CITY OF
MADEIRA BEACH
FLORIDA

VOLUNTEER AMBASSADOR PROGRAM

Creating a More Welcoming Visitor Experience



Commissioner David Tagliarini
Workshop Discussion

1

1

WHAT IS A VOLUNTEER AMBASSADOR?

A trained volunteer who serves as a visible, friendly resource for visitors.

AMBASSADORS WOULD:

- Wear city-owned Ambassador vests
- Work during peak weekends
- Assist at Village Fridays
- Assist at Seafood Fest and other events
- Provide information and guidance
- Support, but not replace, city staff



AMBASSADORS WOULD NOT:

- Issue citations
- Enforce regulations
- Confront violators

2

WHY CONSIDER AN AMBASSADOR PROGRAM?

Visitors Frequently Need Help With:

- Parking locations
- ParkMobile app assistance
- Parking regulations and time limits
- Directions and wayfinding
- Beach access points
- Event information
- General questions about Madeira Beach

A friendly conversation can prevent a complaint before it happens.



3

AMBASSADOR RESPONSIBILITIES

PARKING ASSISTANCE

- Help visitors locate parking
- Assist with ParkMobile
- Explain parking rules
- Answer common parking questions



VISITOR ASSISTANCE

- Directions and wayfinding
- Beach access information
- Event information
- Local attraction guidance



COMMUNITY SUPPORT

- Extra eyes and ears for the city
- Report issues to appropriate staff
- Improve visitor experiences



4

AMBASSADOR FOR A DAY

Pilot Launch Idea

Mayor and Commissioners volunteer during a Village Friday event.

BENEFITS:

- Lead by example
- Test the program firsthand
- Better understand visitor concerns
- Generate positive publicity
- Demonstrate community involvement



If we're asking residents to volunteer, we should be willing to do it ourselves first.

5

5

COMMUNICATION & SUPPORT

AMBASSADORS WOULD HAVE ACCESS TO:

- City-issued radio or communication device
- Parking Enforcement staff
- Event coordinators
- City support personnel

THEY CAN:

- Request assistance
- Report concerns
- Answer questions
- Connect visitors with city resources



6


BENEFITS TO MADEIRA BEACH
ENHANCED VISITOR EXPEREINCE
Friendlier atmosphere
Reduced frustration
SUPPORT FOR BUSINESSES
Better visitor engagement
Longer visits
SUPPORT FOR CITY OPERATIONS
Reduced parking confusion
Additional community presence
COMMUNITY ENGAGEMENT
Residents serving residents
Positive civic involvement
LOW COST / HIGH VISIBILITY
Uses existing city resources
Can begin as a pilot program
9

7


IDEAL VOLUNTEER CANDIDATES
POTENTIAL PARTICIPANTS
Year-round residents
Seasonal residents
Retirees
Business owners
Civic organization members
Former city employees
Community volunteers
STUDENT OPPORTUNITIES
Students from St. Petersburg College
Other local colleges and universities
Service-learning participants
Students seeking internship or volunteer hours
Future public administration and hospitality professionals
BENEFIT: Creates a sustainable volunteer recruitment pipeline.
7

8

TRAINING & QUALIFICATIONS

SUGGESTED QUALIFICATIONS

- Minimum age requirement
- Positive attitude
- Strong communication skills
- Background check (if deemed appropriate)
- Ability to walk assigned areas



TRAINING TOPICS

- City orientation
- Parking and ParkMobile
- Customer service
- Visitor engagement
- Radio procedures
- Emergency contacts
- Event operations

TRAINING GOAL: Friendly, informed, and professional ambassadors.

8

9

AMBASSADOR UNIFORM

VEST – FRONT



VEST – BACK



PIRATE HAT



EQUIPMENT



Two-way radio for communication and assistance.

FRIENDLY FACES. LOCAL HELP.

ASK ME! WE'RE HERE TO HELP.

10


“Visitors may not remember where they parked, but they will remember how they were treated.”
Madeira Beach Volunteer Ambassador Program

11