

Legacy Business Registry Staff Report

HEARING DATE JUNE 24, 2019

CRUISIN' THE CASTRO WALKING TOURS

Application No.: LBR-2018-19-056
Business Name: Cruisin' the Castro Walking Tours
Business Address: 815 Burnett Avenue, #2
District: District 8
Applicant: Kathleen Amendola, Owner and Tour Guide
Nomination Date: May 13, 2019
Nominated By: Supervisor Rafael Mandelman
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Cruisin' the Castro Walking Tours ("Cruisin' the Castro") is a tour company that was established in 1989 by local historian Trevor Hailey. Hailey arrived in the Bay Area in 1972 as Dorothy Evelyn Fondren ("Evelyn"), a Lieutenant Commander in the United States Navy. A proud lesbian, she found herself immersed in the social and political upheaval of lesbian and gay people in San Francisco in the 1970s and 1980s. Being a history buff, Evelyn went on to receive her master's degree in Recreation & Leisure and specialized in San Francisco History and Tourism. In 1989, she changed her name to Trevor Hailey because she wanted an androgynous name. That year, Hailey created "Cruisin' the Castro, from a historical perspective with Trevor Hailey," which weaved a tapestry of LGBTQ history and culture dating from San Francisco's Gold Rush to the AIDS epidemic and beyond, and she established the business Cruisin' the Castro.

Upon Hailey's retirement in 2005, travel industry professional and local resident Kathy Amendola purchased Cruisin' the Castro and continued to be the orator of the LGBTQ community. Amendola, having many years of travel and tourism expertise, began her career in New York City. Her journey led her to Maui, where she worked for luxury hotels and resorts in sales and marketing. During the 2000s, the Castro neighborhood transformed from a neighborhood of white, homosexual men to a much broader spectrum of sexuality, including bisexuality and pansexuality. The tours embrace this diversity and include civil rights, educating global visitors on the history and struggle of LGBTQ people. This includes empowering and encouraging others to embrace human rights. Amendola shares her vast knowledge and community involvement with public tours, schools, universities and corporate groups from around the world.

The business is headquartered on the east side of Burnett Avenue between Crestline Drive and Parkridge Drive in the Twin Peaks neighborhood.

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Noe Street from 1989 to 2005 (16 years)
815 Burnett Avenue, #2 from 2005 to Present (14 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the history and identity of the Castro neighborhood and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Cruisin' the Castro Walking Tours is associated with the tradition of LGBTQ oral history and storytelling.
- Both Trevor Hailey and Kathy Amendola have become historical icons in the LGBTQ community and are known worldwide. Up until her retirement in 2005, Trevor Hailey was an iconic figure in the Castro, as she had educated and empowered tens of thousands of visitors for 16 years.
- The property has a Planning Department Historic Resource status code of "C" (No Historic Resource Present).
- Trevor Hailey was recognized twice in resolutions from the mayor, naming days in her honor. In 2009, both Amendola and Cruisin' the Castro Walking Tours were awarded the "Certificate of Honor" from the San Francisco Board of Supervisors as public recognition of distinction and merit for outstanding service to the people of the City and County of San Francisco. Since 2011, Cruisin' the Castro Walking Tours has been awarded the "Certificate of Excellence" and "2015 Hall of Fame Member" from TripAdvisor for their outstanding tour experiences.
- Cruisin' the Castro has been referenced in many publications over the decades. Following are highlights:
 - PBS "Only in the Castro with Trevor Hailey."
 - San Francisco Chronicle "Trevor Hailey -- started Castro gay history tours."
 - San Francisco Chronicle "LGBTQ heritage districts strive to preserve vanishing culture."
 - San Francisco Chronicle "Airbnb competitor Peek raises \$23 million; changes at Smyte and Khan Academy."
 - Kathy Amendola appeared on the LGBTQ cable show "10%", with David Perry on numerous occasions.
 - Cruisin' the Castro Walking Tours is also featured in worldwide guide books and magazine publications in many languages.

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, the applicant is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Cruisin' the Castro Walking Tours qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.





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Physical Features or Traditions that Define the Business:

- Intimate, personalized walking tours of the Castro neighborhood.
- LGBTQ+ history, culture and civil rights tour content.
- A focus on landmark sites.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Tour company featuring LGBTQ Castro history.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Cruisin' the Castro Walking Tours currently located at 815 Burnett Avenue, #2 in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE JUNE 24, 2019

CRUISIN' THE CASTRO WALKING TOURS

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2018-19-056
Business Name: Cruisin' the Castro Walking Tours
Business Address: 815 Burnett Avenue, #2
District: District 8
Applicant: Kathleen Amendola, Owner and Tour Guide
Nomination Date: May 13, 2019
Nominated By: Supervisor Rafael Mandelman
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR CRUISIN' THE CASTRO WALKING TOURS, CURRENTLY LOCATED AT 815 BURNETT AVENUE, #2.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on June 24, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Cruisin' the Castro Walking Tours in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Cruisin' the Castro Walking Tours:

Physical Features or Traditions that Define the Business:

- Intimate, personalized walking tours of the Castro neighborhood.
LGBTQ+ history, culture and civil rights tour content.
A focus on landmark sites.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Cruisin' the Castro Walking Tours on the Legacy Business Registry:

- Tour company featuring LGBTQ Castro history.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on June 24, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-056
Business Name: Cruisin' the Castro Walking Tours
Business Address: 815 Burnett Avenue, #2
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Applicant: Kathleen Amendola, Owner and Tour Guide
Nomination Date: May 13, 2019
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CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? Yes No

Noe Street from 1989 to 2005 (16 years)
815 Burnett Avenue, #2 from 2005 to Present (14 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? Yes No

NOTES: N/A

DELIVERY DATE TO HPC: May 23, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 8



City and County of San Francisco

RAFAEL MANDELMAN

May 13, 2019

Re: Nomination of Cruisin' the Castro Walking Tours to the Legacy Business Registry

Dear Director Regina Dick-Endrizzi:

I'm writing to nominate Cruisin' the Castro Walking Tours ("Cruisin' the Castro") for the Legacy Business Registry. Cruisin' the Castro has been in continuous operation since 1989 when it was founded by Dorothy Evelyn Fondren, later known as Trevor Hailey.

Being a history buff, Hailey went on to receive her Master's Degree in Recreation & Leisure and specialized in San Francisco History and Tourism. Cruisin' the Castro's walking tours led by Hailey of the became a highlight of the San Francisco experience for many visitors and, as the Castro itself changed in composition and outlook, the tours were adapted to reflect these shifts in diversity and interest.

Upon Trevor's retirement in 2005, travel industry professional and local resident Kathy Amendola purchased Cruisin' the Castro and continued to be the orator of the LGBTQ community. After the presidential election in 2016, Kathy began shifting her tours to include civil rights, educating global visitors on the history and struggle of LGBTQ people. Kathy share her vast knowledge with public tours, schools and corporate groups from around the world.

Cruisin' the Castro regularly participates in both neighborhood and citywide LGBTQ events. This includes volunteering for the Castro Street Fair, the San Francisco Dyke March, the San Francisco Pride Parade, the Rainbow Honor Walk, the LGBTQ Cultural Heritage District and the Pink Triangle Park & Memorial just to name a few. The business also supports dozens of LGBTQ community events on an annual basis with tour donations.

Given its enduring presence in the Castro District, its commitment to providing educational tours of the community and its record of giving back to neighborhood non-profits, I strongly believe that this business would benefit greatly from being a part of San Francisco's Legacy Business Registry. I thank you for your consideration.

A handwritten signature in black ink, appearing to read "Rafael Mandelman".

