

The Castro offers an eclectic program of independent, foreign and classic films and is host to major film festivals including the Latino, Jewish, German and Silent Film Festivals plus FRAMLINE LGBT Film Festival, the biggest global gay film festival.

One of San Francisco's most recognizable landmarks is located near the corner of Castro & Market Streets. Built in 1922 The Castro Theatre is one of the last remaining silent movie palaces still in operation in the US. The Mighty Wurlitzer is the pride of the theater with nightly pre-feature concerts.

These terrible acts of violence meant to undermine LGBT rights advances had instead galvanized the City and increased the power of the LGBT rights movement exponentially. Milk used to say

“You gotta give them hope” and he certainly continues to do so.

On the night of the assassinations a memorial that began in the Castro moved east along Market Street as people reached the steps of City Hall after serving only 11 months in advanced equality. But in the election was a milestone in the advancement of equality. But in the election was a milestone in the advancement of equality. But in the election was a milestone in the advancement of equality.

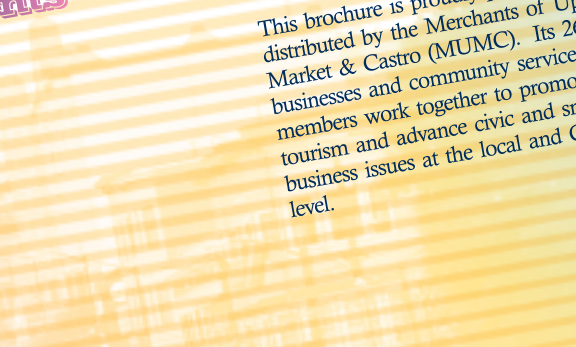
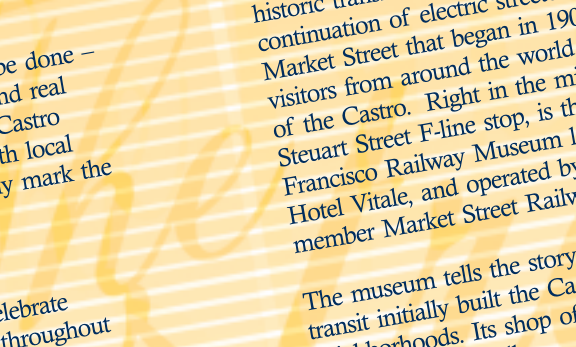
In September 1985 Harvey Milk Plaza at 17th and Castro was dedicated to Supervisor Harvey Milk who became a hero to the LGBT community when he was elected as one of the first openly gay City officials in the nation. Milk's election was a milestone in the advancement of equality. But in the election was a milestone in the advancement of equality.

Harvey Milk Plaza is a vibrant space for community events and gatherings. It features a large mural and is surrounded by colorful decorations.

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FESTIVALS & EVENTS

Castro Street Fair
Be here on the first Sunday in October and experience non-stop dancing at 4 music stages. Enjoy food and beverages plus many vendor booths.

Holidays in Castro
Enjoy holiday shopping the way it's supposed to be done - in small charming shops with unique gift ideas and real holiday cheer. Every year MUMC sponsors the Castro Holiday Tree at the corner of 18th & Castro with local celebrities on hand to flip the switch and brightly mark the start of the season.

S.F. Pride
The celebrations to commemorate heritage, celebrate culture and liberate LGBT people take place throughout the City during the month of June with the main events and Pride Parade on the last Sunday of the month.

San Francisco International LGBT Film Festival
Celebrating 30 years of revolutionary film, Frameline is one of the world's preeminent LGBT film festivals and takes place over 10 days leading up to and during Pride weekend.

Cable Cars to Castro

Until the 1906 earthquake turned the town upside down, San Franciscans used to take cable cars from the Ferry Building on Market all the way to Castro. Today, you can cruise Market to the Castro on another form of historic transit. The F-Market line is a continuation of electric streetcar service on Market Street that began in 1906. It brings visitors from around the world to the heart of the Castro. Right in the middle, at the Steuart Street F-line stop, is the San Francisco Railway Museum located in the Hotel Vitale, and operated by proud MUMC member Market Street Railway.

The museum tells the story of how rail transit initially built the Castro and other neighborhoods. Its shop offers unique merchandise as well.

For more information on Market Street Railway, visit www.streetcar.org

Visit MUMC on-line at www.castromerchants.com & www.SFmerchants.com
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WELCOME

Welcome to the Castro and Upper Market area, a bustling hub of activity and the epicenter of Lesbian, Gay, Bisexual and Transgender life, politics and culture. These streets are an eclectic mix of lovingly restored Victorian and Edwardian homes, walk-up apartments, businesses and many buildings of historical significance to the LGBT community. Visitors from around the world easily mix with locals refueling at one of the many coffee houses or diners, enjoy a round of retail therapy and stay to experience dinner and an evening of world renowned club hopping.

After the war LGBT prisoners were kept in jail to serve their sentences. The Park stands as a solemn reminder that a division of rights creates different classes of citizens leading to discrimination, ultimately affecting all humanity.

At the Northwest corner of 17th & Market Streets, 15 triangular granite pylons stand in remembrance of the estimated 15,000 gays, lesbians, bisexuals and transgender who were held in concentration camps during the Nazi regime.

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This brochure is proudly produced and distributed by the Merchants of Upper Market & Castro (MUMC). Its 260+ businesses and community services members work together to promote tourism and advance civic and small business issues at the local and City level.

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