

HOLBROOK

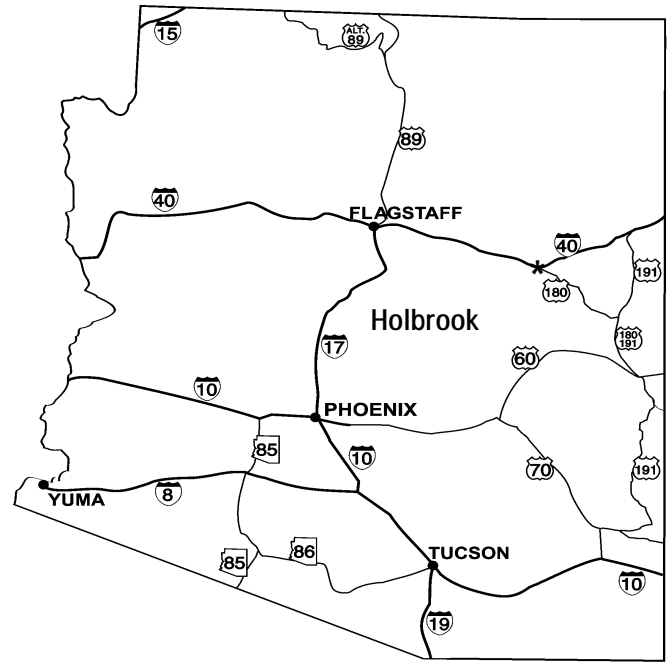
Community Profile

Prepared by the ARIZONA DEPARTMENT OF COMMERCE

Holbrook is on the banks of the Little Colorado River and along Interstate 40 in Northeastern Arizona's high plateau country. In 1881-82 railroad tracks were laid and a railroad station was built in the community. The community was then named Holbrook in honor of the first chief engineer of the Atlantic and Pacific Railroad. The railroad is now BNSF and Holbrook has since been a transportation hub and service center for northeast Arizona. Holbrook is also on Historic Route 66 and is the gateway city to the Petrified Forest Natl. Park. A colorful cowboy history also helps to make Holbrook an interesting tourist community. Holbrook is the county seat of Navajo County.

FOUNDED: 1881
 COUNTY: Navajo County
 DISTANCE TO PHOENIX: 191 miles
 HIGHWAYS: I-40; US 180; SR 77
 ENTERPRISE ZONE AVAILABLE/MAIN STREET COMMUNITY

INCORPORATED: Yes - 1917
 ELEVATION: 5,069 feet
 DISTANCE TO TUCSON: 241 miles



POPULATION

	1990	2000	2004
Holbrook	4,686	4,917	5,430
Navajo County	77,674	97,470	107,420
Arizona	3,665,228	5,130,632	5,833,685

Sources: Arizona Department of Economic Security and U.S. Census Bureau.
 NOTE: Local sources estimate population (within a 50-mile radius) for 1990 at 42,568; and 2000 at 56,074.

PRINCIPAL ECONOMIC ACTIVITIES

Holbrook is a key trade center for northeastern Arizona. Its location on Historic Route 66 & on I-40 at the junction of 4 major highways, between Apache Sitgreaves Natl. Forest to the south & Navajo & Hopi Indian Reservations to the north, makes tourism important to the local economy. Govt. employment is also key. The Cholla Power Plant, Arizona Public Service's largest coal-fired generating station, is located just outside of Holbrook. Holbrook is the gateway to the Petrified Natl. Park.

County Employment	2004
Educational & Health Svcs	3,075
Financial Activities	575
Government	10,750
Information	650
Leisure & Hospitality	2,925
Manufacturing	875
Mining & Construction	2,400
Other Services	800
Professional & Business Svcs	1,075
Trade, Transportation & Utilities	5,475

Sources: Arizona Department of Economic Security
 Figures are organized under the North American Industrial Classification System (NAICS).

Major Private Employers

Arizona Public Service Tate's Auto Center

Major Public Employers

City of Holbrook Holbrook Unified School Dist
 Navajo County Northland Pioneer College
 State of Arizona

LABOR FORCE DATA

	1990	2000	2004
Civilian Labor Force	2,278	2,817	3,206
Unemployed	124	164	169
Unemployment Rate	5.4%	5.8%	5.3%

Sources: Arizona Department of Economic Security.