Rafael Mandelman
Member, San Francisco Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:

CRUISIN' THE CASTRO WALKING TOURS

BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)

KATHLEEN AMENDOLA

CURRENT BUSINESS ADDRESS:

815 BURNETT AVE, #2
SAN FRANCISCO, CA 94131

TELEPHONE:

(415) 550-8110

EMAIL:

KATHY@CRUISINTHECASTRO.COM

WEBSITE:

WWW.CRUISINTHECASTRO.COM

FACEBOOK PAGE:

FACEBOOK.COM/CRUISIN-THE-CASTRO-WALKING-TOURS

YELP PAGE

YELP.COM/BIZ/CRUISIN-THE-CASTRO-TOURS-SAN-FRANCISCO

APPLICANT'S NAME

KATHLEEN AMIENDOLA

Same as Business

APPLICANT'S TITLE

OWNER + TOUR GUIDE

APPLICANT'S ADDRESS:

815 BURNETT AVE, #2
SAN FRANCISCO, CA 94131

TELEPHONE:

(415) 550-8110

EMAIL:

KATHY@CRUISINTHECASTRO.COM

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:

0368179

SECRETARY OF STATE ENTITY NUMBER (if applicable):

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OFFICIAL USE: Completed by OSB Staff

NAME OF NOMINATOR:

DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
Noe Street (Home Address of Trevor Hailey AKA Evelyn Fondren)	94114	1989
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1989-2005	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
815 Burnett Avenue, #2	94131	Start: 2005
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

KATHLEEN AMENDOLA 3/28/19

Name (Print):

Date:

Signature:

CRUISIN' THE CASTRO WALKING TOURS

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Cruisin' the Castro Walking Tours ("Cruisin' the Castro") is a premier tour company that was established in 1989 by local historian Trevor Hailey.

The company's story begins with the arrival of Dorothy Evelyn Fondren ("Evelyn"), a Lieutenant Commander in the United States Navy, at an Oakland naval hospital in 1972. Evelyn, a proud lesbian, left the Navy to make an impact in the world and found herself immersed in the social and political upheaval of lesbian and gay people in San Francisco in the 1970s and 1980s.

Being a history buff, Evelyn went on to receive her Master's Degree in Recreation & Leisure and specialized in San Francisco History and Tourism.

In 1989, she changed her name to Trevor Hailey because she wanted an androgynous name. That year, she created "Cruisin' the Castro, from a historical perspective with Trevor Hailey," which weaved a tapestry of LGBTQ history and culture dating from San Francisco's Gold Rush to the AIDS epidemic and beyond. Also in 1989, Trevor established the business Cruisin' the Castro.

Upon Trevor's retirement in 2005, travel industry professional and local resident Kathy Amendola purchased Cruisin' the Castro and continued to be the orator of the LGBTQ community. Kathy, having many years of travel and tourism expertise, began her career in New York City. Her journey led her to Maui, where she worked for luxury hotels and resorts in sales and marketing. Like Trevor, Kathy was seeking a community that openly embraced diversity and, in 1999, she found a safe "out" haven in the 45 colorful blocks known as the Castro. After she purchased Cruisin' the Castro, Kathy added "Walking Tours" to the name of the business.

During the 2000s, the Castro neighborhood transformed from a neighborhood of white, homosexual men to a much broader spectrum of sexuality, including bisexuality and pansexuality. Baby carriages began to follow with same-sex couples and LGBTQ allies. Kathy's tours embraced the diversity and created the most comprehensive LGBTQ tour in the world.

After the presidential election in 2016, Kathy began shifting her tours to include civil rights, educating global visitors on the history and struggle of LGBTQ people. This includes empowering and encouraging others to embrace human rights. She not only provides

entertaining tours, Kathy share her vast knowledge and community involvement with public tours, schools, universities and corporate groups from around the world.

Cruisin' the Castro Walking Tours is a rare and exceptional San Francisco business spanning 30 years created by two passionate women. Through their political activism, cultural knowledge, colorful personalities and heartfelt stories, they've lived history, changed history and educated others about history. Together, their abilities provide a unique service that's unsurpassed in sharing the tales of one magical city.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

The business has not ceased operations since it was founded in 1989.

c. Is the business a family-owned business? If so, give the generational history of the business.

Cruisin' the Castro Walking Tours is not technically a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

The ownership history of (the business) is as follows:

1989 to 2005: Trevor Hailey (formerly Dorothy Evelyn Fondren)

2005 to Present: Kathy Amendola

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

Cruisin' the Castro Walking Tours is not located in a commercial space.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Cruisin' the Castro Walking Tours has been a direct and major contribution to the LGBTQ community and worldwide culture for 30 consecutive years. Both Trevor Hailey and Kathy Amendola have educated and empowered tens of thousands of people over 3 decades. No other tour company has been passionately dedicated to the teaching the obscure history of the "invisible culture," meaning LGBTQs do not look a certain way that's identifiable (e.g., skin color, eyes, physical traits); they blend with all cultures and most hide because of oppression, making them "invisible." Trevor and Kathy's contribution has sent infinite ripples across the globe in supporting positive changes for LGBTQ people with regard to social, political and religious rights.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Cruisin' the Castro Walking Tours is a premier San Francisco tour company that has set a high standard in the travel and tourism industry for 30 years. The business is a professional, legitimate, highly awarded and respected member of the LGBTQ community.

Cruisin' the Castro has always participated in both community and citywide LGBTQ events. This includes volunteering for the Castro Street Fair, the San Francisco Dyke March, the San Francisco Pride Parade, the Rainbow Honor Walk, the LGBTQ Cultural Heritage District, LGBTQ historic preservation and the Pink Triangle Park & Memorial just to name a few. In addition to this, the business supports dozens of LGBTQ community events on an annual basis with tour donations.

Kathy Amendola appeared in the movies "Milk" and "When We Rise" as a movie extra.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Trevor Hailey was recognized twice in resolutions from the mayor, naming days in her honor.

In 2009, both Kathy and Cruisin' the Castro Walking Tours were awarded the "Certificate of Honor" from the San Francisco Board of Supervisors as public recognition of distinction and merit for outstanding service to the people of the City and County of San Francisco.

Kathy's legacy with Cruisin' the Castro Walking Tours includes many five-star tour reviews across worldwide travel sites. Since 2011, Cruisin' the Castro Walking Tours has been awarded the "Certificate of Excellence" and "2015 Hall of Fame Member" from TripAdvisor for their outstanding tour experiences. Kathy acclaims her success to having the ability to connect with others and sharing the love. She claims that she can't change the world by herself and therefore empowers others to do so as well.

Cruisin' the Castro has been referenced in many publications over the decades. Following are highlights:

- PBS
"Only in the Castro with Trevor Hailey"
<https://www.kqed.org/tv/programs/index.jsp?pgmid=18302>
- San Francisco Chronicle
"Trevor Hailey -- started Castro gay history tours"
<https://www.sfgate.com/bayarea/article/Trevor-Hailey-started-Castro-gay-history-tours-2555870.php>
- San Francisco Chronicle
"LGBTQ heritage districts strive to preserve vanishing culture"
<https://www.sfchronicle.com/travel/article/LGBTQ-heritage-districts-strive-to-preserve-13165117.php>
- San Francisco Chronicle
"Airbnb competitor Peek raises \$23 million; changes at Smyte and Khan Academy"
<https://www.sfchronicle.com/business/article/Airbnb-competitor-Peek-raises-23-million-13040506.php>
- Kathy Amendola appeared on the LGBTQ cable show "10%", with David Perry on numerous occasions.
"David Perry speaks with Kathy Amendola, owner of Cruisin' the Castro Walking Tours"
<https://www.youtube.com/watch?v=exAzsl2YqKA>

Cruisin' the Castro Walking Tours is also featured in worldwide guide books and magazine publications in many languages.

d. Is the business associated with a significant or historical person?

Yes, both Trevor Hailey and Kathy Amendola have become historical icons in the LGBTQ community and are known worldwide. Up until her retirement in 2005, Trevor Hailey was an iconic figure in the Castro, as she had educated and empowered tens of thousands visitors for 16 years.

Cruisin' the Castro Walking Tours encompasses a wonderful community called "family." There are many people who have made huge impacts in LGBTQ history in the neighborhood that still live there. On tour, people are encouraged to get to know the neighbors who include author Armistead Maupin, author of the "Tales of the City" series; Cleve Jones, civil rights activist and creator of the AIDS Memorial Quilt, Names Project and the movie "When We Rise"; Ken Jones,

AIDS activist; Dustin Lance Black, writer of the movie "Milk" with Sean Penn; Stuart Milk, LGBTQ human rights activist, political speaker, nephew of civil rights leader Harvey Milk and co-founder of the Harvey Milk Foundation; and many more neighbors who make up the community.

e. How does the business demonstrate its commitment to the community?

