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### **Four Businesses Recognized for Beautifying Downtown**

Juneau, Alaska ([July 22, 2014](#)) – The Twilight Cafe on Willoughby Avenue will receive the first ever Storefront Star Award, taking home the Grand Prize for making improvements to their building and storefront. Improvements include repainting the building, improving access for customers and landscaping with flowers.

The Storefront Star Awards are a part of Juneau Economic Development Council's Downtown Revitalization efforts to recognize businesses and building owners for their contributions to an attractive, safe and vibrant Downtown Juneau. Entrants were judged on the extent to which the business made improvements that enhanced general safety and the pedestrian experience, as well as contributed to the improved appearance of the neighborhood.

Says Northwind Architect Evelyn Rouso of the Storefront Star Awards Steering Committee, "We chose the Twilight Cafe for the Grand Prize because the entry embodied the true spirit of the competition. Just think how the overall feeling of the city would be nicer if all downtown business owners improved both access to their entrances and the presentation of their windows."

Catherine Hill Cristobal, owner with her husband said, "My husband and I were so excited to learn we had been selected! We had no idea when we made the improvements that we would win; we just wanted to do the most we could to improve the look of the building and make it easier for customers to enter the building. We had to be careful with our limited funds and decided that paint and plants and better access were our priorities. We really appreciate this recognition of our efforts to better serve our customers and improve the look of the Willoughby District."

Awards were also given to Bruce Abel for his exterior redesign of the former Salvation Army building on West Willoughby, new home to the Heritage Roasterie, and to the Goldstein Development Co. for improving the corner of Front and Seward by re-engineering the entry and, especially, by providing canopy lighting. "Lighting and walkability are key to the pedestrian experience", says Margo Waring, consultant with

JEDC supporting Downtown Revitalization efforts, “and this project should encourage others to light their canopies to provide for a safer pedestrian experience.”

Residents used social networks to award a People’s Choice selection. The 2014 award went to longtime local favorite Annie Kaill’s.

***The Storefront Star Awards will be presented on Tuesday, July 22 at 1PM at the Twilight Café at 324 Willoughby Avenue***, next door to Bullwinkles pizza. The public is welcome to attend.

The Storefront Star Awards are supported by the Juneau Economic Development Council, The Alaska Committee, the Downtown Business Association, Princess Tours, Tourism Best Management Practices, the CBJ Juneau Historic Resources Advisory Committee and the Southeast Alaska Chapter of the American Institutes of Architects. The vision of the downtown revitalization effort, through collaboration with residents and businesses, is that residents will utilize the downtown area as a year-round hub for living, leisure, government and business.

Juneau businesses should contact JEDC for more information on the upcoming 2015 Awards.

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