



SOUTHERN IDAHO
ECONOMIC DEVELOPMENT



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Madeleine Bumstead, *Marketing Manager*

(208) 732-6459

madeleineb@southernidaho.org

**SOUTHERN IDAHO ECONOMIC DEVELOPMENT ANNOUNCES
10th ANNUAL OPERATION FACELIFT WINNERS**

Shoshone, Dietrich and Gooding County take home awards in the 2020 downtown revitalization project

MAGIC VALLEY, ID – November 16, 2020 – Southern Idaho Economic Development is proud to announce the winners of the 10th Annual Operation Facelift. The annual region-wide community revitalization project encourages Magic Valley cities to complete projects big and small to build community pride, inspire new business development and revitalize downtown areas. The 2020 Operation Facelift winners include:

- **City of Dietrich: “Best Community Art Facelift”** – Dietrich’s project was to repair and/or replace residents’ mailboxes that are damaged and in need of a facelift. Volunteers painted the mailboxes and mailbox posts with colorful art selected by the owner (*pictures below*).
- **Gooding County: “Best Placemaking Facelift”** – With the sponsorship funds, Gooding County purchased an electronic reader board for the entrance to the Gooding County Fairgrounds. The reader board will be used to spread the word about activities in the community (*pictures below*).
- **City of Shoshone: “Best Small Business Facelift”** – Shoshone’s project included power washing, scraping and painting three downtown buildings in need of a facelift (*pictures below*). The project will also include adding benches throughout the downtown area, which will be built by FFA students in Shoshone.

“This was an unprecedented year for Operation Facelift, where we had more communities participate in the program and a record-breaking amount of sponsors, despite the challenges presented due to the pandemic,” said Connie Stopher, Executive Director of Southern Idaho Economic Development. “This annual project is indicative of our region’s dedication to helping one another and our strong business community that is committed to Southern Idaho’s success.”

Despite the challenging climate for businesses during the pandemic, this year's Operation Facelift received the most sponsorships to date. The 10th Annual Operation Facelift was proudly sponsored by:

- Clif Bar (*City of Glenns Ferry's project*)
- D.L. Evans Bank (*City of Heyburn's project*)
- Dot Foods (*City of Heyburn's project*)
- First Federal Savings Bank (*City of Heyburn's project*)
- Glanbia (*Projects in Dietrich, Richfield and Wendell*)
- Pioneer Federal Credit Union (*Gooding County's project*)
- 5J Excavation (*Gooding County's project*)
- Shoshone Ice Caves (*City of Shoshone's project*)
- SimpliCIT Technical Solutions (*City of Buhl's project*)
- Starr Corporation (*Jerome County's project*)

Communities across the Magic Valley were invited to participate in projects of their choice from September to October. This year, nine communities throughout the Magic Valley participated, including Buhl, Dietrich, Glenns Ferry, Gooding, Heyburn, Jerome County, Richfield Shoshone, and Wendell.

Operation Facelift is primarily funded through gifts from community corporate donors, businesses and citizens adding to the city's project funding. To participate in or sponsor the next Operation Facelift—expected to return to its usual April - July timing in 2021—contact Connie Stopher at connies@southernidaho.org or visit southernidaho.org/opflsponsor.

To learn more about Southern Idaho Economic Development and the Southern Idaho region, please visit us online at southernidaho.org.

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About Southern Idaho Economic Development

Southern Idaho Economic Development is a joint venture of public and private sectors throughout the Magic Valley, formed to help diversify and strengthen the local economy by retaining and attracting business to the Southern Idaho region. Southern Idaho Economic Development works closely with communities throughout the region to promote economic development through expansion of existing business and to implement a focused consistent program to attract new businesses and talent to the region. For more information about Southern Idaho Economic Development and/or the Southern Idaho region, please visit southernidaho.org.

City of Dietrich: "Best Community Art Facelift"



Gooding County: “Best Placemaking Facelift”

Before:



Rendering of purchased sign:



City of Shoshone: "Best Small Business Facelift"

Before



After

