did not feel safe after dark walking very far from the center. Surely, there are lots of other, better cities to host this event.

Photonics West should consider San Diego or Las Vegas. San Francisco has become a homeless mess and many customers & colleagues have continually complained.

I have attended SPIE every year for the past six years. Each year the city of San Francisco makes me want to attend the conference less and less. Beyond the prohibitive price of attending an event at this city, the surrounding area of the Moscone Center seems to be falling apart. Please move the conference from the San Francisco area. In general the area is unsafe, and it is uncomfortable to attend a conference at this location. San Francisco does not do a good job taking care of it's streets and providing for it's homeless people, so travelling through the city on foot in the early morning and late at night before and after the conference each day feels extremely unsafe.

We love the conference and exhibit. It is exceptional. The staff is really helpful and courteous. We would have hoped to enjoy more time at the venue with our customers, however there were few places where on could sit and discuss. We also like to add that the food available is of poor quality and it is not only a disappointment but insulting. We hope this gets better as we move forward, it would be great to stay in the building and enjoy a meal with a customer and not have to wonder outside and have to deal with the challenges the city is experiencing. That brings me to my next point, we have been participating in this Conference for over two decades and we don't see San Francisco as before. It is a pity that when we leave the hotel or the venue we are exposed to the homeless problem and the filth associated with such city. This past week, while walking to and from our hotel we saw over 7 homeless partially naked and dirty and being vulgar. Our hope is that, this conference would move to a different location. We are no longer excited to travel to SF and less to bring our families with us as before. We wish you success in the future, but most likely this will be our last visit to SF. Thank you for giving us the opportunity to share our thoughts.

Walking to the hotel at night is dangerous. Homeless people on the streets is sad and on a not acceptable level for such a wealthy city as San Francisco.

The deprivation in the surrounding area is deeply troubling. Many of the local streets are populated by not just the homeless but poor folk who are deranged and sometimes frightening. There is filth and rubbish everywhere; it is only the immediate vicinity of the Moscone Center that is pleasant to walk.

You shall move the event to another city. San-Francisco is full of homeless people sitting on the streets and shouting gibberish. No pleasant time after conference((

San Francisco has degraded over the last few years to the point that I did not feel particularly safe walking around the city. The city obviously has a problem with homeless people, however these individuals in some cases are openly aggressive to passersby. This is NOIT acceptable at any level and although SPIE cannot be held responsible, it will deter me from attending in the future.

SF downtown area appears to be dirtier and the problem with homeless/ drug addicts is getting more and more severe. And the prices for everything went significantly up, far more than in other parts of the country.

While the conference was great, the environment surrounding the conference in San Francisco was concerning. I personally witnessed a dog attack on a homeless person, drug abuse, and human feces in the street. What is SPIE doing to help the situation in San Francisco? What is the city doing to improve the safety and health of conference attendees?

The SPIE show was excellent. The area around it is filled with homeless people sleeping on the sidewalk, and is extremely expensive. I feel that there are much better locations for the show.

the city of San Francisco is getting worse every year. Provide attendees and exhibitors with more advice on how to avoid problems and how to deal with homeless people that we will inevitably encounter.

The location is becoming a problem. The city is now disgustingly dirty and filled with so many pathetic homeless people. For European and Asian visitors, it is really a shock. I was embarrassed taking clients to expensive dinners (e.g. John's Grill) as we have to step over or walk around a zombie apocalypse of human waste. Add to that the prevalence of marijuana at every intersection and it is a horrible experience. Please pick a better location. Our company is strongly considering cancelling our attendance if it remains in this location. We much prefer LASER in Munich for these reasons.

San Francisco in general, but specifically the area around Moscone West, has become very unsafe and uninviting with the presence of too many homeless people. I don't appreciate being accosted and yelled at several times each day on my way from the hotel to Moscone and back - which was only a few blocks. San Francisco is extremely expensive and the area around Moscone really doesn't provide much to justify that - bars/restaurants are mediocre at best, hotels are outdated and overpriced, the streets are unsafe and dirty. I would urge you to consider moving to a different venue.

