

A photograph of the Golden Gate Bridge in San Francisco, California, taken at sunset. The bridge's towers and suspension cables are silhouetted against a warm, orange and yellow sky. The water in the foreground is dark with white foam from the waves crashing onto a dark beach. The overall mood is serene and iconic.

Ambassador Grant Amendments

Budget Appropriations Committee
March 8, 2023

RESOLUTIONS AS INTRODUCED

1. Resolution (230041) to increase grant agreement between OEWD and Mid-Market Foundation, for management of the **Mid-Market/Tenderloin Community-Based Safety Program** by \$3.1M through June 30, 2023.
(Contract amendment No. 2)
 2. Resolution (230043) to increase grant agreement between OEWD and the SF Tourism Improvement District, for management of the **Downtown Welcome Ambassadors** by \$3.3M through June 30, 2023.
(Contract amendment No. 4)
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PROPOSED AMENDMENTS

1. Amend resolution (230041) to increase **Mid-Market/Tenderloin Community-Based Safety Program** grant agreement by an additional \$10M and extend the contract through December 31, 2023.
(Contract amendment No. 3)
 2. Amend resolution (230043) to increase **Downtown Welcome Ambassadors** grant agreement by an additional \$3M and extend the contract through December 31, 2023.
(Contract amendment No. 5)
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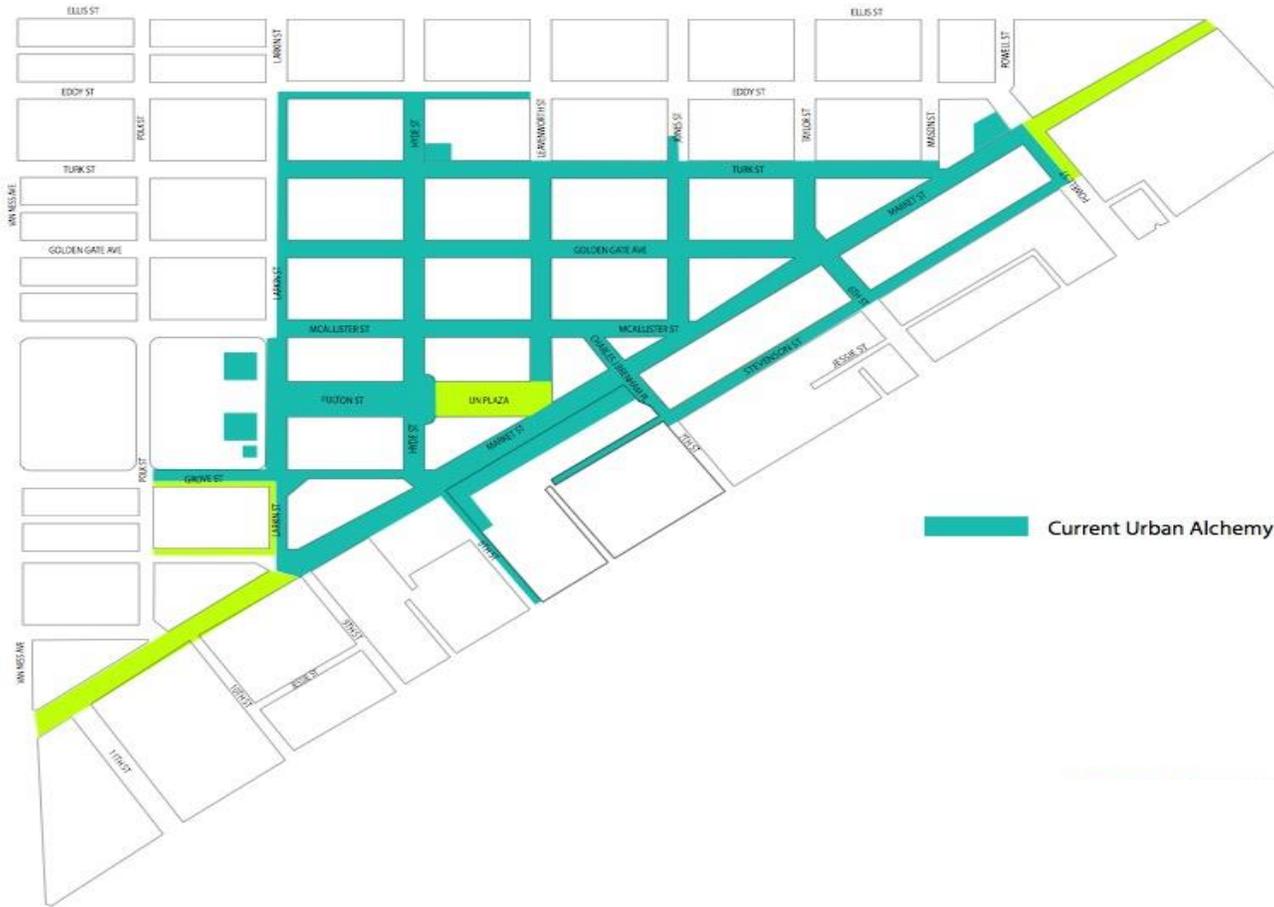
Proposed Amendments