Kathy Amendola is intimately involved in the Castro community. Kathy has been a volunteer board member for organizations such as the Merchants of Upper Market & Castro (now Castro Merchants) and the Golden Gate Business Association. She is an emeritus board member of the Rainbow Honor Walk, the Castro's landmark project of bronze sidewalk plaques honoring famous LGBTQ people who have made a difference in world history. She presently serves on the board of directors for the Pink Triangle Park & Memorial, the first memorial in United States remembering men persecuted for homosexuality in fascist Europe between 1933 and 1945.

Noticing Kathy's outstanding community expertise, the San Francisco Police Department began incorporating Kathy's LGBTQ tour as part of its cultural training for new police cadet classes in 2018. Since then, over 300 cadets have cruised the Castro with Cruisin' the Castro.

f. Provide a description of the community the business serves.

Cruisin' the Castro Walking Tours attracts all types of people from domestic and worldwide destinations that are interested in learning about LGBTQ history, culture and civil rights in America. This includes, but is not limited to, public tours, schools, university groups, corporate groups and special interest groups. It's inclusive of age and mobility challenges.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

Cruisin' the Castro Walking Tours is not located in a commercial space.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

In the event Cruisin' the Castro Walking Tours were to cease operations, the LGBTQ community would lose invaluable oral history that both Trevor Hailey and Kathy Amendola have shared for decades.

CRITERION 3

a. Describe the business and the essential features that define its character.

Cruisin' the Castro tours are intimate, personalized and operated by a professional tour guide, local resident and LGBTQ community activist. Explore the historical, diverse and colorful sites of

the Castro neighborhood, known as one of the largest lesbian, gay, bisexual, transgender, queer communities in the world. Visit the many vibrant sites that emphasized how San Francisco and the Castro community play crucial roles in LGBTQ culture and civil rights in the United States.

The “Historical LGBTQ Tour” is a fun and fascinating two hour cultural tour entailing the past, present and future of LGBTQ civil rights in America. Discover how San Francisco's Gold Rush in 1849 created the city’s first gay community and how World War II, the Summer of Love, civil rights leader Harvey Milk and the AIDS epidemic created the heart and soul of the Castro’s LGBTQ community. Learn how Harvey Milk's arrival in the 1970s lead to the creation of the Rainbow Flag and how the Castro became known as the “Gay mecca” of the world. Walk along today's amazing Rainbow Honor Walk, bronze sidewalk plaques honoring famous LGBTQ people who have made significant world-wide contributions in history.

Tour Highlights include the following:

- Harvey Milk Plaza, the site of Harvey Milk’s camera shop, the Castro library and the Civil Rights Academy.
- America's first Rainbow Flag, Pink Triangle Memorial Park and the GLBT History Museum.
- The Lavender Youth Recreation & Information Center.
- The Human Rights Campaign Action Center.
- Hank's “Infamous” Billy Doll Collection.
- Many colorful murals, bars, shops, restaurants and neighbors.

Cruisin’ the Castro’s walking tours are fully licensed and insured. Public walkways are handicap accessible. Private tours are also welcomed and customized to individual interests.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Cruisin’ the Castro Walking Tours is committed to maintaining its historical tradition as a walking tour operator.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Cruisin’ the Castro Walking Tours is not located in a commercial space.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business,

including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation that demonstrates the business has been a walking tour operator for 30+ years is included in this Legacy Business Registry application.

Cruisin' the Castro Walking Tours is the Most Comprehensive LGBTQ Tour in the World

- Owned and operated by a local lesbian, travel professional and LGBTQ community activist (Emeritus Board Member, the Rainbow Honor Walk; Board Member, the Pink Triangle Park & Memorial; volunteer for LGBTQ Cultural District and LGBTQ historical preservation).
- Highly rated on worldwide travel sites such as Airbnb, TripAdvisor, etc. as an LGBTQ tour.
- The only tour to solely entail LGBTQ culture. Others include a few sites as well such as architecture, hills, combined neighborhoods and non-LGBTQ sites.
- Fully licensed and insured. 90% of other tours are operated by non-professional (illegal tour guides) and/or volunteer tour guides that are not historians and often give out incorrect information. 90% of these tours are FREE.
- Explores the depth and spectrum of the diverse LGBTQ+ community, with the “+” representing IQAPT and more. The tour covers each letter and associated flag, if applicable.
- Openly explores solid details about civil rights, or lack thereof, in the United States. Sexual and gender diversity is still illegal with regard to employment, housing, education and public accommodations – such as movie theaters, restaurants, shops or libraries – in up to 31 states today. Although marriage is federally legal, the LGBTQ culture suffers from immense oppression and discrimination. As a whole, LGBTQ people live in fear are subjected to anxiety, depression and stress 1.5 times more than heterosexuals. The tour opens this up for discussion with others with shared stories from around the world. No other tour is this focused, educational, empowering nor intimate.
- Includes **twice** as many landmark sites than any other tour company. The Castro LGBTQ community is 45 blocks, **largest** LGBTQ neighborhood in the world.
- Shares the vast history of San Francisco's diverse legacy that has structured a worldwide LGBTQ culture, such as the “Hanky Code.” The Gold Rush in 1848 sparked a frenzy of men to San Francisco's port by 1849. With tens of thousands of men and few women, same-sex intimacy was well practiced. Because society frowns upon homosexuality and bisexuality, these men came up with a color code to tag themselves so they could communicate “visually.” They became known at the “Lavender Cowboys,” and their once basic code of red and blue (equals purple or lavender), is STILL practiced worldwide 171 years later and called “The Hanky Code” (see <https://user.xmission.com/~trevin/hanky.html>). Please note that women also use the code and is still widely seen around the world. It all started in San Francisco!

- Includes the Pink Triangle Park & Memorial (www.pintrianglepark.org), the first memorial in United States remembering homosexual men persecuted between 1933 and 1945 in fascist Europe. Fifteen thousand men were sent to concentration camps and labeled with pink triangles.
- Explains the significance of the Rainbow Flag. Gilbert Baker created the Rainbow Flag in 1978, which first flew with Harvey Milk in San Francisco's Pride Parade. It is now the most recognizable cultural flag in the world. Tours visits the major Castro landmark flagpole.
- Visits the original home of the AIDS Memorial Quilt, now Catch Restaurant, and views actual panels of the quilt, which tells the story of the horrific epidemic that hit San Francisco in 1981. During that time, President Reagan and America turned its back on AIDS, and approximately 20,000 people died in San Francisco alone in one decade. Castro neighbor Cleve Jones started The Names Project - The AIDS Memorial Quilt in 1987, now a worldwide memorial with over 100,000 quilts (stored in Atlanta).
- Visits the very colorful "Hope for World Cure" mural and discusses what was happening in the community when AIDS arrived and the hope of finding a world cure. The tour gives a shout out to Cleve Jones whenever he's seen in the neighborhood!
- Includes the Eureka Valley/Harvey Milk Public Library, the first public library in the United States to have LGBTQ books thanks to Harvey Milk in 1978.
- Highlights the Rainbow Honor Walk. This growing landmark currently includes 28 bronze sidewalk plaques in the Castro honoring famous LGBTQ people whom have made an impact in world history. Sixteen more plaques will be added in 2019.
- Includes a stop at Twin Peaks Tavern, the first gay bar in United States to open up wraparound glass windows in 1973 as it was no longer a felony or mental illness to be LGBTQ. Meet the owners, Jeff and George!
- Visits the Castro Theatre. Thanks to the LGBGQ community, the theater was saved from demolition and is San Francisco Designated Landmark #100.
- Includes the GLBT History Museum, the first museum in United States to feature only LGBTQ history.
- Highlights the Leonard Matlovich plaque featuring the previous Castro resident and Air Force Veteran who went on the cover of Time Magazine in 1975 with the headline, "I Am a Homosexual" promoting gay acceptance in the military (<http://time.com/4019076/40->