Great show that was very enjoyable. San Francisco is an embarrassment homeless dump and it was disgusting playing hopscotch dodging fecal matter and homeless on the sidewalk when walking to and from the show. I think it's reprehensible that there is such good police presence in and around the city hall, and none south of the venue, ie Howard St and Folsom. Photonics West needs to be a more active member in improving the quality of environment south of the show.

The conference was very nice as always; however, the city of San Francisco (downtown) is not adding anything to the event. On the contrary, it is very difficult to book a hotel or Airbnb at an affordable price. The quality of hotels is really poor if you pay less than \$250 a night; the amount of homeless people in the area makes the surroundings very dangerous and difficult to relax. I have to say, the price pro quality ratio of the SF city has decrease way to much in the last 10 years. I don't think SF is adding any value to the conference at this point. Please, consider changing the venue.

Too many homeless in downtown SF, it is dangerous to walk in the evening. I hope no accident happened to the PW attendees. We might consider other cities for future PW. Too many homeless people!!

Inside the Moscone center SPIE has done a great job, as usual! But outside, the city of San Francisco is rapidly turning into a grim place with the sharply increasing numbers of homeless people harrassing many neighborhoods, especially those around Union Square where most of the hotels are located. Many exhibitor groups had to implement the rule that females were supposed not to go over the streets by themselves, but in company only after 5:00pm. If the city of San Francisco isn't able, despite charging the highest taxes in the US, to resolve this shortly, my recommendation to SPIE would be to seriously look for an alternative location for the Photonics West conference. I've heard of other conferences that have already decided to move for instance to Phoenix, AZ.

Hotel convenience is important; however, the cost is at the point of gouging the conference goers. I'd be happy to share my bill with you to look at all the charges added on. As such, I'd suggest looking elsewhere to hold the conference in the future, somewhere it is more cost effective. There are plenty of other cities in which the hotels would work with you. I attend conferences all over the world, international & domestic. San Francisco consistently is one of the most expensive. BIOS/Photonics West would be better served in cities like Las Vegas, Orlando, Phoenix, Denver, Salt Lake, Minneapolis, Chicago...etc. All are capable of large conferences, and all seem to work well with conference organizers & travelers. At the very least, maybe some competition in the bidding process would leverage San Francisco to do better on the cost side of things for travelers coming to their city. Don't get me wrong, I generally like San Fran...but this year I actually ate 1 meal a day...just to help save on the overall cost side. I stayed 4 nights in San Fran, hotel bill alone was over \$1346 or \$336.50/night. A lot of that is the add-ons for the city...that only be described as funding their tax-based projects to the benefit of none of the people traveling there. It's done just because they can...very sad. I'll always avoid places like that, the ones that pillage the traveler because they don't care about them. One last point, and again the conference itself was a great experience as always, sadly San Francisco no longer feels like a safe environment in which to walk around. The level of mental illness on the streets had me looking over my shoulder constantly when going to and from the conference or walking out for a meal. Scary place. I'm sad for the people struggling with living on the streets, and my heart goes out to them...but on the flip side...it's unsafe for those needing to be there for business. Better put, not a place that I would bring my family to for vacation or just to experience.

I have felt for the last few years that San Francisco is no longer a suitable location for an international conference. I am sure the crime, filth and constant presence of mentally ill street people is discouraging attendance. I think the conference needs to be moved.

I hope to see PW move from Moscone Center to another city. San Francisco is too dirty, dangerous, and expensive. This might be my last year to attend if continues in San Francisco. Would rather see in Southern California. San Diego, Anaheim, LA... Santa Jose or Santa Clara is also good.

It was a good conference. But San Francisco has gotten even crazier, and it's time to look hard at moving the show to a city where the stores don't have to keep basic items under lock and key.

It would be better if SPIE changed locations, away from San Francisco. I did not feel safe walking in San Francisco from my hotel to the convention center.

