OEWD Current and Proposed Funding to Ambassador Programs

Name of Program	Geographic Target	Grantee	FY 21-22 Investment	FY 22-23 Proposed	FY 23-24 Proposed
Mid-Market/TL Ambassador Programs	Mid-Market, Civic Center, Tenderloin	Mid Market Foundation	$5,000,000	$20,800,000	$12,400,000
Downtown Ambassadors	Yerba Buena, Downtown/Fi-Di, Union Square, East Cut, Fisherman's Wharf, SOMA, North Beach, Chinatown	SF Travel	$6,440,000	$7,000,000	$5,000,000
Tenderloin Emergency Initiative	Tenderloin	Mid Market Foundation	$7,400,000		
Castro Cares	Castro	Castro CBD	$415,000	$415,000	$415,000
Lower Polk Ambassador Program and Capacity Building	Lower Polk	Lower Polk CBD	$300,000		

Notes:

- *FY 21-22 Investment reflects current encumbered funds to Grantee*
- *FY 22-24 is proposed and contingent on outcome of budget process*