

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



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', written over a thin horizontal line.

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



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.

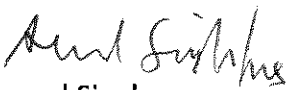
In my role as President of UNITE HERE Local 2, I have personal experience of the benefits of this program.

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



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

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



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.

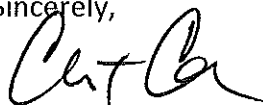
I see Welcome Ambassadors in my neighborhood each day, helping both visitors and locals. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key city partner in calling in street cleanliness issues and supporting our 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](#)

SPIE.

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

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.

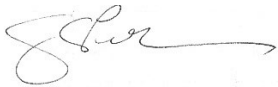
The Welcome Ambassador Program has greeted more than 5 million visitors, providing recommendations to local restaurants, businesses, and attractions on 176,313 occasions since its inception.

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

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 Yerba Buena Community Benefit District (YBCBD) has been grateful for the presence and partnership of San Francisco Welcome Ambassadors in our neighborhood over the last year, and supports continuation of this program.

The Yerba Buena neighborhood is exceptionally diverse. At our center is the Moscone Convention Center, which draws thousands of conventioners into our neighborhood every year. In addition to beautiful green space, awarded restaurants, shopping, and office buildings, we boast the largest number of cultural institutions in all of San Francisco, attracting tourists and locals alike. We are also home to thousands of San Francisco residents. The ecosystem of our neighborhood's economic vitality is heavily reliant upon visitors feeling safe and welcome.

Welcome Ambassadors are in our neighborhood every day, helping visitors, locals and conventioners. They offer a wealth of information and services. In addition to answering questions and providing information, the ambassadors are also a key partner in calling in street cleanliness issues and supporting our most vulnerable populations by referring them to agencies that can provide supportive services. Their work complements the work of our YBCBD clean and safe ambassadors, who are also out on our streets every single day making Yerba Buena a better neighborhood for all. Their partnership has been extremely valuable to our community.

The pride for San Francisco that the Welcome Ambassadors exuberate is palpable to all who interact with them. The program has made returning commuters and visitors feel safe and welcome. It is those positive experiences that encourage more people to come downtown, supporting the recovery of our local businesses and bringing back much-needed jobs to the hospitality industry and our small business community.

Thank you for supporting the San Francisco Welcome Ambassador Program.

Sincerely,

A handwritten signature in black ink that reads "Scott Rowitz". The signature is written in a cursive, flowing style.

Scott Rowitz
Executive Director
Yerba Buena Community Benefit District

The mission of the YBCBD is to advance the quality of life for residents and visitors in the Yerba Buena neighborhood and San Francisco on an ongoing basis by fostering a safer and more secure community, enhancing environmental quality and beauty, and reinforcing the viability of our economic base.

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 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
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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 an 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 Ambassdors 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 Lyft he walked me to 5th and Howard, flagged down my Lyft 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 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



November 7, 2022

To whom it may concern,

The San Francisco Hilton at Union Square hosted the American Society of Travel Advisors' Global Convention on August 24 - 26, 2022. Prior to the event, in response to media reports, several ASTA members expressed concern regarding safety and choice of venue. In response, I personally visited the hotel several times in the months leading up to our event. Each time, I'd walk the streets of the hotel's surrounding neighborhood. On each successive visit, I was impressed by the progress and general 'feeling' in the surrounding area. I was especially impressed with the coordinated efforts of the hotel and local authorities to create and maintain a feeling of safety with the city's ambassador programs and police presence.

ASTA members are primarily women entrepreneurs, aged 45 - 65. Our members sell travel experiences for a living, it's natural for them to explore the surrounding area of our host hotel. ASTA also organized functions outside the hotel, including a black-tie gala dinner at the nearby Palace Hotel, and two nights at the Curran Theater for the live Harry Potter show (one of which I suffered through.) ASTA members experienced the hotel and surrounding area without incident. And our post-convention attendee survey results gave the host city high marks. Frankly, I found the media-driven perceptions of San Francisco to be inaccurate and exaggerated. We'd happily consider the SF Hilton at Union Square for a future event.

Feel free to contact me if I can be of further assistance.

Sincerely,

A handwritten signature in black ink, appearing to read "Zane Kerby", written over a light blue circular background.