Growth Indicators	1990	2000	2004
New Bldg. Permit	79*	37*	15*
Taxable Sales (\$)	54,035,050	68,267,267	76,022,167
Net Assessed Valuation (\$)	15,125,606	16,354,061	17,955,333

Sources: Arizona State University; AZ Dept. of Revenue; AZ Tax Research Foundation
 *Incomplete Data: One or more months not available;

SCENIC ATTRACTIONS

A variety of attractions surround Holbrook. To the north is the rugged plateau country with canyons containing prehistoric cliff-dwellings, such as those found in Canyon de Chelly. The Navajo and Hopi Reservations offer many attractions including ceremonial dances, tribal events, and arts and crafts. Nearby are the Petrified Forest National Park and the Painted Desert. Holbrook's courthouse, which houses the Museum and Chamber of Commerce Visitors Center, is listed on the National Register of Historic Places. Special events include the Hashknife Posse Pony Express Ride, Holbrook Old West Celebration, Fireman's Barbeque, "Gathering of Eagles" Native American art show, Navajo County Fair and Navajo County Horse Racing and the Festival of Trees and Christmas Parade of Lights.

TAXES

Property Tax Rate	1990	2000	2004
Elem/High School	7.81	7.65	6.05
City/Fire District	0.50	0.49	0.56
Countywide	2.32	2.90	3.00
Total	\$10.63	\$11.04	\$9.61

Sources: Arizona Tax Research Foundation
 Note: Tax rate per \$100 assessed valuation.

NOTE: School district participates in the Northern Arizona Vocational Institute of Technology (NAVIT).

Sales Tax Rate

City	3.0%
County	0.5%
State	5.6%

Sources: League of Arizona Cities and Towns, Arizona Dept. of Revenue

COMMUNITY FACILITIES

Holbrook offers a wide range of community facilities including a museum, a community center, a senior center, a library, three parks, one swimming pool, a bowling alley, one golf course, six softball fields and numerous tennis and racquetball courts. There is also a county fairground with rodeo arena and horse-racing track.

Educational Institutions

	Public	Private
Community College	N	Y
Elementary	Y	N
High School	Y	N

Financial

Number of Banks: 2

Governmental Agencies

Fire Department: Volunteer

Law Enforcement: City Police Department

Airports Holbrook Municipal Airport has a lighted 6,700-ft. runway with general aviation services. Avgas (Chevron credit cards accepted) 24-hrs. a day.

Medical

Winslow Memorial Hospital -fully staffed hospital with 24-hr. Emergency room, located 30 miles west.

Hotel and Lodging Facilities

Number of Rooms: 1,082

Meeting Rooms: 9

Capacity of Largest Facility: 350

Industrial Properties

The city is located at the convergence of six major highway routes radiating in all directions as well as the main line of the BSNF railway and the northern terminus of the Apache Railway (forest and farm products) The Light Industrial Park is located adjacent to the Holbrook Municipal Airport and Business 40 (Historic Route 66, Navajo Blvd.). The Heavy Industrial Park is located on AZ Highway 77, south of the City and along the Apache Railway.

Utilities

Electricity	APS (Statewide)	800.253-9405
Natural Gas	Unisource Energy (Show Low)	928.537.2914
Propane	Amerigas (Holbrook)	928.524.3504
Sanitation	Municipal (Holbrook)	928.524.6225
Telephone	Frontier Communications (Kingman)	800.921.8101
Water & Sewer	Municipal (Holbrook)	928.524.6225

Cable Providers: Yes

Cable Internet Service Provider: Yes

Digital Switching Station: Yes

Fiber Optics: No

Internet Service Provider: Yes

Weather

Month	Average Temperature (°F)		Average Total Precipitation (Inches)
	Daily Minimum	Daily Maximum	
January	18.6	48.1	0.56
February	23.5	55.3	0.52
March	28.5	62.8	0.56
April	35.3	71.4	0.43
May	42.5	80.7	0.29
June	51.0	90.7	0.31
July	59.6	93.9	1.36
August	58.7	91.4	1.52
September	50.7	85.3	1.02
October	37.9	74.0	0.72
November	26.1	60.4	0.58
December	19.7	48.6	0.57
Yearly Avg	37.7	71.9	8.45

Western Regional Climate Center, wrcc@dri.edu. Period of record 1893-2004. Average Total Snowfall 8.5".

This profile was prepared by the Arizona Department of Commerce Communications Division in cooperation with local sources.

For further information, contact:

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