Love it that the show is on the West Coast, but really despise San Francisco as a location. It's ridiculously expensive, filthy and crime-ridden.

My First time to San Fransisco. Very shocked by how dirty, unsafe and expensive the city is. I will be reluctant to attend next year if it remains this way.

Parking was full at the official Mascone parking structure. Immediate directions to an alternate lot would have helped.

Please move this out of San Francisco. It really should be held somewhere that is more affordable and safe.

Recommend moving Photonics West to another city due to disgusting conditions and unsafe environment of San Francisco.

Safety-wise, I think the organizer should warn out-of-town attendance about the rampant "Smash and Grab" crime rates in San Francisco.

San Francisco (at least conference neighborhood) has seriously deteriorated in safety and cleanliness and is not an attractive venue for the conference.

San Francisco and the area around the Moscone Center is going downhill. My wife did not feel safe walking the streets, even during the day time. I'd like to see the next show moved to San Diego or Seattle. Somewhere new and more user friendly outside of the exhibition and conferences.

San Francisco is a dump and dangerous. We saw half a dozen people shooting up on the sidewalk. Trash everywhere, dog poop on every sidewalk. I had some attendees who saw an expensive giveaway in our booth. They were filling bags with stuff and had zero interest in anything else. I gave them one and told them one was the limit. We hid the remainder under a table and the items were stolen on Wednesday night. I guess there isn't security at night. Aside from these concerns, I believe the show is run well. Food choices are very weak. While I appreciate the floor plan web page, there was no indication about how to get around the building. That would be helpful.

San Francisco is a horribly dirty and disgusting city. Please relocate the show elsewhere.

San Francisco is a very poor city to be in with the crime, trash and homelessness. The parking and traffic is horrible and it's a very expensive city. The bathrooms are disgusting in the Moscone center.

San Francisco is no longer a safe nor beautiful city. I can't understand why the SPIE continues to host the show here

Santa Clara or San Jose is better.

SF is not a very safe location and getting worse

Stop having the photonics west conference/show in San Francisco. Holding every year in San Francisco makes it less interesting. Visitors from abroad, for instance, would prefer Spie changhanged locationschanghanged. That would give the opportunity to visit other locations while making the the confetece more appealing For visitors. It is not appealing traveling to the same place every year. Moreover, San Francisco city center has become quite unpleasant whit all those drug addicts lying on the streets and shouting / talking nonsense .

The city of San Francisco is disgusting. If PW does not pull out of San Francisco within the next 1-2 years, you will kill any positive momentum started. PLESASE do not focus on the multi-year contract or walk-in traffic. The conference will be significantly negatively impacted if you don't exit San Francisco

The city of San Franciso is deteriorating with every passing year. The sourroundings are terrible - road, pavement conditions. Feces everywhere. Being approached by aggressive people. It is the same every year and attendees always bring this up. What does SPIE think of this and considering moving to a different city that is more clean and safe.

The venue city, San Francisco, was terrible. Too much crime and cost factors contributed to a poor experience.

This was the first year I felt unsafe staying in San Fransisco. There was yelling all night outside my hotel and constant harassment by people on the street walking around the hotel and convention center.

We have exhibitions in Vegas, San Fran, Munich, Stuttgart, Shanghai & Tokyo. San Fran is the most expensive, disgusting and dangerous venue. It is sad that foreigners come and see the worst part of America.

Linda

Linda Gray Martin | SVP, RSA Conference | RSA Conference | Cell: + 1 603 359 7933 |

Email: linda.graymartin@rsaconference.com | Website: www.rsaconference.com



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From: [Mandy Hall](#)
To: [Jalipa, Brent \(BOS\)](#)
Subject: File 230680 SF Welcome Ambassador Program Support
Date: Wednesday, June 21, 2023 11:33:17 AM
Attachments: [Photonics West Freeform Comments.pdf](#)

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello Brent

We have been given permission to resubmit this email of support for our hearing tomorrow.