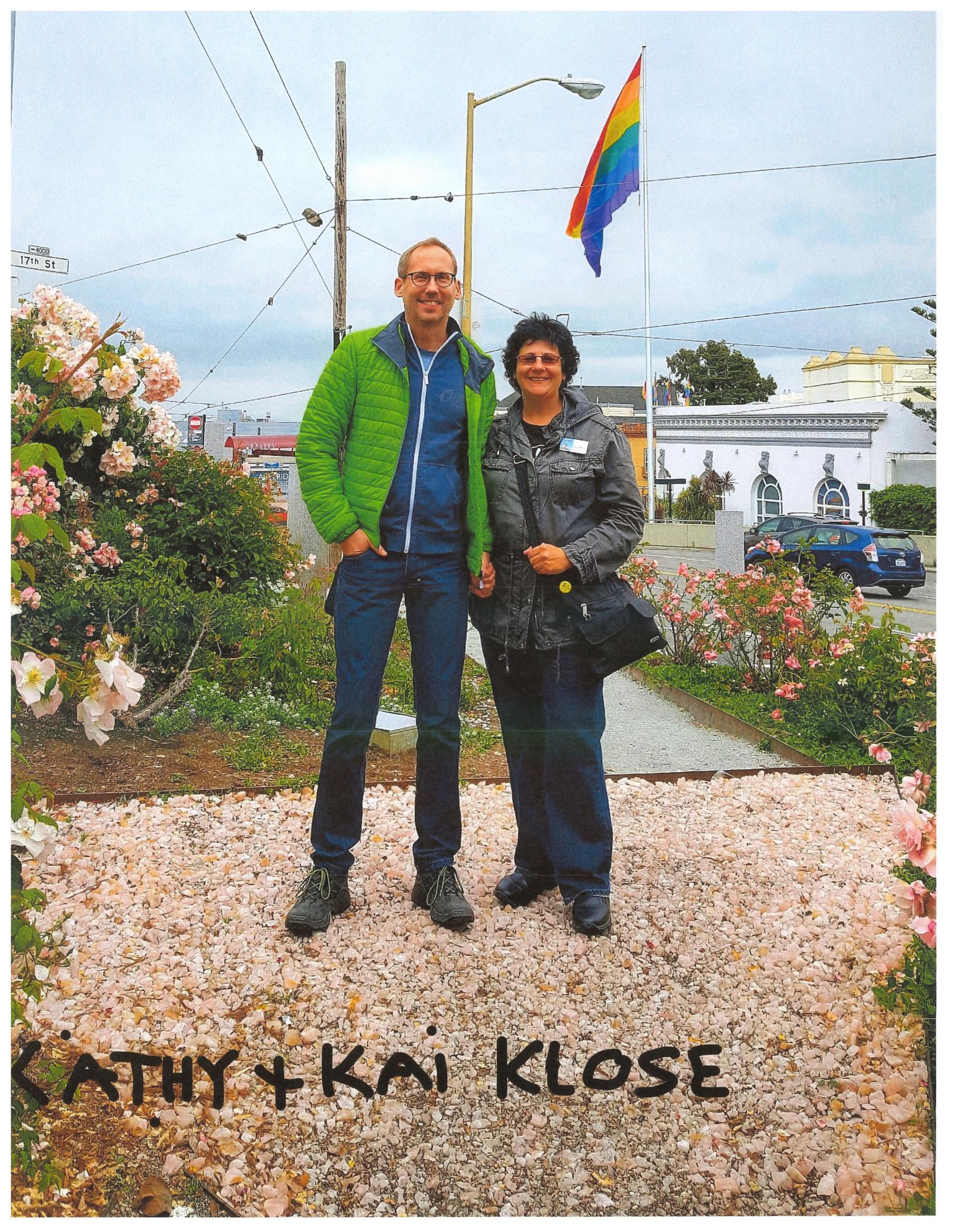
[years-leonard-matlovich/](#)). Currently the military is **reversing** transgender people's rights to serve.

- Discusses the International Imperial Court. San Francisco resident Jose Sarria became a famous drag queen in North Beach (home to several "first" gay restaurants/bars in the United States) in the 1940s and '50s. He was the first openly gay person to run for public office when he ran for supervisor in 1961. Jose later started the International Imperial Court, also known as the International Court System that is one of the oldest and largest LGBT organizations in the world. The Imperial Court System is a grassroots network of organizations that works to build community relationships for equality and raise money for charitable causes through the production of annual Gala Coronation Balls for Emperors and Empresses (men). The Imperial Court System is the second largest LGBT organization in the world, surpassed only by the [Metropolitan Community Church](#).
- Discusses the San Francisco Gay Men's Chorus (SFGMC), the world's first openly gay chorus. It is one of the world's largest male choruses and the group most often credited with creating the LGBT choral movement.
- Visits the the Harvey Milk Civil Rights Academy, the first public elementary school of its kind in United States in 1996 to teach civil rights.
- Discusses many grassroots organizations supporting LGBTQ health, political activism, civil rights, safety, youth and seniors that started in San Francisco. Two community programs such as Castro Benefit District (street cleaners) and Castro Community on Patrol (safety) are model programs that numerous San Francisco neighborhoods have adopted.

The Castro neighborhood is moving towards becoming an LGBTQ Cultural District in San Francisco. No other city in the world has this much cultural history or actual historical sites pertaining to LGBTQ diversity. No other tour than Cruisin' the Castro Walking Tours weaves this vast information into an empowering and entertaining 2 hours.







17th St

KATHY + KAI KLOSE

HARVEY MILK PLAZA







Reservations

Tours are available Tuesday through Saturday and most Holidays. Be sure to call early as reservations are required. Best to have a 1st and 2nd choice in mind as there is a 4 person minimum and 16 person maximum. The tour begins at 10:00 a.m. SHARP and finishes at approximately 2:00 p.m. The tour group meets at the Harvey Milk Plaza atop the Castro Street Muni station. Exact address is 400 Castro Street, corner of Castro and Markets streets. The walk is fun and easy- NO BIG HILLS!

The tour is for everyone and is an experience not to be missed! Meet people from everywhere as the group includes San Francisco's rich influx of visitors as well as locals. The tour includes a stop for brunch at "Welcome Home" restaurant during the week and "Firewood" on week-ends.

For reservations call
(415) 550-8110

\$40.00 per person
(price includes brunch)

I highly recommend
Roberts Batson's
Gay Tour in
New Orleans
Call: (504) 945-1586



cruisin' the castro

with Trevor Hailey
(415) 550-8110

E-Mail: trvrhailey@aol.com

Website: www.webcastro.com/castrotour/

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San Francisco Focus Magazine



cruisin' the castro

from a historical perspective
with Trevor Hailey



**The Original
Walking Tour of
Castro Street
Since 1989**

San Francisco, CA

The Heart of Gay America

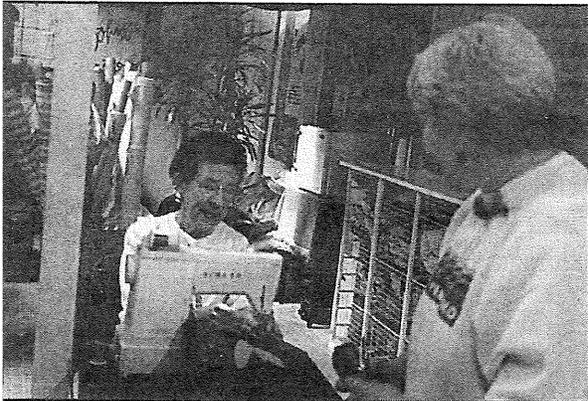


International Gay & Lesbian Travel Association

IGLTA[®]

Let me escort you on a guided, informative adventure... a walking tour of the Castro — one of San Francisco's many distinct and unique communities, the Gay community! You will find this trip fun, friendly, historically educational, and unforgettable!

Learn **how** and **why** San Francisco got to be literally the Gay Mecca of the world. Sociology and psychology, interwoven with history, contribute to a stream of entertaining and informative vignettes which illuminate aspects of Gay history from 1849 to the present. Understand the chain of events which enabled the "planets to line up" in such a fashion that the Castro emerged as its "Gay Self" and Harvey Milk was successful in becoming the first openly gay elected politician. Hear and feel this colorful history enthusiastically told in the setting where much of it took place.