Grant	Current		Resolutions as Introduced		Proposed Amendments	
	NTE	Term	NTE	Term	NTE	Term
Mid-Market/Tenderloin Community-Based Safety Program	\$20.49M	July 1, 2022 - June 30, 2023	\$23.59M	July 1, 2022 - June 30, 2023	\$33.59M	July 1, 2022 - Dec 31, 2023
Downtown Welcome Ambassadors	\$9.93M	July 1, 2021 - June 30, 2023	\$13.23M	July 1, 2021 - June 30, 2023	\$16.23M	July 1, 2022 - Dec 31, 2023

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Mid Market & Tenderloin Community-Based Safety Program

PROGRAM OVERVIEW



MID-MARKET FOUNDATION OVERVIEW



- MMF developed the program vision and lead implementation as a pilot project, in partnership with UA.
- MMF coordinates program services with City agencies, community-based organizations, and other stakeholders.
- MMF provides communication and engagement with community to evaluate and adjust the program to support community requests.

URBAN ALCHEMY OVERVIEW



- Workforce is primarily formerly incarcerated individuals
- Approach is engagement to promote pro-social behavior
- Robust training in engagement and de-escalation



PROGRAM EVALUATION

Community Survey Findings:

- **88% were familiar with program**
- **80% feel safer during program hours**
- **77% report good experiences with ambassadors**

Next survey May 2023



CONCLUSION

Without this resolution, in April:

- **87 Individuals will lose their good paying jobs and benefits.**
- **59 seven day a week, 12 hour posts will be eliminated.**
- **Negative impact on Mid-Market & Tenderloin residents, employees and businesses**