Thank you

Mandy



Mandy Hall (she/her/hers)
Director, SF Welcome Ambassador Program
E mandy@sftid.com | T 415.227.2647 | M 415.871.7078

San Francisco Tourism Improvement District

From: Jeff Kahn <jeffk@spie.org>
Sent: Friday, March 3, 2023 7:57 AM
To: Board.of.supervisors@sfgov.org
Cc: Mandy Hall <mandy@sftid.com>
Subject: SF Ambassador Program

Dear Board of Supervisors,

My name is Jeff Kahn and I represent SPIE, the organizers of the annual Photonics West meeting. We are a not-for-profit 501c3 organization that has been coming to San Francisco since 2010 and just concluded our 2023 event with registration of 22,000 attendees from over 70 countries. We filled 4,900 hotel rooms on our peak night with a total of 23,000 occupied room nights and will have an economic impact of over \$25 million this year. Not quite up to pre COVID levels but getting closer.

I am writing to you to encourage your continued support of the Ambassador program. While it is not a panacea it is a much-needed step in the right direction. Having a friendly face on the street is a welcome sign for our attendees. When our attendees need directions or have a question it's helpful for them to have a resource available that they can turn to. It is also helpful to have the extra eyes and ears to help monitor the street conditions that our attendees experience while visiting San Francisco.

Every year we do an attendee survey that gets a 10-15% response rate. That survey has a place for free form comments that covers a wide range of topics but often includes ones on street conditions and other things related to the City. While it is easy to automatically attribute these to political viewpoints part of my job is to monitor the number of comments and their content. I've included the ones from our most recent survey for you to read. While they may represent a statistically small sample I view them as the canary in the coal mine and try to extrapolate long term trendlines. Our by-laws require us to act in the best interest of our members and if the negative comments reach the point that we see a financial impact then we have to act. San Francisco is a beautiful place with world class restaurants, hole in the wall gems, great entertainment and a vibrancy that can only come from a world class city. On behalf of your residents and your visitors please help keep it that way.

Thank you for your time,

Jeff Kahn, CPA, CMP

Senior Accountant/ Event Contracts Manager

SPIE - the international society for optics and photonics

jeffk@spie.org

SPIE.

From: [Mandy Hall](#)
To: [Jalipa, Brent \(BOS\)](#)
Subject: File 230680 SF Welcome Ambassador Program Support
Date: Wednesday, June 21, 2023 11:37:36 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello Brent

We have been given permission to resubmit this email of support for our hearing tomorrow.

Thank you

Mandy



Mandy Hall (she/her/hers)
Director, SF Welcome Ambassador Program
E mandy@sftid.com | T 415.227.2647 | M 415.871.7078

San Francisco Tourism Improvement District

From: Mandy Davis <Mandy.Davis@asco.org>

Sent: Monday, March 6, 2023 7:28 AM

To: Board.of.supervisors@sfgov.org

Cc: Mandy Hall <mandy@sftid.com>; Allison Hopkins <Allison.Hopkins@asco.org>

Subject: Importance of Welcome Ambassadors program

Dear San Francisco Board of Supervisors—

My name is Mandy Davis Aitken, and I am the Vice President of Meetings at the American Society of Clinical Oncology. We host two large medical meetings at Moscone West on a yearly basis (details below).

GI Cancers Symposium

- Held every January since 2004.
- 7,700 room nights
- 4675 attendees in 2023

GU Cancers Symposium

- Held every February since 2005
- 10,850 room nights
- 5800 attendees in 2023

I am emailing today to indicate my strong support for the San Francisco Welcome Ambassadors program and highlight how important it is that the program receives funding so it can continue.

The Welcome Ambassadors are a key part of making sure that the area around Moscone Center is safe, secure, and professional. Over the past few years, several medical meetings and other trade shows have moved from San Francisco due to the perception and reality of street safety in San Francisco. This has resulted in attendee and leadership questions about whether San Francisco is the right city to host the GI and GU Cancers Symposium.