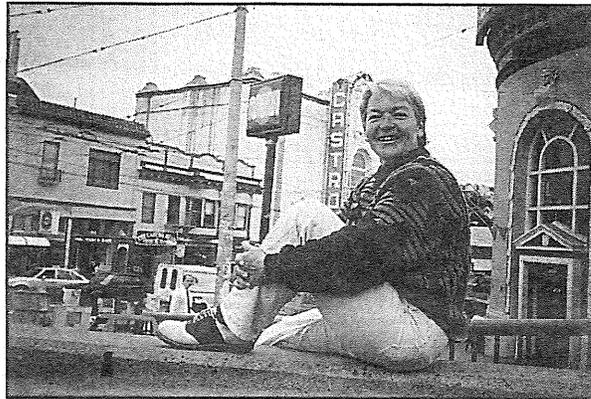
Visit "The Names Project", visitors center of the AIDS Memorial Quilt. No one can view the panels here without being profoundly changed. The Quilt's power lies in its ability to put a human face on nameless statistics — opening minds— changing perceptions— and eradicating prejudice. The Quilt indeed transcends all artificial boundaries.

Ms. Trevor Hailey

Trevor Hailey has been selected as one of the Bay Area's top tour guides, "Focus Magazine" gives the tour "5 Stars" and the City's Chamber of Commerce — Honorable Mention. The tour has been featured on travel shows and documentaries by BBC, CNN, Discovery Channel, NBC, PBS, Bay Area Backroads, Lonely Planet and **"Full Circle with Michael**

Palin". Her tour is listed in all major travel guides both from the U.S. and abroad as an attraction not to be missed.

Most tour guests tout Trevor's tour as the "highlight" of their visit to San Francisco. One British visitor said, "This is the most brilliant experience of my visit and I came over



on the Q.E. II." The response from a Southerner was, "Trevor can talk about paint drying and make it sound interesting."

A resident member of the gay community since 1972, Trevor knows most of the local shop owners and business leaders personally. They welcome her groups for an inside look at the Castro which most tourists and locals never see!

Originator of the Palace Guides (docents for San Francisco's Palace of Fine Arts), Trevor has been compiling historical research about San Francisco for many years.

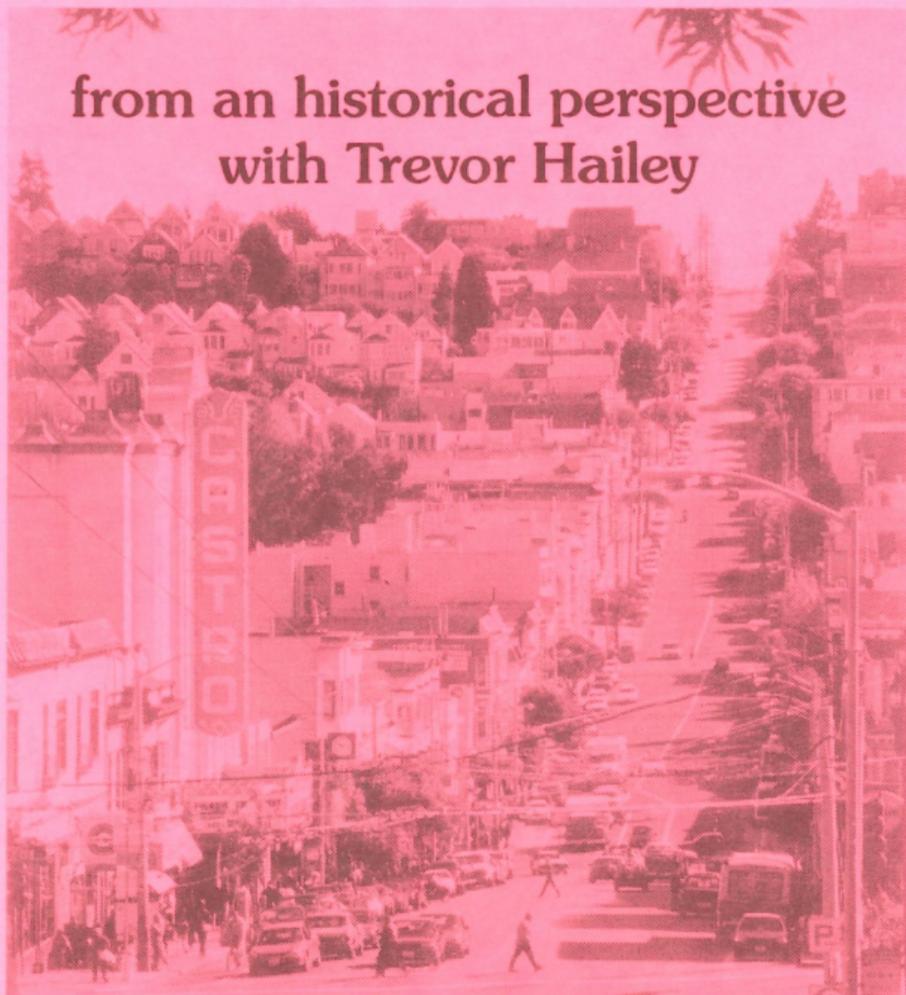
Trevor completed her Master's degree in Recreation and Leisure in 1989 from San Francisco State University, specializing in San Francisco History and Tourism.

San Francisco Focus Magazine



CRUIISING the CASTRO

from an historical perspective
with Trevor Hailey



The Original Walking Tour of Castro Street Since 1989

*L*earn how and why San Francisco got
to be the Gay Mecca of the world.

Listed in all major travel guides both from
the U.S. and abroad as an attraction not to
be missed.



International Gay & Lesbian Travel Association[®]
IGLTA



Ms. Trevor Hailey

- Voted as one of the Bay Area's Top Tour Guides. . . . Annually
- Featured on BBC, CNN, Discovery Channel, NBC, PBS, ABC & CBS
- Originator of Palace Guides - Docents for San Francisco's Palace of Fine Arts

Tour Highlights

- Gay & Lesbian oral History - 1849 to Present
- See America's first "Pink Triangle Park and Memorial"
- Harvey Milk's Residence/Camera Shop/Campaign Headquarters
- Historic Landmark Castro Theatre - circa 1922
- Introduction to unique, local shops that are very gay

Quotes

Most guests tout Trevor's tour as the "highlight" of their visit to San Francisco.

One British visitor said, "This is the most brilliant experience of my visit and I came over on the Q.E. II."

Response from a Southerner who took the tour, "Trevor can talk about paint drying and make it sound interesting"

Reservations

Tours are available Tuesday through Saturday, May through November. Reservations are required. The tour begins at 10:00 a.m. SHARP and finishes at approximately 2:00 p.m. The tour group meets at the Harvey Milk Plaza atop the Castro Street Muni station. Exact address is 400 Castro Street, corner of Castro and Market streets. The walk is fun and easy NO BIG HILLS!

The tour is for everyone and is an experience not to be missed! Meet people from everywhere as the group includes San Francisco's rich influx of visitors as well as locals. The tour includes a stop for lunch at the fabulous "Firewood" restaurant.

\$45.00 per person (price includes lunch)

CUISIN' the CASTRO

with Trevor Hailey

(415) 550-8110

E-Mail: trvrhailey@aol.com

Website: www.webcastro.com/castrotour/

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Trevor Hailey's Cruisin' the Castro

**Trevor Hailey's Tours are available starting-
Saturday, May 21, 2005.
see below for details or call:
415-550-8110**

**RESERVATIONS:
(415) 550-8110**



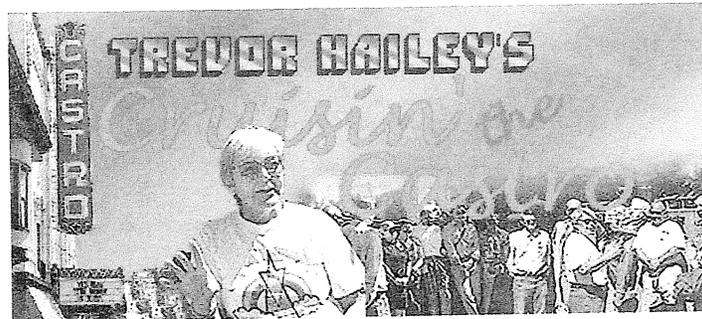
E-Mail

Where to Stay

Orchard Hotel

Let me escort you on a guided, informative adventure . . . a walking tour of the Castro -- one of San Francisco's many distinct and unique communities, the Gay community! You will find this trip fun friendly, historically educational, and unforgettable!

