



# Ambassador Stats

July 1, 2023 - September 30, 2023



**K-TOWN**  
CONNECT



# K-Town Connect



## Operation Hours

The K-Town Connect Ambassador Program operates a first shift 7am-3:30pm Sunday through Saturday and a second shift 3:00pm-11:30pm Wednesday through Sunday.

## Hospitality and Information

When you see our friendly team out and about downtown in their bright green attire, feel free to ask for directions on where to park, eat and generally have fun. The K-Town Connect team is a fantastic source of information for your downtown experience.

Ambassadors greet pedestrians and provide general assistance, maps and/or directions, information on historic sites, shops, restaurants, public transportation, other places of interest and general information that may be helpful and welcoming. Ambassadors help and support the general public to address a wide range of situations and needs, such as: assistance with the use of parking meter stations, replacing a flat tire, opening a door, escorting employees to parking garages, and by offsetting any potentially negative experience with a positive interaction.



# Hospitality Overview



| Ambassador Acheivements Totals |             |
|--------------------------------|-------------|
| Business Contact               | 779         |
| <b>Directions Provided</b>     | <b>1481</b> |
| Hospitality Assistance         | 7041        |
| <b>Hospitality Escort</b>      | <b>255</b>  |
| Photo Assist                   | 315         |



## Hospitality Hotspots

Heatmap depicts the areas that Ambassadors are active downtown with hospitality from July 1, 2023 through September 20, 2023. This includes but is not limited to helping others use parking meters, suggesting places to eat or shop, and answering questions about events, etc. Assisted over 8,000 people during these specific hospitality tasks.

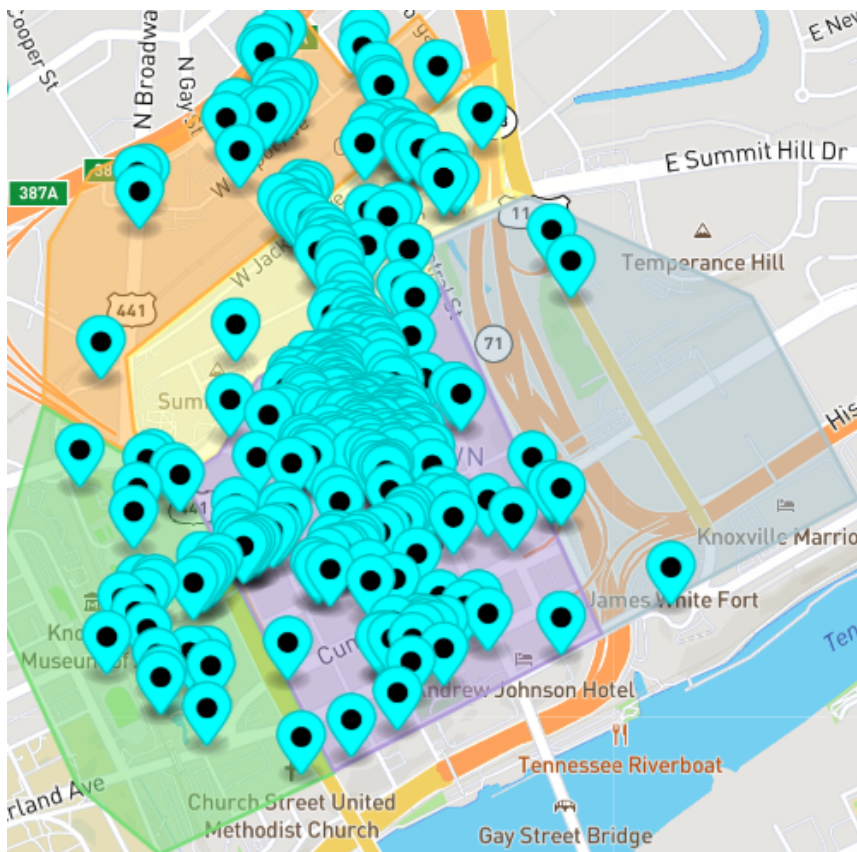
## Ambassador Skills

The best part of hospitality is that it comes natural to everyone on the Ambassador team. Ambassadors are coached to be fun and friendly even in uncomfortable situations. The Knoxville Convention Center sets the perfect Ambassador stage for hospitality assistance.

## Large Crowds

Ambassadors had a busy summer with festivals and events within the district. Over the last quarter, Ambassadors were present for the Fan Boy Expo, Kumba Festival, the return of UTK fall semester, Asian Festival, and many more special occasions.

# Safety Highlights

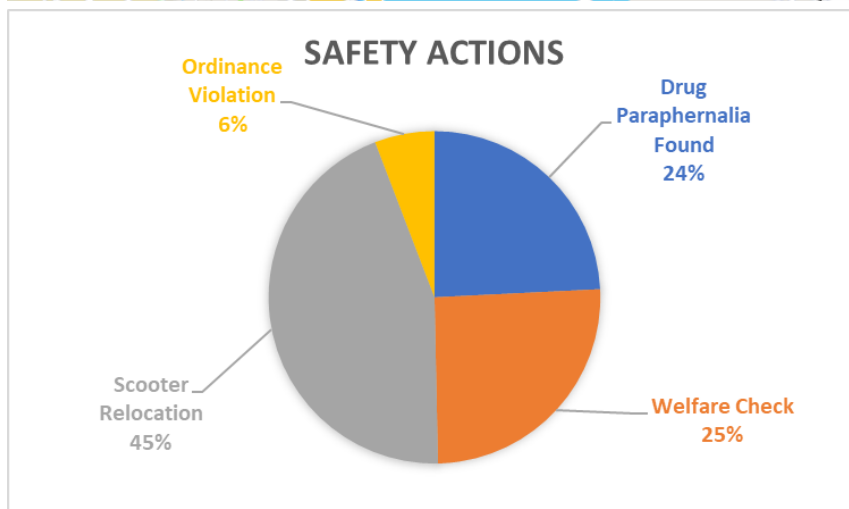


## Initiatives

Safety is our number one priority! Ambassadors are trained to politely ask those participating in an unsafe act to put safety first. Over the last three months Ambassadors have witnessed 697 ordinance violations. Majority of these take place in the middle of Market Square.

## Accomplishments

The Marker Map depicted to the left is each time an Ambassador documented a welfare check. Foundational aspect to the Ambassador role is to promote resources for those in need. Ambassadors could always use more resources within the district. If you have a suggestion, please reach out and let us know!





# Cleaning Highlights