While crime and homelessness are something all cities face, the area around Moscone Center has become more challenging in the past decade. There are other solutions required to continue to address this issue but, in the meantime, the welcome ambassadors have been essential in alerting Moscone Center, social services and police if there are issues and making our attendees from all over the world feel more comfortable on the walk from their hotel to the Convention Center. Without this program, ASCO would feel less comfortable hosting the meeting in San Francisco, and it would begin investigating other meeting locations.

San Francisco is a vibrant city with great restaurants, hotels and many other wonderful things that are what attract both ASCO and its attendees to host our meetings each year, but we must prioritize attendee safety and security over all other items. With this program's continuation, we look forward to our continued partnership with the city and Moscone Center.

Sincerely,

Mandy Davis Aitken
Vice President, Meetings
American Society of Clinical Oncology
571-483-1582

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From: [Mandy Hall](#)
To: [Jalipa, Brent \(BOS\)](#)
Subject: File 230680 - SF Welcome Ambassador Program Support
Date: Wednesday, June 21, 2023 11:42:53 AM
Attachments: [image520709.png](#)

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Hello Brent

We have been given permission to resubmit this email for our hearing tomorrow.

Thank you

Mandy



Mandy Hall (she/her/hers)
Director, SF Welcome Ambassador Program
E mandy@sftid.com | T 415.227.2647 | M 415.871.7078

San Francisco Tourism Improvement District

From: Debra Rosencrance CMP <drosencrance@aao.org>
Sent: Friday, March 3, 2023 4:53 PM
To: board.of.supervisors@sfgov.org
Cc: Mandy Hall <mandy@sftid.com>
Subject: Support for SF Ambassador Program

Hello.

My name is Debra Rosencrance, Vice President of Meetings for the American Academy of Ophthalmology which is based in San Francisco at 655 Beach Street.

Our meeting will be held at the Moscone Center, November 3 – 6, 2023. We are expecting 20,000 people and will be utilizing over 48,000 room nights. The Academy's meeting revenue represents 1/3 of organizational operating budget. It's vital that we have a good meeting with strong attendance in San Francisco.

Our attendees come from all over the country and the world – attendance is 75% US and 25% international. We are already getting comments about whether or not people will feel safe attending our meeting. It's imperative to keep the Welcome Ambassador program to provide our attendees and others a sense of security on our streets. The ambassadors offer another level of protection as eyes and ears on the streets. They know how to resolve issues quickly and also provide a friendly resource for our attendees. They are an essential part of welcoming our attendees to San Francisco.

It is our hope that the Board of Supervisors will continue funding for this program now and well into the future. The city of San Francisco must be seen as being proactive in making convention attendees feel safe visiting the city or people will no longer want to meet here.

Thank you for your consideration.

Debra

Debra Rosencrance CMP

My pronouns: She/her/hers

Vice President, Meetings & Exhibits

American Academy of Ophthalmology
[655 Beach Street, San Francisco, CA 94109](#)

O: [+1 415.447.0346](tel:+1415.447.0346)

drosencrance@aao.org | aao.org



**AMERICAN ACADEMY
OF OPHTHALMOLOGY***
Protecting Sight. Empowering Lives.

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From: [Laurie Thomas](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); [Amy Cleary](#)
Subject: Writing in Support of the Welcome Ambassador Program
Date: Wednesday, June 21, 2023 12:08:27 PM

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Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing in support of the continuation of the SF Welcome Ambassador Program.

The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

The Welcome Ambassador Team has greeted more than 7 million visitors, providing recommendations to local restaurants, businesses, and attractions on more than 263,000 occasions since the inception of our program.

In my role as Executive Director of the Golden Gate Restaurant Association (GGRA), I have heard many of our members say how beneficial this program has been for their restaurants.

Welcome Ambassadors help both visitors, small businesses, and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the Ambassadors are also a key partner to our city agencies by calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses.