Tours are by reservation only at 415-550-8110 and are available Tuesday through Saturday, 10:00 a.m. to 2:00 p.m. \$45 per person includes lunch at the Firewood Restaurant, a *Castro favorite*.



Story and photography by Ron Williams

WebCastro receives a lot of mail from folks all over the world and one of the common questions is, "What are some of the interesting activities going on in San Francisco that are appropriate for everyone?"

My standard answer is Trevor's walking tour and lecture of the Castro. Whether you are a first time tourist to the Castro or seasoned resident of our beautiful city, the historical perspective that Trevor illustrates during this 4-hour informative field trip is inspiring, educational and fun.

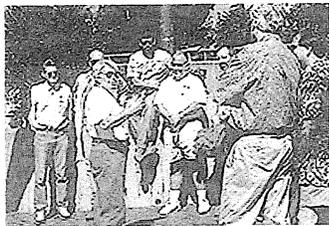
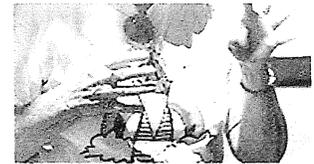
The tour members congregate at Harvey Milk Plaza at Castro and Market Streets. The tour participants cover the spectrum of folks from all over the world. Once everyone has arrived, Trevor pulls the group into a circle. Her charismatic personality and captivating voice took us back to early San Francisco history. She described the early social settings that would later set the stage for San Francisco becoming the gay mecca of the 1970's and



30's. She further described the changing attitudes towards women, brought on by the military during WWII, that planted the seeds of change. These seeds would come to fruition as women gained their own awareness and were able to break out of the traditional roles perceived by society.



Trevor's tour is more than a walking historical perspective of the Castro. She conducts the tour more like a lecture, melding together an unbiased view of human behavior, historical events and opportunity created by those forceful events. She also emphasizes the documenting of our gay and lesbian heritage as an important component in the struggle to dispel the stereotypical images of gays and lesbians in the lesser informed segments of society.



Trevor revealed the periods of pre-Stonewall gay history in San Francisco, illustrating how the Castro has sociological roots all the way back to the gold rush days of the 1850s. She then progressed to the significance of the 1906 earthquake, drag queens of the 20s, gay bars of the 40s, the impact of WWII on the port city, on through the 50s and early 60s along Polk Street, the Summer of Love in the Haight-Ashbury and finally, the migration of so many gay men into the Castro in the early 70s.

Trevor's cruise through the Castro is detailed, including dates, times, and places of the notable events of that era. I won't give away all the details here, you will have to participate in Trevor's tour for yourself. She presents the Castro in a brilliant, energetic and comprehensive way that one must experience for him- or herself to appreciate. You will find out such things as who the gay Besty Ross of the Rainbow Flag was, and why the Castro Theater became the icon of the neighborhood, beyond its obvious distinction.

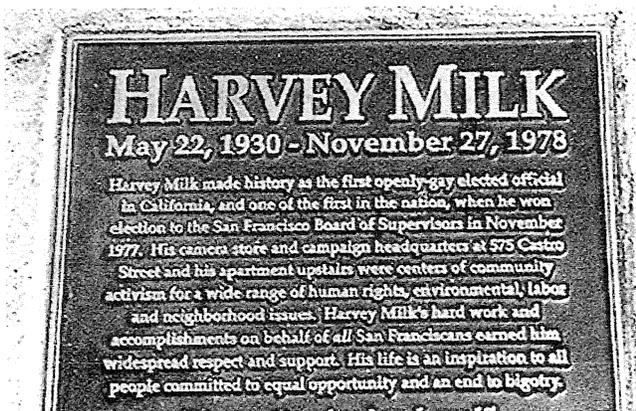


Midway through the tour, the group joined Trevor for lunch at a wonderful Castro restaurant. She continued with her informative lecture as we ate and she sipped on her cup of lemon tea. During brunch, she invited everyone to ask questions they might have. Trevor is exceptionally hospitable and she makes sure that everyone knows each other and that you really feel like you are part of the tour group.

The tour progressed up Castro, towards 19th Street and across the street where we stopped at the site of Harvey Milk's famous camera store. Trevor pointed out the plaque embedded in the sidewalk commemorating this historic site.



Harvey Milk was known as the Mayor of Castro Street. Noting the dedication that Trevor has to our community, I would say she definitely qualifies as the Ambassador of Castro Street.



Walking back towards 18th Street and Castro, Trevor explained how many in the neighborhood rejected the influx of gay men in the early 70s, sold their homes and businesses and left the area. Those businesses with vision, that embraced the inevitable changes of that time, are still here and very successful today.

Progressing further up Castro, we stopped at the

You gotta give 'em hope

Castro Theater and Trevor escorted us inside, briefly related its history and how the theater was saved and given historical status through the efforts within the gay and lesbian community. Today, the theater has gained a reputation as a significant cultural institution. Several popular film festivals are held there annually. The Christmas Eve program by the Gay Men's Chorus is also an annual event. As a popular revival movie theater, it's not unusual to see a line of people wrapped around the block.

The tour includes a visit to the only memorial of its kind in the United States, The Pink Triangle Park and Memorial. Dedicated in June of 2003 to Gays who perished during the Holocaust.



Trevor Hailey moved to San Francisco in 1972, while she was finishing a tour in the military as a nurse. Walking along Castro Street with Trevor gives one a feeling of importance as many a passerby greet her along the tour route. Her eloquent voice and beautiful command of the language, combined with her historical knowledge and energetic style, make for a totally educational and entertaining experience for everyone.



Tours are offered Tuesday through Saturday.
For reservations:

"cruisin' the castro"
(A walking tour of the Castro from an historical perspective)

Trevor Hailey
(415) 550-8110

E-Mail

<https://www.sfgate.com/bayarea/article/Trevor-Hailey-started-Castro-gay-history-tours-2555870.php>

San Francisco Chronicle

Trevor Hailey -- started Castro gay history tours

Delfin Vigil, Chronicle Staff Writer

Published 4:00 am PDT, Saturday, June 16, 2007



Photo: KURT ROGERS

For 16 years, Trevor Hailey explored the fabric of the Castro as the neighborhood's unofficial historian whose popular walking tours were spiced with details such as how many lavender cowboys there were in the 1800s and when the first drag bar opened in San Francisco.

By the time she handed the "Cruisin' the Castro" tours over to someone else in 2005, she had led an estimated 4,000 excursions through the heart of the city's gay community, interweaving history, anecdotes and personal reflections.

She retired to San Diego, where she died Tuesday after suffering a stroke. She was 66, and her friends say she left a mark on San Francisco that will never be forgotten.

"Trevor had that living spirit that people never forget. She was the life of every party with that magic to take a group of total strangers and in one hour bring them into a sense of community," said Ms. Hailey's partner of seven years, Norma Sue Griffin.

Ms. Hailey, whose given name was Dorothy Evelyn Fondren, grew up in Jackson, Miss., where from an early age she decided she didn't fit in. She joined the Navy and, after a stint in New York, was transferred in 1972 to the Naval Hospital in Oakland, where she worked as a nurse.

One look at San Francisco, she later recalled, and she "didn't look back."

After completing her service, she worked as a real estate agent for 10 years on Castro Street just a few doors from Harvey Milk's camera store.

The idea of a walking tour blossomed in the late 1980s after she studied recreation and leisure in graduate school at San Francisco State University. When Shirley Fong-Torres, a longtime leader of Chinatown walking tours, lectured one day to the class, Ms. Hailey said, "it was like a lightbulb went off.