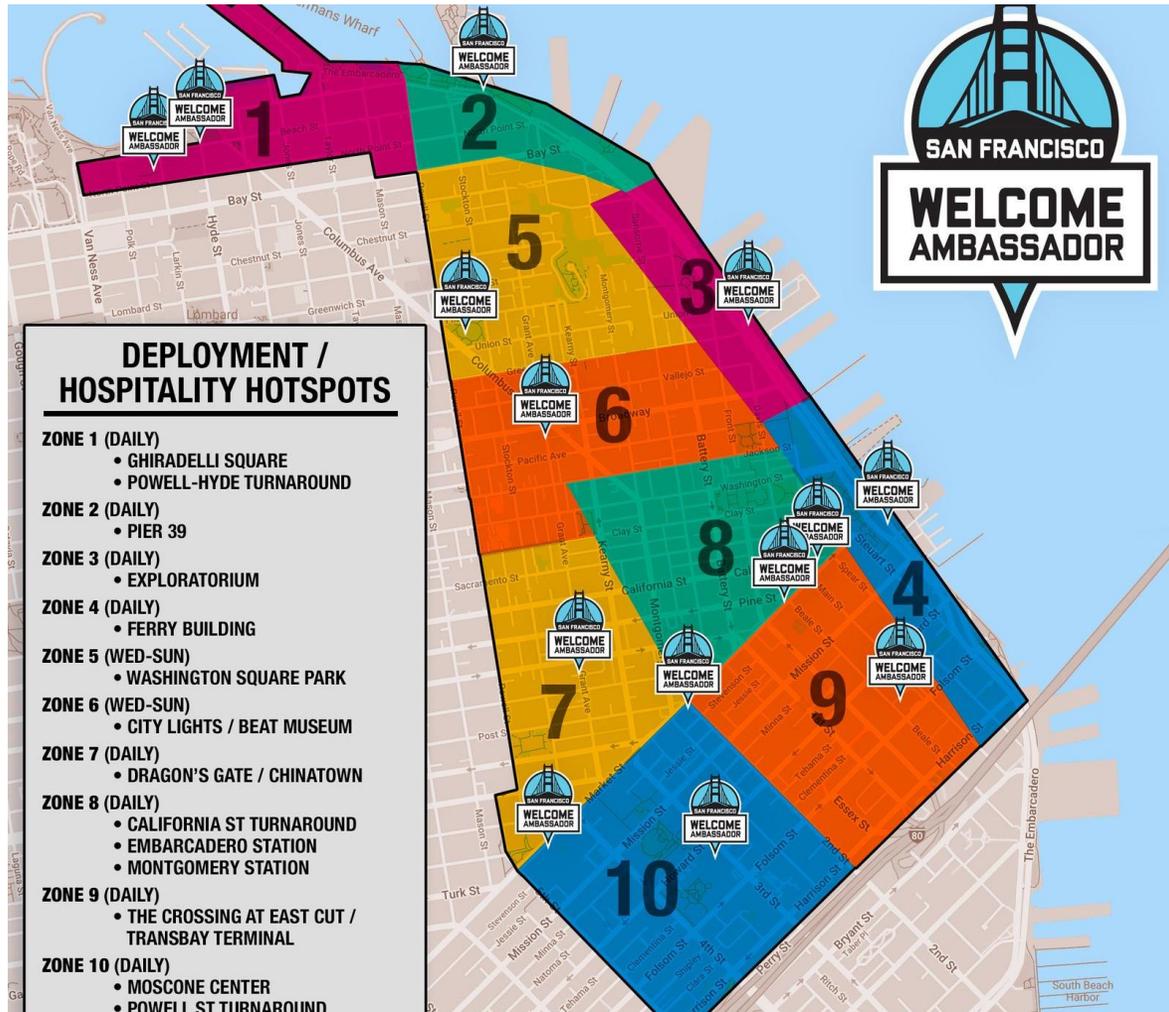
Mid-Market Community-Based Safety Program



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Downtown Welcome Ambassadors

PROGRAM OVERVIEW



ROLES & FUNDING

SFTID

4.5%

- ◁ Holds grant contract with City
- ◁ Deployment, program oversight + Communications
- ◁ Program deliverables

92%

Direct service provider of
Ambassador operations

Block By
Block

3.5%

- ◁ Finance + Admin
- ◁ PR
- ◁ Back-office functions
- ◁ Conventions group communications + logistics

SF Travel

PROGRAM STATISTICS (OCT 21 – FEB 23)



715

Assistance
Calls



129,082

Attraction/
Museum Info



76,122

Business
Information



338,291

Directions
Provided



27,712

Hospitality
Escorts



27,862

Positive
Neighborhood
Engagement



5,987,992

Public
Greetings



18,510

Restaurant
Recommendations



1,070

Translations



6,007

Welfare
Checks

FEEDBACK & SUPPORT

“I think I speak for my Asian community when I commend the city for being responsive to the challenging environment over the past couple of years.”

Marianne Wong,
Chef Concierge,
Cavallo Point

Voted
“Best Visitor
Experience of
2022”

California Travel Association



“...the city is making a commitment to improve the experience of our attendees...”

Kent Rochford, CEO SPIE

- ▶ Local 2
- ▶ Local 16
- ▶ China Live
- ▶ Red and White Fleet
- ▶ SIMCO Restaurant Group
- ▶ Pure Luxury Transportation
- ▶ Beacon Grand Hotel
- ▶ Francis Ford Coppola HQ
- ▶ Palace Hotel
- ▶ Noble House Hotels
- ▶ San Francisco Filipino American Chamber of Commerce
- ▶ Proper Hotel
- ▶ Union Square Alliance
- ▶ Yerba Buena Community Benefit District
- ▶ Hilton Park 55 and Hilton Union Square
- ▶ Downtown SF
- ▶ SF Chamber of Commerce
- ▶ Golden Gate Restaurant Association
- ▶ Code Tenderloin
- ▶ Grand Hyatt
- ▶ Fairmont Hotel
- ▶ Hotel Council

ONE OF OUR MOST IMPORTANT INDUSTRIES

In 2019, San Francisco hosted more than 26.2 million visitors who spent \$10.3 billion during their stay. That makes tourism one of our most important industries. Here's why:

\$819
M

Local Taxes

Local taxes generated by visitors to support essential services

86,100
Jobs

In our hospitality and tourism industries were supported by visitor dollars

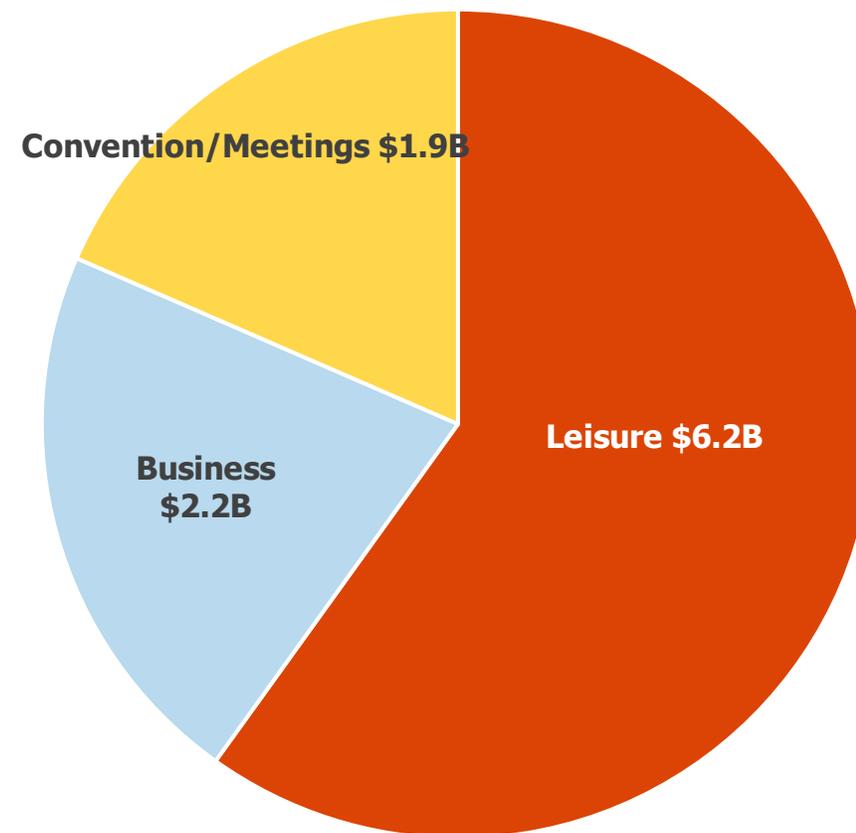
83%
Small
Businesses

Small businesses dominate the travel and tourism industry
SOURCE: US Travel Association

64%+
Spend

Outside of hotels
SOURCE: Tourism Economics

VISITOR SPENDING BY MARKET SEGMENT





CONCLUSION

Without this resolution, there would be an abrupt disruption of service.

- ▶ The funding for the SF Welcome Ambassador Program would run out by April 10, 2023
- ▶ On April 10, over 105 people would be immediately laid off

An aerial photograph of San Francisco, California, showing the city's dense urban landscape and the San Francisco Bay in the background. The word "QUESTIONS" is overlaid in large, white, sans-serif capital letters across the center of the image. The skyline includes prominent buildings like the Transamerica Pyramid and the San Francisco City Hall. The lighting suggests a clear day with a soft, warm glow, possibly from the sun being low in the sky.

QUESTIONS

PROGRAM EVALUATION

96.3%

were familiar with program

97.3%

reported helpful or extremely helpful level of assistance

58.5%

reported feeling safer due to the presence of Welcome Ambassadors

67.3%

reported feeling welcome in the city

ECONOMIC IMPACT OF AT RISK CONVENTIONS OVER NEXT 12 MONTHS

There are 7 large conventions at risk of leaving SF. SFWA Program is being used as a sales tool to offer assistance and a sense of safety to attendees and meeting planners to these and all upcoming groups. If we lose these conventions the economic impact is far reaching into our community

▶ Estimated Direct Spend - \$255.8M

▶ Local Taxes - \$24.4M

▶ F&B (Moscone as well as outside venues/restaurants/bars) - \$56.0M

▶ Estimated jobs supported – 64,212

▶ Hotel Room Nights: 302,639