

THE ULTIMATE GUIDE TO AUSTIN'S **TOP PEOPLE, PLACES, SERVICES AND MORE**

# AUSTIN

MONTHLY | DEC 2014

# BEST OF THE CITY

**175**  
WINNERS

(*FEATURING FOOD & DRINK, SHOPPING, PEOPLE, CITY LIFE, HEALTH & BEAUTY AND DIVERSIONS*)



**BEST NEW MORAL LEADER**



**BEST NEW FOOD TREND**



**BEST TRANSPORTATION VICTORY**

***As Selected by Our Editors and Readers***



**A LIGHT IN THE DARK**

Behind the scenes at the National Domestic Violence Hotline **PG. 98**

**HUMAN NATURE**

Meet some of the quirky citizens of this great city **PG. 104**



### TOY STORE SAVE TOY JOY

When Toy Joy moved from Guadalupe Street to the 2nd Street District in 2013, longtime patrons speculated something was up. Their suspicions were confirmed when news broke in March that the “think fun” shop, open since 1987, was heading toward foreclosure, causing many to lament that yet another Austin original was on its way out. Enter Fred Schmidt, owner of Wild About Music and Austin Rocks. Wanting to offer support, Schmidt ended up purchasing the shop for \$102,000 at an auction. In April, the shop reopened under new management [former owners Trevor Yopp and Elizabeth Newsome moved to Las Vegas to open their own shop] and continues to provide family fun for the city.

PHOTOS COURTESY AUSTIN, ATX SAFER STREETS AND CRATEJOY; ROCKET PHOTO FROM SHUTTERSTOCK

## TRANSPORTATION VICTORY RIDE-SHARING

The battle to legalize transportation networking companies like Lyft and Uber in Austin has been going on for more than a year. Finally in October, after Lyft and Uber drivers operated illegally for several months, city council gave its official approval. What took so long? Was it a powerful taxi lobby or a legitimate concern for safety issues? Whatever it was, we hope these newly legal app-based ride-share companies help alleviate our city's drunk-driving problem.



### SAFETY INITIATIVE

## ATX Safer Streets

**T**ragedy often leads to a call for change. After one too many fatal pedestrian accidents, including the car wreck that killed four people during SXSW, “a coalition of concerned citizens” decided enough was enough. ATX Safer Streets, founded by Sarah LeVine (pictured, below), set out to get city leaders on board with more transportation options in the hope that it would decrease the number of people from drunk driving. Through online petitions and city council appearances, the group got results. The council made ride-sharing services legal, and the Austin Police Department stopped ticketing drivers who leave their car overnight near Sixth Street.



### NEW STARTUP

## Cratejoy

**M**onthly subscription services that deliver everything from socks to tea are all the rage these days. Being an entrepreneur (see, right) with social media savvy and a startup that is on the trend, Heather Scott launched a platform that handles everything from the marketing of the product to the delivery. Launched in 2014, the company attracted \$4 million in funding from investors. Now that's thinking outside the (delivered) box.

INTERIOR DESIGN  
HEATHER SCOTT  
HOME & DESIGN



### READERS' CHOICE CITY LIFE

- ART MUSEUM  
BLANTON
- AUTO MECHANIC  
TIE:  
CASES VILLAGE  
SHELL / GROOVY  
AUTOMOTIVE
- BIKE SHOP  
MELLOW  
JOHNNY'S
- DOG PARK  
RED RUD ISLE
- FLOWER SHOP  
PETALS, INK.
- HOTEL  
HOTEL  
SAINT CECILIA
- HOUSECLEANING  
SERVICES  
MOREHANDS  
MAIDS
- INTERIOR  
DESIGN  
HEATHER  
SCOTT  
HOME & DESIGN
- LANDSCAPE  
DESIGN  
JEFF NEAL  
DESIGN
- PET DAYCARE/  
BOARDING  
MY LOVE  
FOR PAWS  
PET CARE
- PET GROOMING  
WOOF GANG  
BAKERY
- PET STORE  
BARK 'N PURR
- SHOE REPAIR  
AUSTIN SHOE  
HOSPITAL
- TAILOR  
ACE CUSTOM  
TAILORS
- WEDDING  
VENUE  
LAGUNA  
GLORIA