"I knew right then that's what I wanted to do," she told The Chronicle in 2005. She enjoyed storytelling and loved people. She was also developing a passion for gay history as a volunteer at the gay archives.

"That's when I discovered we even had a history," she said. "Until then, I thought we'd all sprung full-bloom from rocks."

Her four-hour tour celebrated the Castro's gay history -- from Harvey Milk's old camera shop to the Castro Theatre to Welcome Home Restaurant, her favorite lunch hangout. Tourists and Castro residents alike were used to seeing her leading small groups of walkers.

"She was the only person I ever interviewed who made me cry," said filmmaker Rick Bacigalupi. "She was so captivating. There was no escape. You were just drawn in."

He filmed a documentary about Ms. Hailey, "Only in the Castro with Trevor Hailey," which will be screened today at the Victoria Theatre as part of Frameline31, the lesbian, gay, bisexual and transgender film festival that is now dedicated to her memory.

Bacigalupi began filming Ms. Hailey in 1997 after noticing that he was always bumping into her tours throughout the neighborhood. The documentary project picked up steam in 2005 when Ms. Hailey retired and handed over the tour business to Kathy Amendola. At Magnet, the health center and community space for gay men in the Castro, director Steve Gibson placed "Goodbye, Trevor" on the building's marquee after hearing the news of her death.

"She was loved in the gay community and beyond," said Gibson, who threw a retirement reception for Ms. Hailey at the center.

Ms. Hailey changed her name specifically for the business because she wanted it to sound more androgynous, according to Griffin.

"Dorothy was a little girl from Mississippi who never fit in, and Trevor Hailey is the woman she became," said Griffin.

According to Griffin, Ms. Hailey agreed to have her organs donated, which has happened.

In addition to her partner, Ms. Hailey is survived by a sister, Martha Fondren Spisso of Georgia, and a brother, David Fulton Fondren.

<https://hoodline.com/2017/01/12-hours-in-the-castro-a-visitor-s-guide>



12 Hours In The Castro: A Visitor's Guide



Photos: Shane Downing/Hoodline

Mon. January 16, 2017, 10:07am
by Shane Downing

If you only have 12 hours to spend in the Castro, you don't have enough time—so why bother? Get your photo with the rainbow crosswalk, buy yourself a leather sex swing, and be gone!

We're joking.

But if you're visiting from outside the neighborhood or city, and really want to know how to spend a day immersed in [heavenly Castro bliss](#), here are our recommendations for how to spend 12 hours in the neighborhood as a local would. (Got recommendations of your own, Castro locals? Let us know in the comments.)

Stop 1: Brunch (12pm)

The best days begin with brunch, especially in the Castro. If you find yourself in the neighborhood, [jump over to Kitchen Story](#) (3499 16th St.) for some “Millionaire’s Bacon,” mascarpone-stuffed deep-fried French toast, and bottomless mimosas to start your whirlwind visit off right. (If it's a weekend, you may want to get an earlier start—waits can run an hour or more at peak times.)



Stop 2: Historic Walking Tour (2pm)

Although a walking history lesson might sound like the absolute last thing you'd want to do after a midday feast, too bad. Twelve hours in the Castro isn't enough, and besides the above-mentioned memorabilia, you need to leave knowing one or two things about the history of this neighborhood.

We suggest [Cruisin' the Castro Walking Tours](#), although there are a lot of [walking tour options](#) to choose from. Like, [a lot](#). So, get outside, move your feet, and learn something.

Rainy weather, or walking not your thing? Head over to the [GLBT History Museum](#) (\$5 general admission) to take in some queer history in an indoor setting.

Stop 3: Shopping (4pm)

When it comes to shopping in the Castro, [Cliff's Variety](#) (479 Castro St.) is the belle of the ball. Sure, you can find [comic books](#) and [sexytime supplies](#) and [vintage porn](#) at stores around the neighborhood, but you can only get that 80-year-old-general-store-that-sells-everything vibe in one place: Cliff's.

Stop 4: Happy Hour (5pm)

With all of the brunching, walking, and shopping you've been doing, you probably didn't notice that it's happy hour. We associate happy hour with people-watching, so we'd recommend either paying a visit to [Twin Peaks Tavern](#) (401 Castro St.) if you're looking for big windows and good views, or [Lookout](#) (3600 16th St.) if you're looking for no windows and good views.

Stop 5: Dinner & Dessert (7pm)

If you're hoping [to keep it cheap](#) and still get a filling meal in the Castro, that's possible; however, because you only decided to visit for 12 hours, you might as well treat yourself.

For dinner, we recommend [Lark](#) (4068 18th Street), and more specifically, the Lark burger with truffle fries. For dessert, either stay put, or walk next door to [Easy Breezy Frozen Yogurt](#) (4092 18th St.) for something sweet.



Stop 6: Nightlife (9:30pm)

When the lights go down in the city, the Castro comes alive.

If you feel like catching a classic film or belting out all of the lyrics to *West Side Story*, check the [Castro Theatre](#)'s listings to see what's on tap. Notable events on the way include the annual [film noir festival](#), which runs January 20-29, and the *West Side Story* sing-along, which runs February 10-13. (Note: it screens at 7pm, so you may want to dine afterwards).

If you're looking to experience a drag performance, head to [Midnight Sun](#) (4067 18th St.) or [The Café](#) (2369 Market St.). And if you just want to dance, head to 18th Street between Collingwood and Hartford—you'll find something happening every night of the week.

Whatever you end up doing, it's almost midnight, Cinderella, and your 12 hours in the Castro are nearly at an end. Unless, of course, you decide to extend your stay ...



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Cruisin' the Castro Walking Tours is San Francisco's premier tour company walking with pride since 1989! A TripAdvisor "Hall of Fame" Member and awarded the "Certificate of Excellence" since 2011!

Explore the historical, diverse and colorful sites of the Castro neighborhood, known as one of the largest Lesbian, Gay, Bi-sexual, Transgender, Queer community in the world. Visit the many vibrant sites that emphasized how San Francisco and the Castro community play crucial roles in LGBTQ culture and civil rights in the United States.



Tours are intimate, personalized and only tour company operated by a professional tour guide, local resident, and LGBTQ community activist. Private tours are also welcomed and customized to individual interests.

tripadvisor®

CERTIFICATE of EXCELLENCE

Cruisin' the Castro Walking Tours is fully licensed and insured, with easy tour routes and no large hills to climb! Public walk ways are handicap accessible.

For complete reviews visit :



facebook

[Like Us on Facebook](#)



Contact Us

kathy@cruisinthecastro.com or (415) 550-8110

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Site design by [NeoStar Design](#)



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About Us

Cruisin' the Castro Walking Tours began in 1989 by local historian, Trevor Hailey. By the late 1980s, she had started the walking tours that led tourists visiting San Francisco's Castro District on an amazing trek through gay history.

Upon Trevor's retirement in 2005, local resident and professional tour guide, Kathy Amendola, had purchased the business that continues to thrive to this day. Kathy has many years of travel and tourism expertise, is a long time local resident and an active member of the LGBTQ community.

In 2009, both Kathy and Cruisin' the Castro Walking Tours, were awarded the "Certificate of Honor", from the San Francisco Board of Supervisors as public recognition of distinction and merit for outstanding service to the people of the City and County of San Francisco. In addition to this, Kathy is actively involved with serving her community as an Emeritus Board Member of the Rainbow Honor Walk, Board Member the Pink Triangle Memorial, Committee Member of the Castro LGBTQ Culture District Project and Committee Member of the LGBTQ Heritage Preservation Project.

Since 2011, Cruisin' the Castro Walking Tours has been awarded the "Certificate of Excellence" and "2015 Hall of Fame Member", from TripAdvisor for outstanding tour experiences.



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Click on "Historical LGBTQ Tour", or "Private & Group Tour" to learn more about what is offered for each tour. After you have decided on the tour you would like to take, then click on "Book Now" button to reserve a date and time.

[Historical LGBTQ Tour](#) | [Private & Group Tour](#)



Historical LGBTQ Tour

This fun and fascinating 2 hour tour is the most comprehensive cultural tour available and entails the past, present and future of LGBTQ civil rights in America.

