



SOUTHERN IDAHO
ECONOMIC DEVELOPMENT



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Madeleine Bumstead, Marketing Manager

(208) 732-6459

madeleineb@southernidaho.org

2021 OPERATION FACELIFT CALLS FOR RECORD NUMBER OF SPONSORSHIPS

Southern Idaho Economic Development is seeking corporate sponsorships for the annual downtown revitalization project

MAGIC VALLEY, ID – March 8, 2021 – Southern Idaho Economic Development announced today the 11th annual Operation Facelift and are calling for sponsors to support 23 community projects. 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 total project costs amount to more than \$94,000.

This year's Operation Facelift includes projects in Buhl, Castleford, Dietrich, Glens Ferry, Gooding, Hagerman, Heyburn, Jerome, Richfield, Rupert, and Shoshone. These communities are asking for funding to complete projects including adding new and accessible park equipment, cleanups and landscaping, and revitalizing downtown business storefronts. Each project is competing to win in three categories: Best Placemaking Facelift, Best Community Art Facelift, and Best Small Business Facelift.

For more information on this year's projects and how to sign up as a sponsor, [click here](#). The organization is asking for commitments from sponsors by Wednesday, March 31, and projects to be completed between April 1 to July 4. Winners will be announced in the fall.

“Operation Facelift is an annual tradition that brings together our cities, community members, and businesses to revamp our rural communities,” said Ervina Covcic, Rural Economic Development Services Specialist at Southern Idaho Economic Development. “This funding can go a long way in completing projects big and small to help our region become more business friendly and inspire long-lasting growth.”

For more information on the 2021 Operation Facelift or how to sponsor, please contact Connie Stopher at connies@southernidaho.org or 208-732-6459.

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

#

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.