I believe the Welcome Ambassador program continues to make locals, employees, small businesses, and visitors feel safe and welcome. Their positive presence encourages more people to come to San Francisco, especially in our key economic core, densely visited and high pedestrian corridors in San Francisco which helps support our local businesses and workforce.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

Sincerely,

A handwritten signature in cursive script that reads "Laurie Thomas".

Laurie Thomas
Executive Director
Golden Gate Restaurant Association
laurie@ggra.org

From: [Brian Applegarth](#)
Subject: Welcome Ambassador Program - Support Letter
Date: Wednesday, June 21, 2023 12:48:20 PM

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Hello Supervisor Chan and the Budget & Appropriations Committee,

My name is Brian Applegarth and I represent Applegarth Consultative Services.

I work in tourism and travel, and I would like to thank the Welcome Ambassador Program for the work they have been doing to help both visitors and locals feel safe and welcome. I know this program is also being used as a selling tool to help bring small and large group meetings back to San Francisco and the Moscone Center which have a large economic impact for small and large businesses along with city revenue.

Continuing this program is important to me because, as a globally leading tourist destination, maintaining a positive visitor experience is vital to San Francisco. I see the Ambassadors helping people on a daily basis and they are always friendly and engaging. I know they keep their eyes open for any negative situations that need to be taken care of and I believe this is really important to keep all of us safe and our neighborhoods looking clean.

Please support the budget to continue this valuable program which helps bring people back to our neighborhood and tax dollars back to our city.

Thank you for your time.

Brian Applegarth
Principal | Consultant | SME
615.788.3142 | ba@brianapplegarth.com



From: [Cindy](#)
To: [Cindy Wong- Chen](#), [Supervisor Connie Chan](#), [Sara Adams](#), [Sara Adams](#), [Sara Adams](#), [Sara Adams](#), [Sara Adams](#), [Sara Adams](#), [Sara Adams](#), [Sara Adams](#)
Cc: [Cindy Wong- Chen](#), [Sara Adams](#), [Sara Adams](#), [Sara Adams](#), [Sara Adams](#), [Sara Adams](#)
Subject: SF Welcome Ambassador Program
Date: Wednesday, June 21, 2023 8:12:58 PM
Attachments: [C:\Users\cindywong> SF Welcome Ambassador Program](#)

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FYI thank you!



Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689


Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing in support of the continuation of the SF Welcome Ambassador Program. The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program. The Welcome Ambassador Team have greeted more than 7 million visitors, providing recommendations to local restaurants, businesses, and attractions on more than 263,000 occasions since their inception.

In my role as a small business owner in San Francisco famous Chinatown at China Live, I have personal experience of this program. My favorite interaction with a Welcome Ambassador is sharing and getting great enthusiastic stories. Welcome Ambassadors help both visitors, small businesses and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the Ambassadors are also a key partner to our city agencies by calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses. We need more ambassadors, especially in Chinatown. They are always welcome to stop by China Live.

I believe the Welcome Ambassador program continues to make locals, employees, small businesses and visitors feel safe and welcome. Their positive presence encourages more people to come to San Francisco, especially in our key economic core, densely visited and high pedestrian corridors in San Francisco which helps support our local businesses and workforce. Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

Best regards,


Cindy Wong- Chen
Co-Founder

644 BROADWAY STREET, SAN FRANCISCO, CALIFORNIA 94133 USA ★ WWW.CHINALIVESF.COM

Cindy Wong-Chen
Co-Founder

China Live Ventures Limited, L.P.
644 660 Broadway Street
San Francisco, CA 94133 USA
Mobile: 415.264.4124
Email: cindy@chinalivesf.com

Website: www.ChinaLIVE5F.com

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Public Relations inquiries, contact china@live5f.com

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From: [Kevin Kirberg](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: Mandy@sftid.com; [Peskin, Aaron \(BOS\)](#); [Jalipa, Brent \(BOS\)](#)
Subject: SF Welcome Ambassador Program
Date: Wednesday, June 21, 2023 10:18:09 PM
Attachments: [logo.png](#)
[linkedin.png](#)
[twitter.png](#)
[youtube.png](#)
[insta.png](#)
[fb.png](#)

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Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Sent via email with copies to:
Committee Clerk, Members of the Budget and Appropriations Committee, President of the Board of Supervisors

Dear Chair Chan and Members of the Budget and Appropriations Committee,

In my role as Director of Meetings at the American Society of Anesthesiologists, we are eagerly anticipating hosting our annual meeting in San Francisco this October. When Mayor Breed made a personal visit to Chicago in February 2022 to meet with our leadership and address our concerns related to our 2023 meeting in San Francisco, she noted the Welcome Ambassador program and this was a key element in helping us feel the city was a viable destination to bring 15,000 of our members for our annual meeting.

We at ASA have remained committed to the city for our meeting this year because we value the importance of the city as a leading national destination for meetings and conventions. We believe in the city's ability to continue its redevelopment and to once again become the destination of choice for meetings, conventions, and tourism. Attendee comfort and creating a sense of welcoming and safety is critical to this continued progress which is not only essential for the city and its citizens, but also for the nation. We see the Welcome Ambassador program as one of the cornerstones of what the city needs to provide to achieve these goals and continue as a destination of choice and as one of the great American cities.

I am writing in support of the continuation of the SF Welcome Ambassador Program. The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

The Welcome Ambassador Team has greeted more than 7 million visitors, providing recommendations to local restaurants, businesses, and attractions on more than 263,000 occasions since the inception of our program.

Welcome Ambassadors help both visitors, small businesses and locals. They offer a wealth of

information and services. In addition to answering questions and providing information, the Ambassadors are also a key partner to our city agencies by calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses.

I believe the Welcome Ambassador program continues to make locals, employees, small businesses and visitors feel safe and welcome. Their positive presence encourages more people to come to San Francisco, especially in our key economic core, densely visited and high pedestrian corridors in San Francisco which helps support our local businesses and workforce.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

Regards,

Kevin Kirberg
Director of Meetings
American Society of Anesthesiologists
k.kirberg@asahq.org
815-735-7153

Kevin Kirberg

Director of Meetings

K.Kirberg@asahq.org

T: 847-268-9134 | C: 815-735-7153

American Society of Anesthesiologists

1061 American Lane | Schaumburg, IL 60173



asahq.org



From: [Ruff-Lyon, Stuart](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); Mandy@sftid.com; [Kenley Moy](#)
Subject: San Francisco Welcome Ambassadors Budget
Date: Thursday, June 22, 2023 6:54:19 AM
Attachments: [image001.png](#)

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Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Sent via email with copies to:
Committee Clerk, Members of the Budget and Appropriations Committee, President of the Board of Supervisors

Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing in support of the continuation of the SF Welcome Ambassador Program. The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

The Welcome Ambassador Team has greeted more than 7 million visitors, providing recommendations to local restaurants, businesses, and attractions on more than 263,000 occasions since the inception of our program.

In my role as the Chief Events and Sales Officer at RIMS, the risk management society, I have personal experience of this program. RISKWORLD 2022, our largest annual, citywide event, was held in San Francisco last April. The Welcome Ambassadors provided a warm, welcoming, and friendly experience for our attendees, and we received incredibly positive feedback. Additionally, I believe that the ambassadors provide an additional layer of comfort and security to event attendees, particularly as San Francisco works to overcome safety and security perception issues. Defunding this program will only lead to negative attendee and event organizer experiences with the city, leading to possible event cancellations for meetings taking place in the future.

Welcome Ambassadors help both visitors, small businesses, and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the Ambassadors are also a key partner to our city agencies by calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses.

I believe the Welcome Ambassador program continues to make locals, employees, small businesses, and visitors feel safe and welcome. Their positive presence encourages more people to come to San Francisco, especially in our key economic core, densely visited and high pedestrian corridors in San Francisco which helps support our local businesses and workforce.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

Respectfully,
Stuart Ruff-Lyon

Stuart Ruff-Lyon | Chief Events & Sales Officer | **O** [+1.212.655.6051](tel:+12126556051) | **M** +1-317-914-3161 | rims.org

Discover strategies to elevate your risk program.



From: [Gail Hunter](#)
To: [Chan, Connie \(BOS\)](#)
Cc: [Jalipa, Brent \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Subject: Welcome Ambassador Program
Date: Thursday, June 22, 2023 8:29:45 AM

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Supervisor Connie Chan, Chair
Budget and Appropriations Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Dear Chair Chan and Members of the Budget and Appropriations Committee,

I am writing in support of the continuation of the SF Welcome Ambassador Program. The upcoming city budget includes a proposal for \$5M for Fiscal Year 2023-24 and \$3.15M for Fiscal Year 2024-25, totaling \$8.15M to fund the SF Welcome Ambassador Program.

The Welcome Ambassador Team has greeted more than 7 million visitors, providing recommendations to local restaurants, businesses, and attractions on more than 263,000 occasions since the inception of our program.

In my role as Chair of SF Travel's Public Policy Council I have personal experience of this program. My favorite interaction with a Welcome Ambassador is being warmly welcomed and greeted outside Moscone Center.

Welcome Ambassadors help both visitors, small businesses and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the Ambassadors are also a key partner to our city agencies by calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. This is especially important at this time as San Francisco continues to rebound and overcome narratives around safety and perception that are hurting our city's economy and small businesses.

I believe the Welcome Ambassador program continues to make locals, employees, small businesses and visitors feel safe and welcome. Their positive presence encourages more people to come to San Francisco, especially in our key economic core, densely visited and high pedestrian corridors in San Francisco which helps support our local businesses and workforce.

Thank you for fully supporting the SF Welcome Ambassador Program proposed budget.

Best,

Gail Hunter

From: [Pat Gallagher](#)
To: [Jalipa, Brent \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); hillary.ronen@sfgov.org; [Walton, Shamann \(BOS\)](#)
Cc: julia@sftravel.com; [DPH - cassandra](#)
Subject: What if it was your mother?
Date: Thursday, June 22, 2023 9:08:27 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear overworked members of the appropriations committee,

For heaven's sake, don't cut the Ambassadors! They are the warm, face to face lifeline for visitors in San Francisco. They are on the front line for anybody unfamiliar with our streets. They not only help visitors, but help our diligent police, firemen and other emergency response personnel do their tough jobs. **They will help your elderly mother navigate our beautiful, but sometimes dangerous streets.**

AMBASSADORS are a vital and effective part of San Francisco's response team for everyone!

Thanks for being there to make the tough budget decisions for our city.

Sincerely,

Pat Gallagher
1990 Green Street #101
San Francisco, CA 94123

From: [Mandy Hall](#)
To: [Jalipa, Brent \(BOS\)](#)
Subject: File 230680 SF Welcome Ambassador Program Support
Date: Monday, June 26, 2023 7:46:20 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello Brent
Please can you add this email of support to our above file.
Thank you
Mandy



Mandy Hall (she/her/hers)
Director, SF Welcome Ambassador Program
E mandy@sftid.com | T 415.227.2647 | M 415.871.7078

San Francisco Tourism Improvement District

From: Dan Brodnitz <dbrodnitz@gmail.com>
Sent: Sunday, June 25, 2023 2:44 PM
To: Mandy Hall <mandy@sftid.com>
Subject: Re: Thank you!

Hi,
Sorry for the delay!

I had a fantastic experience on Market with a pair of talented ambassadors. As a long-time bay area (east bay) resident, I'm grateful for their efforts and for this program, and I could see the difference in the feeling on the street because of their presence. When I walked up, one was talking with German visitors, and you could see how much the support meant to them. Then my friends and I engaged with the ambassadors and we were enormously grateful they were there, and also super impressed by their skill and positivity. Wonderful program! I feel like programs like these are bringing Market Stress back to life. Thank you!

Dan Brodnitz, Alameda CA (Bay Area since 1989)