Discover how San Francisco's Gold Rush in 1849 created the city's first gay community and how World War II, the Summer of Love, civil rights leader, Harvey Milk and the AIDS epidemic, created the heart and soul of the Castro's LGBTQ community.

Learn how Harvey Milk's arrival in the 1970's lead to the creation of the Rainbow Flag and how the Castro became known as the "Gay Mecca" of the world. Walk along today's amazing Rainbow Honor Walk, bronze sidewalk plaques honoring famous LGBTQ people, whom have made significant

world-wide contributions in history.

Come cruise the Castro and journey into this incredibly community!

Tour Highlights:

- The Harvey Milk Plaza, camera shop, library and Civil Rights Academy
- America's first Rainbow Flag, Pink Triangle Memorial Park & GLBT History Museum
- The Lavender Youth Recreation & Information Center
- The Human Rights Campaign Action Center
- Hank's "Infamous" Billy Doll Collection
- Many colorful murals, bars, shops, restaurants and neighbors!

Tour Information:

Tours: For available tours, please go to our [calendar](#).

Where: Tours meet at the Rainbow Flag pole at the corner of Castro & Market Street near 400 Castro Street. Just look UP for the BIG flag! Meeting location is accessible to public transportation and located above the Castro MUNI underground rail station and across from the "F" Line street car.

Cost: \$25 Per Person, Free for Children under 5yrs*

Note: *Please note that tour includes adult situations and sexual contents. Parental discretion is advised.

LGBTQ Walking Tour

Historical Castro Tour



This fun & fascinating 2 hour tour is the MOST comprehensive cultural tour available and entails the past, present and future of LGBTQ civil rights in America.

Learn how the Gold Rush, World War II, civil rights leader, Harvey Milk, the AIDS epidemic and the Rainbow Honor Walk created the heart and soul of the Castro's LGBTQ community.

Reservations:
www.cruisinthecastro.com
(415) 550-8110

Cruisin' the Castro Walking Tours

San Francisco Tours with Pride since 1989!

www.cruisinthecastro.com • (415) 550-8110

**San Francisco's Premiere
LGBTQ Walking Tour since 1989!**



Explore the historical, diverse and colorful sites of the Castro neighborhood, known as one of THE largest Lesbian, Gay, Bi-sexual, Transgender, Queer community in the world!

Visit many vibrant places that emphasize how San Francisco and the Castro community play crucial roles in LGBTQ culture and civil rights in the United States.

Tours are intimate, personalized and operated by a professional tour guide, local resident, and LGBTQ community activist.



tripadvisor

CERTIFICATE of EXCELLENCE



tripadvisor

Dear Kathy,

Thank you so much for taking us on the Castro Tour and for sharing so many pieces of interesting queer history with us. We really enjoyed getting to visit the Pink Triangle Park, Human Rights Campaign, and much more. It was really inspiring to learn about all the vibrant history and strong leaders (both past and present) our city has. Thanks again!

Liz Popell, Bella Gallivan Leslie Tafalla
Xanthe Setchko Natalie Sandom Sarah Friedman

Filing Date: May 23, 2019
Case No.: 2019-012004LBR
Business Name: Cruisin' the Castro Walking Tours
Business Address: 815 Burnett Avenue
Zoning: RM-1 (Residential, Mixed, Low Density) Zoning District
40-X Height and Bulk District
Block/Lot: 2847/039
Applicant: Kathleen Amendola, Owner and Tour Guide
815 Burnett Avenue, #2
San Francisco, CA 94107
Nominated By: Supervisor Rafael Mandelman, District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

Cruisin' the Castro Walking Tours ("Cruisin' the Castro") is a tour company that was established in 1989 by local historian Trevor Hailey. Hailey arrived in the Bay Area in 1972 as Dorothy Evelyn Fondren ("Evelyn"), a Lieutenant Commander in the United States Navy. A proud lesbian, she found herself immersed in the social and political upheaval of lesbian and gay people in San Francisco in the 1970s and 1980s. Being a history buff, Evelyn went on to receive her master's degree in Recreation & Leisure and specialized in San Francisco History and Tourism. In 1989, she changed her name to Trevor Hailey because she wanted an androgynous name. That year, Hailey created "Cruisin' the Castro, from a historical perspective with Trevor Hailey," which weaved a tapestry of LGBTQ history and culture dating from San Francisco's Gold Rush to the AIDS epidemic and beyond, and she established the business Cruisin' the Castro.

Upon Hailey's retirement in 2005, travel industry professional and local resident Kathy Amendola purchased Cruisin' the Castro and continued to be the orator of the LGBTQ community. Amendola, having many years of travel and tourism expertise, began her career in New York City. Her journey led her to Maui, where she worked for luxury hotels and resorts in sales and marketing.

During the 2000s, the Castro neighborhood transformed from a neighborhood of white, homosexual men to a much broader spectrum of sexuality, including bisexuality and pansexuality. The tours embrace this diversity and include civil rights, educating global visitors on the history and struggle of LGBTQ people. This includes empowering and encouraging others to embrace human rights. Amendola shares her vast knowledge and community involvement with public tours, schools, universities and corporate groups from around the world.

The business is located on the east side of Burnett Avenue between Crestline Drive and Parkridge Drive in the Twin Peaks neighborhood. It is within a RM-1 (Residential, Mixed, Low Density) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1989.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Cruisin' the Castro Walking Tours qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Cruisin' the Castro Walking Tours has operated continuously in San Francisco for 30 years.
- ii. Cruisin' the Castro Walking Tours has contributed to the history and identity of the Castro neighborhood and San Francisco.
- iii. Cruisin' the Castro Walking Tours is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with the tradition of LGBTQ oral history and storytelling.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

Yes. Yes, both Trevor Hailey and Kathy Amendola have become historical icons in the LGBTQ community and are known worldwide. Up until her retirement in 2005, Trevor Hailey was an iconic figure in the Castro, as she had educated and empowered tens of thousands of visitors for 16 years.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No. The property has a Planning Department Historic Resource status code of "C" (No Historic Resource Present).

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. Trevor Hailey was recognized twice in resolutions from the mayor, naming days in her honor. In 2009, both Amendola and Cruisin' the Castro Walking Tours were awarded the "Certificate of Honor" from the San Francisco Board of Supervisors as public recognition of distinction and merit for outstanding service to the people of the City and County of San Francisco. Since 2011, Cruisin' the Castro Walking Tours has been awarded the "Certificate of Excellence" and "2015 Hall of Fame Member" from TripAdvisor for their outstanding tour experiences.

Cruisin' the Castro has been referenced in many publications over the decades. Following are highlights:

- PBS "Only in the Castro with Trevor Hailey"

- San Francisco Chronicle “Trevor Hailey -- started Castro gay history tours”
- San Francisco Chronicle “LGBTQ heritage districts strive to preserve vanishing culture”
- San Francisco Chronicle “Airbnb competitor Peek raises \$23 million; changes at Smyte and Khan Academy”
- Kathy Amendola appeared on the LGBTQ cable show "10%", with David Perry on numerous occasions.
- Cruisin' the Castro Walking Tours is also featured in worldwide guide books and magazine publications in many languages.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 815 Burnett Avenue

Recommended by Applicant

- Intimate, personalized walking tours of the Castro neighborhood
- LGBTQ+ history, culture and civil rights tour content
- A focus on landmark sites

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: JUNE 19, 2019

Case No.: 2019-012004LBR
Business Name: Cruisin' the Castro Walking Tours
Business Address: 815 Burnett Avenue
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1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CRUISIN' THE CASTRO WALKING TOURS CURRENTLY LOCATED AT 815 BURNETT AVENUE, BLOCK/LOT 2847/039.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on June 19, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Cruisin' the Castro Walking Tours qualifies for the Legacy Business Registry under Administrative Code

Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for Cruisin' the Castro Walking Tours.

Location(s):

- *815 Burnett Avenue*

Physical Features or Traditions that Define the Business:

- *Intimate, personalized walking tours of the Castro neighborhood*
- *LGBTQ+ history, culture and civil rights tour content*
- *A focus on landmark sites*

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-012004LBR to the Office of Small Business June 19, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: