

DOWNTOWN DOIN'S

Idaho Lottery chooses downtown Twin Falls for its 'wholesome Mayberry' look and feel

After looking at eight other cities, the Idaho Lottery settled on using downtown Twin Falls to film its latest television promotion. Public relations staff from the Lottery said they were looking for the Idaho town that best reflected a classic small-town Americana ambience.



Photo courtesy of Times-News

Downtown business owners use grant money to help pay for facade upgrades



To the left is a photo of the new windows installed in the Obenchain Insurance Building on Main Avenue. They were paid for with a grant from the Twin Falls Urban Renewal Agency and matching funds from owner Tim Obenchain.

So far, eight businesses have been awarded matching funds for façade improvements in the area of the former Business Improvement District. As of the writing of this newsletter, chances are good that another five will be awarded shortly. The Twin Falls URA is handling the grant applications and awards.

Operation Facelift, and more



Twelve Magic Valley cities have participated in upgrades. The old Crowley's building was included in the valley-wide effort for paint jobs and façade improvements. In addition, city employees spent the first week of July paying special attention to downtown, filling potholes and sweeping and washing sidewalks and streets. The area is also getting some added touch-ups and promotion with the help of the URA.



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How maintenance work gets done downtown

The City's Parks & Rec Department looks after the 35-year-old irrigation system in landscape areas and trees along Main Avenue from Gooding Street to Jerome Street. The trees along Hansen Street South from Main Avenue to 5th Avenue South are also maintained by the City. There are eight city-owned parking lots with landscaped areas that are maintained by city workers. In addition, the fountain plaza along Main Avenue South is included in the list of city responsibilities along with two medians in Shoshone Street at Main Avenue.

Several property owners have chosen to work together to purchase, plant, weed and water appealing flower gardens along Main Avenue. The City has employees on site everyday checking on the irrigation system and trash.

Newsletter soon to go electronic

Due to budget constraints, beginning Oct. 1 the monthly newsletter you're used to receiving in the monthly utility bill will only be available on-line. You will be able to find the newsletter on the City homepage at the bottom on the right-hand side of the page.

You can also sign up to receive it in your e-mail box by going to <http://www.tfid.org/> and signing up in the "Notify Me" module, also located on the right-hand side near the bottom of the home page. The only thing you have to do is either give your e-mail address for notifications via email or give your phone number for text messages. Your information will not be shared with anyone, and you can unsubscribe any time you wish.

In addition to signing up to receive the monthly newsletter, you can also sign up for police and fire alerts, city job openings, the monthly city calendar and also the parks and recreation schedules. Stay informed: Sign up at <http://www.tfid.org/> .

Reminders of city road construction projects

- Water pipe construction has started along 3300 E to south of the railroad tracks, necessitating a road closure on 3300 E between Kimberly Road and Orchard Dr. This should last possibly until the end of August. Between the beginning and the middle of August, the pipeline work will also stretch along the southernmost lane of Kimberly Road from Hankins Road to 3300 E. That lane will be closed until the end of October.
- Approximately 9,000 feet of 18" waterline is being installed on Falls East from Madrona Street North to Hankins Road, then south on Hankins Road to about Stadium Boulevard. This project is part of the city's ongoing arsenic compliance work that has been occurring since 2010.

Expect traffic restrictions, detours, one-way traffic and periodic closures of Falls Avenue East and Hankins Road to continue throughout autumn. The intersection of Falls and Eastland will be reconstructed. When that occurs, it's anticipated two-way traffic be open most of the time for northbound and southbound traffic.