

AMBASSADOR BULLETIN



AMBASSADOR OF THE *SPRING* QUARTER – FRANCIS FRENCH

Please join us in congratulating **Francis French** as our Ambassador of the Quarter! Francis' first shift was Kraftwerk 3D in July of 2022, and has since worked 33 events and a total of 106 hours! It is always apparent how excited he is to share his love of theatre with patrons and staff. Bravo, Francis!

BRAVO SERVICE REMINDER

Our priority while on duty is to provide the best possible customer service to our patrons throughout their stay with us. As Ambassadors, you are part of our front line team, present and available to help both patrons and the SDT team in your section with any needs that may arise. Our BRAVO approach is meant to be practiced at all times. If you need a reminder of our BRAVO acronym:

Body Language: The way you hold yourself while in position should invite patrons to approach you for assistance. At times when the show is not running, you should be standing at your door, hands either open and welcoming or ready to hand out programs.

Readiness: As patrons begin entering the building, you should be prepared with knowledge of show information, available amenities, and knowledge of your seating area. Part of this includes **being on time for each and every shift**. House rules will change each performance, and you must be aware of these adjustments.

Awareness: Be aware of your surroundings at all times. This includes noting any hazards in your area, any messes that need to be cleared, and any emergency situations that may occur in your section. It may also include reminding patrons to watch their step on the stairs, pulling out a flashlight for latecomers in the dark, and monitoring the events in the house for hold releases or audience disruptions. Communicate these situations as quickly and efficiently as possible.

Value: You bring value to our patrons' experiences! The work you do provides patrons with memories of our events that will last a lifetime. We often receive glowing reviews of our customer service, and we are honored to have you as part of that team! By taking pride in the value you bring to our venues, you in turn create valuable moments to the community and people we reach with these events.

Own it: Own your contributions with SDT, no matter the outcome. By following our BRAVO points, you are doing your best to provide an incredible experience of the theatre to our guests. And sometimes true mistakes are made. Own it! **We are all learning and growing as a team** together; one approach that may have worked well for one situation may be inappropriate for another.

San Diego Theatres **Status**

On Friday, June 30th our various departments gathered for an annual all staff meeting. Here are a few highlights to bring you up to speed.

As some of you have heard, the City of San Diego is creating an Arts District with our venues as the centerpieces. This "District" will be added to the map of downtown, and will program and market cultural events downtown. The area will be from First Ave to 4th Ave, and will include the Civic Theatre, the Balboa Theatre, and the Lyceum Theatre, the Speckles Theatre and the Horton Plaza park event space. San Diego Theatres has been asked to lead the charge to bring this idea into fruition.

Over the next 18 weeks, San Diego Theatres will be undergoing strategic planning to align our organization to help determine the future course of our organization. This strategic planning may lead to several changes, including possible updates to our brand which may involve a name change.

In the meantime, we are finding ways to enhance our theatres and guest experience. In preparation for the Balboa's 100 year anniversary, the building will be undergoing some very fun capital projects. You may have already seen the exterior paint job which has transformed the building with a freshened look. In the coming months, the lobby carpet will be replaced with a custom Balboa themed design. The house right hallway will be transformed into a "Historic walk-through-time" of the venues history. This installation will tell the story of the theatres founding in 1924, and its history over the last 99 years. It will create a newly activated space for guests to discover when they join us to see their favorite artists.

At the Civic, there are plans to do a minor renovation of our lobby spaces as well. This includes removal of the interior ticket office that sits in the main lobby and updating the overall look of the lobby space. Additionally, we are looking at beautifying the west garden space outside of the building. This will be done by removing the old coffee cart, adding a new storage option, as well as adding a food service option in the space.

All in all, things are going great with San Diego Theatres and we could not do this without your support! Stay tuned for what's to come.

What to Bring to a Shift:

Flashlights

- While we have a small store of flashlights that you may borrow at a shift, we strongly encourage you to bring your own small flashlight for ushering.

Name tag

- **You should always have your SDT issued name tag** when you volunteer with us. This is a security measure and part of your uniform.
- If this is your first shift, and you have not been issued a name tag, please inform the house manager when you check in. Your name tag will be ready for you by the end of that shift.

Issued Parking Pass

- Passes are issued for a following shift so that you have it ready when payment is requested upon entry to the Evan Jones Parkade.
- It is recommended to keep your issued parking passes in your car and ready to use.

Floor Captain Reminder

When you are assigned to an area, you will always have at least one member of our usher staff with you. This person or people are who you immediately report to once in your assignment. They will have more extensive knowledge and training about our venues, procedures, and expectations. Your floor captains have been vetted and trained as leaders. Many floor captains may be of college age, but that does not diminish their training and management's trust in them. We ask that no matter how many times you've volunteered or how young your floor captain may seem, you give them the same attention and respect during their floor briefing as you do to the house manager at the start of your shift. Our staff are present at events much more frequently than even our most experienced volunteers, and are more quickly aware of changes to policies.

Congratulations to our Ambassador of the Winter Quarter, Mike Carroll!

Mike has been volunteering with San Diego Theatres for just over a year, completing 23 events and has logged over 80 hours in the program! He approaches volunteering with SDT with a heart of service, a warm smile, and genuine excitement to be part of our organization. Mike, we appreciate the time, energy, and dedication you bring to our team.



New uniform policy to be announced! Make sure to check your email and spam folders to know what to wear!