

Downtown Bend Ambassador Program Proposal

Sponsored by the DBBA

Downtown improvement districts are more than just a collection of buildings, stores and restaurants. They're about the experiences people have while they live, work and play downtown. Part of making those experiences memorable and enjoyable is creating an atmosphere that is welcoming and unique. The more comfortable and welcome people feel in your district, the more likely they are to not only return again, but to tell others about their great experience. In addition to creating happy business owners, more consumer traffic generates demand, and we all know demand directly correlates to increased property values.

Mission

The Downtown Ambassadors are a dedicated team of dynamic and responsive professionals that keep Downtown clean, beautiful and friendly.

Attired in distinct uniforms, the Ambassador team is comprised of local citizens who share a common affinity for Downtown and an intimate understanding of what's happening around the neighborhood.

The Downtown Ambassador Program aims to make Downtown Bend's streets a comfortable and safe place to work, live, and visit. Ambassadors help the public with directions, parking, answers to questions, they check in with local businesses, and act as role models for good citizenship. They are a liaison between the Downtown business community and the DBBA, Security Pros and Bend PD. In addition, they are CPR and First Aid Certified.

Empowered to Serve

Ambassadors are not just trained but encouraged to find meaningful ways to improve someone's district experience, whether that's offering an umbrella during the rain or providing directions to a popular restaurant. Some of the hospitality services they provide include:

- ✓ Offering a friendly greeting and assistance.
- ✓ Giving easy-to-follow directions.
- ✓ Providing recommendations on things to see and do.
- ✓ Answering questions.
- ✓ Identifying customer service opportunities, such as carrying packages or holding a door.

Metrics

- Business Assist
- Non-emergency Police Calls
- Behavior Redirection
- Graffiti/Stickers/Trash reported to the 'Clean Team'
- Safety Escorts
- Homeless Outreach
- Motorist Assist/Parking Assist
- Visitor Direction/Referral



Promoting the economic vitality by enhancing the experience, image, and lifestyle of Downtown Bend

Training

- Downtown Bend History
- Local Resource Training
- Communication Training
- CPR & First Aid

Staff

The Lead Ambassador is paid DBBA employee. They enroll, manage & schedule volunteer Ambassadors.

Volunteers

Volunteer ambassadors are managed and scheduled by the Lead Ambassador. Volunteers are required to complete our training. Ideally, the leadership ambassador would have a minimum of 3 volunteer ambassadors working a collective total matched hours, resulting in the following coverage:

	Staff Hours/wk.	Staff Hours/total	Volunteer Matched	Total/All
July 1st - Aug 31st, 2019	40	360	40	720
Sept 1 - Sept 30th, 2019	30	120	30	240
Oct 1-Nov 11th, 2019	16	80	16	160
Nov 12, 2018-March 18th, 2020	10	190	10	380
March 19 - May 20th, 2020	20	200	20	400
May 21 - June 30th, 2020	30	150	30	300
Total Pilot Program Hours:		1100		2200

Proposed Budget for one year pilot program:

1100 hours at \$20/hr	22,000.00
Uniforms/Vests	440.00
Maps & Brochures	800.00
CPR Certification (4)	400.00
Overhead (rent, phones, etc.)	6,000.00
Total Program Cost	29,640.00

Costs absorbed by the DBBA:

- Program Design & Staff Training
- Insurance
- Payroll & Associated Costs



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