Zane Kerby
President & CEO
American Society of Travel Advisors
703-739-6804

From: Michelsen, Douglas <Doug.Michelsen@FOX.COM>
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

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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.
Rudy Corpuz Jr, Founder
United Playaz



Radi Calalang
Radi Calalang, President
SF Filipino Cultural Center



Jose Pecho
Jose Pecho, Chairman
SF Filipino American
Chamber of Commerce



Desi Danagan
Desi Danagan, ED
Kultivate Labs



Al Perez
Al Perez, ED
Filipino American Arts &
Exposition



Carla Laurel
Carla Laurel, ED
West Bay Pilipino Service
Center



Joseph Peralta
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



From: [Emma Marcus](#)
To: [Jalipa Brent \(BOS\)](#)
Subject: File 23-0041 - Mid-Market/Tenderloin Community Based Safety Program
Date: Tuesday, March 7, 2023 7:26:04 PM

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

March 7, 2023

Honorable Connie Chan (Chair), Honorable Rafael Mandelman, and Honorable Ahsha Safai
Budget and Finance Committee
1 Dr. Carlton B. Goodlett Place, City Hall
San Francisco, CA 94102-4689

Via Email to: Brent.Jalipa@sfgov.org

Re: File 23-0041- Mid-Market/Tenderloin Community-Based Safety Program

Dear Honorable Supervisors,

I am writing to request that you approve the items for funding to support the continuation of the Tenderloin/Mid-Market Community-Based Safety Program in partnership with the Mid-Market Foundation and Urban Alchemy.

As an employee at the Bill Graham Civic Auditorium, I spend most of my time in Civic Center. There is no denying that the day-to-day experience of walking through this area is daunting. The positive impact that the presence of Urban Alchemy has had on myself, our staff, and the building is invaluable. My mental health has improved greatly since the deployment of Practitioners in the area. This program has produced visibly positive results while also creating important jobs for individuals that often experience significant barriers to employment. Urban Alchemy Practitioners have experience that allow them to be excellent catalysts for harm-reduction strategies on the ground.

The Community-Based Safety Program has dramatically improved the safety, cleanliness and general livability of some of the city's most challenged blocks. But there is still a lot of work to do and it is critical that we continue to build upon these services. Not approving these requests would be a massive decrease in coverage, negatively impacting the neighborhood and creating a backwards spiral for the quality of life that is already challenging for residents, businesses, youth, seniors, small businesses and theaters. The open-air drug markets would expand exponentially impacting already struggling small businesses and the safety of the neighborhood's employees and residents. It will also mean the loss of more than 87 full time employee positions.

I respectfully request that you support the requests before you to continue this important program. The potential loss of this program is not a step in the right direction.

Sincerely,

Emma Marcus

Another Planet Entertainment

Office: 415-624-8932

Cell: 415-272-7120

[Support APE at the Castro Theatre](#)

From: [Chris Wright](#)
To: [Chan, Connie \(BOS\)](#); [Mandelman, Rafael \(BOS\)](#); [Safai, Ahsha \(BOS\)](#); [Ronen, Hillary](#); [Walton, Shamann \(BOS\)](#)
Cc: [Thornhill, Jackie \(BOS\)](#); [Hsieh, Frances \(BOS\)](#); [Gee, Natalie \(BOS\)](#); [Barnes, Bill \(BOS\)](#); [Lerma, Santiago \(BOS\)](#); [Jalipa, Brent \(BOS\)](#)
Subject: Advance SF Letter in Support of Welcome Ambassador Program Supplemental (File# 230043)
Date: Tuesday, March 7, 2023 2:18:04 PM
Attachments: [Advance SF Letter re Ambassador program - March 7 2023.pdf](#)

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

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,
Chris

Chris Wright

[Advance SF](#)

235 Montgomery St, Suite 965

San Francisco CA 94104

Work: 415-956-1007

Email: chris@advancesf.org



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

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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



March 8, 2023

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

Re: San Francisco Welcome Ambassadors Program—Support

Dear Supervisor Chan,

On behalf of the Building Owners and Managers Association (BOMA) San Francisco, I write in support of the continuation of the San Francisco Welcome Ambassador Program. In greeting more than 5 million San Francisco residents, office workers, and tourists throughout downtown, the Welcome Ambassadors program has provided a key service to our community.

We consistently hear from both our members and our tenants that our ambassadors are a key partner in making people feel welcomed, reporting street cleanliness issues, and advising vulnerable populations about supportive services. These important services are critical in making commuters and visitors feel safe and welcome as they return downtown.

Thank you for supporting the SF Welcome Ambassador Program.

Sincerely,

John R. Bryant
CEO, BOMA San Francisco

Cc: Honorable Members and Staff, Budget and Appropriations Committee



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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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

From: [Molano, Kendra \(SAF\)](#)
To: [Board of Supervisors \(BOS\)](#)
Subject: Fairmont San Francisco- Support
Date: Friday, March 3, 2023 3:56:16 PM
Attachments: [PoliceSupplemental-MT.pdf](#)
[Welcome Ambassador Program-MT.pdf](#)

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Good day,

On behalf of Fairmont San Francisco, General Manager, Markus Treppenhauer, would like to express his support in the Welcome Ambassador Program and the Police Supplemental. Please read attached, we remain at your disposal if there are any questions.

Kind regards,

Kendra Molano
Executive Assistant to the General Manager

The Fairmont San Francisco
950 Mason Street
San Francisco, CA 94108
E Kendra.Molano@Fairmont.com

<http://www.fairmont.com/san-francisco/>



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Fairmont San Francisco

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March 3, 2023

Board President Aaron Peskin
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Honorable Hillary Ronen
Honorable Ahsha Safai

1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94122

Dear Supervisors,

We appreciate the opportunity to share our support of Mayor London Breed's \$27 million budget supplemental to fund police overtime and public safety ambassadors through the end of the fiscal year.

The City has done a miraculous job at re-establishing the safety, and cleanliness of San Francisco after a long road to recovery. As the city is regaining it's momentum, we have started to see more visitors and locals enjoy everything San Francisco has to offer and start to feel safe returning to work, supporting local businesses, and living in the City.

It is great to know that this supplemental will ensure the police have the funding necessary to continue to meet the current levels of service so we can continue to see a safe and clean City. Knowing that San Francisco is short 331 officers from 2019 and 541 officers below the staffing analysis recommended level, shows that we cannot afford to lose officers as we need to keep up with the current levels of service. Most importantly, this supplemental will help continue to support the SFPD Community Ambassadors, who are essential in keeping the City safe by patrolling areas that our visitors and locals visit most.

As the General Manager at Fairmont San Francisco, I truly value the dedication the City has done to help our guests feel safe and welcomed to return. We urge you to strongly consider passing this budget supplemental so San Francisco can continue its path to recovery and ensure we are doing all we can to support a safe and healthy San Francisco.

Sincerely,



Markus Treppenhauer
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,

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

From: [Jeff Kahn](#)
To: [Board of Supervisors \(BOS\)](#)
Cc: mandy@sftravel.com
Subject: SF Ambassador Program
Date: Friday, March 3, 2023 7:57:32 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.

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.

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 one 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 shitting 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 pricest for everything went significantly up, far more that 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 a 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.

From: [San Francisco Travel - President & CEO](#)
To: [Board of Supervisors \(BOS\)](#)
Subject: In Support of the Welcome Ambassador Program
Date: Tuesday, March 7, 2023 11:31:22 AM
Attachments: [SF Travel Letter of Support - SF Welcome Ambassador Program extension March 2023vf.pdf](#)

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

Dear Supervisors,

I am pleased to provide in the attached a letter of support on behalf of San Francisco Travel, highlighting the important work of the Welcome Ambassador program and the crucial need for the extension of the program's grant. Thank you for your time and consideration and all that you do for the city of San Francisco.

Kind regards,
Joe



San Francisco Travel - President & CEO

E president@sftravel.com | T 415.227.2606

San Francisco Travel | One Front Street, Suite 2900 | San Francisco, CA 94111

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San Francisco Named One of the 50 World's Greatest Places by Time Magazine

Home of the 2022 NBA World Champions the Golden State Warriors



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

From: [Linda J. Gray Martin](#)
To: [Board of Supervisors \(BOS\)](#)
Cc: mandy@sftravel.com
Subject: RSA Conference: Welcome Ambassador Program
Date: Wednesday, March 8, 2023 6:32:07 AM

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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.

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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you.

From: [SFTGG President](#)
To: [Board of Supervisors \(BOS\)](#)
Cc: Mandy@sftid.com; Scott@sftravel.com
Subject: Welcome Ambassador Program
Date: Monday, March 6, 2023 11:09:24 AM

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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 Tour Guide Guild established in 1984 and certifying hundreds of guides giving tours in the city daily we would like to offer our support in the continuation of the San Francisco Welcome Ambassador Program.

In our role of guiding and welcoming guests and touring them around San Francisco on a daily basis we have been positively affected by the Welcome Ambassadors downtown and in Fisherman's Wharf standing out in their distinctive orange jackets.

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 the SF Tour Guide Guild and as a past SF port excursion manager for Princess Cruises, the benefits of having these welcome ambassadors engaging with guests has been a great benefit for giving a more positive experience when visiting San Francisco.

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 having an ambassador help our guests find a drug store for getting a needed medication quickly and helping this disabled senior get to the CVS store. What a gift for that person to feel safe and have someone close by to help.

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.

--

Linda Reynolds

President

San Francisco Tour Guide Guild

925 381 4810



From: [Olivia Wong](#)
To: [Board of Supervisors \(BOS\)](#)
Subject: In Support of the Welcome Ambassador Program
Date: Monday, March 6, 2023 8:32:31 AM

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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.

As Assistant Private Events Manager at the Ferry Building, I have personal experience with the benefits of this program. I see Welcome Ambassadors in my neighborhood daily, helping visitors and locals. They offer a wealth of information and services. 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.

Every Ambassador stationed at the Ferry Building is always kind and courteous. They always have a smile on their face, and I've always been greeted with a hello and how are you/how can I help you! 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.

OLIVIA WONG
Assistant Manager, Private Events
—
HUDSON PACIFIC PROPERTIES
M 510-672-2689
hudsonpacificproperties.com

From: [Mandy Davis](#)
To: [Board of Supervisors \(BOS\)](#)
Cc: mandy@sftravel.com; [Allison Hopkins](#)
Subject: Importance of Welcome Ambassadors program
Date: Monday, March 6, 2023 7:28:25 AM

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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: [Debra Rosencrance CMP](#)
To: [Board of Supervisors \(BOS\)](#)
Cc: mandy@sftravel.com
Subject: Support for SF Ambassador Program
Date: Friday, March 3, 2023 4:54:42 PM
Attachments: [image520709.png](#)

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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

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From: [Dave Garrett](#)
To: [Board of Supervisors \(BOS\)](#)
Subject: re: In Support of the Welcome Ambassador Program
Date: Thursday, March 2, 2023 4:53:34 PM

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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 for the continuation of the San Francisco Welcome Ambassador Program.

In my role as Director of Facilities and Events at the Children's Creativity Museum, I have see the difference that this program makes around Yerba Buena Gardens and Moscone Center over the past year.

Our Museum guests, families with young children, are still hesitant to return to our neighborhood due to safety concerns. I've witnessed Welcome Ambassadors greeting and providing information to families as they navigate the 4th Street corridor to our Museum. It feels great to see their positive interactions and I make a point of thanking the Ambassadors for the work they do.

Additionally, Ambassadors provide an extra set of eyes and ears when Moscone conferences are in play. Given the negative reputation that San Francisco has developed over the past 5 years, it is refreshing to have this program working to make convention visitors feel welcome.

The businesses and museums in the Yerba Buena Gardens neighborhood need all the positive vibes we can get. The Welcome Ambassadors are part of our recovery process. With their help, San Francisco has a better chance at regaining its position as a prime business and cultural destination.

Thank you for supporting the SF Welcome Ambassador Program.

Best regards,
Dave

Dave Garrett (*he/him/his*)
Director of Facilities & Events
415-820-3325

Children's Creativity Museum
Yerba Buena Gardens in San Francisco
www.creativity.org/

Be creative at home with our hands-on activities!
Visit www.creativity.org/athome for our free art-and-science activities.



From: [Brian Applegarth](#)
To: [Board of Supervisors \(BOS\)](#)
Subject: In Support of the Welcome Ambassador Program
Date: Thursday, March 2, 2023 4:09:29 PM

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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 a specialized destination consultant, I have personal experience of the benefits of this program.

I see Welcome Ambassadors often, 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.

Brian Applegarth