

SHOW LOW

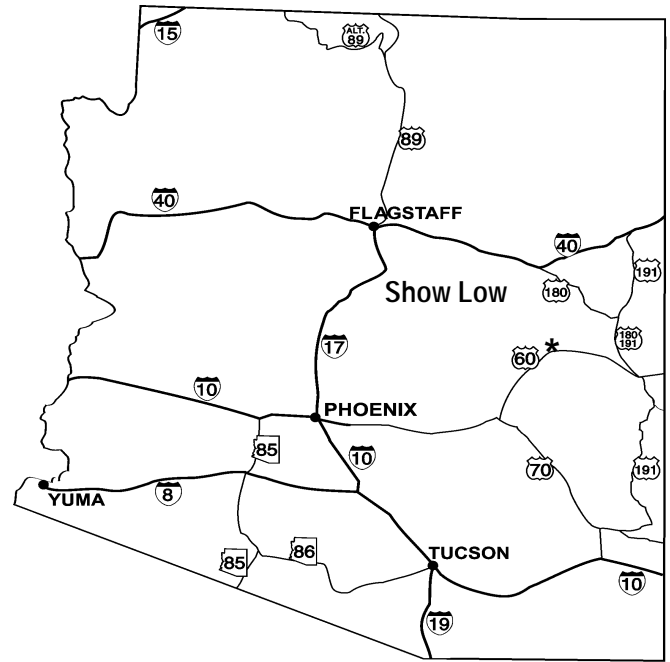
Community Profile

Prepared by the ARIZONA DEPARTMENT OF COMMERCE

Show Low, the commercial and tourism hub of the White Mountains, was established in 1870 and incorporated in 1953. Located in southern Navajo County at an elevation of 6,400 feet, the city is 175 miles northeast of Phoenix and 195 miles north of Tucson. Show Low received its name when C.E. Cooley and Marion Clark decided there was not enough room for both of them in their settlement. The two men agreed to let a game of cards decide who was to move. According to the story, Clark said, "If you can show low, you win." Cooley turned up the deuce of clubs and replied, "Show Low it is."

FOUNDED: 1870
 COUNTY: Navajo County
 DISTANCE TO PHOENIX: 174 miles
 HIGHWAYS: US 60; SR 77; SR 260
 ENTERPRISE ZONE AVAILABLE/MAIN STREET COMMUNITY

INCORPORATED: Yes - 1953
 ELEVATION: 6,331 feet
 DISTANCE TO TUCSON: 193 miles



POPULATION

	1990	2000	2004
Show Low	5,020	7,695	9,365
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.
 Revised 1990 Census population figure (original: 5,019).

PRINCIPAL ECONOMIC ACTIVITIES

Tourism and recreation are the foundations of the economy of Show Low. Due to its size and location, the community serves as a regional trade and services center for southern Navajo County and portions of southern Apache County. It is also an entry point for visitors to the White Mountains.

Show Low's employment evolves around tourism services, education, medical and light manufacturing. Business located within Show Low include machine shops, wood pellet production and construction.

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

Home Depot	K-Mart
Navapache Regional Medical Center	Safeway

Major Public Employers

Arizona Department of Transportation	Arizona Dept. of Economic Security
City of Show Low	Navajo County
Northland Pioneer College	Show Low Unified School District

LABOR FORCE DATA

	1990	2000	2004
Civilian Labor Force	2,130	2,660	3,032
Unemployed	111	110	113
Unemployment Rate	5.2%	4.1%	3.7%

Sources: Arizona Department of Economic Security.

Growth Indicators

	1990	2000	2004
New Bldg. Permit	259	506*	656
Taxable Sales (\$)	94,853,850	310,673,300	384,277,750
Net Assessed Valuation (\$)	55,035,976	69,922,761	94,162,089

Sources: Arizona State University; AZ Dept. of Revenue; AZ Tax Research Foundation
 * Source: City of Show Low

SCENIC ATTRACTIONS

Show Low offers many year around recreational opportunities and points of scenic interest. The Apache Sitgreaves National Forest, with 58 campgrounds, trails, and pristine lakes, surrounds the city. The scenic White Mountain and Mogollon Rim areas are also nearby for campers and fishermen. Arizona's only covered bridge is located in Pinedale, 15 miles west of Show Low. Apache, Navajo, Hopi and Zuni Indian Reservations are nearby. The City has a new indoor aquatic center, five 18 hole golf courses within 20 miles, and numerous motel and RV accommodations.

Boating and fishing are popular in many lakes and streams in the area. Snow skiing is available at Sunrise Park Resort on the White Mountain Apache Indian Reservation.

TAXES

Property Tax Rate	1990	2000	2004
Elem/High School	6.44	6.23	5.48
City/Fire District	0.29	0.00	0.00
Countywide	2.32	2.90	3.00
Total	\$9.05	\$9.13	\$8.48

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). Residents also pay Show Low Fire District rate.

Sales Tax Rate

City	2.50%
County	0.50%
State	5.60%

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

COMMUNITY FACILITIES

The City of Show Low has a broad range of community facilities including a library, bowling alley, one 18-hole golf course, one 27-hole golf course, several lighted racquetball and tennis courts, an exercise fitness course, soccer fields, an archery range, and movie theaters. Other facilities available include an indoor aquatic center pool, lighted softball and baseball fields, handball and basketball courts and picnic areas.

Educational Institutions

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

Financial

Number of Banks: 6

Governmental Agencies

Fire Department: Show Low Fire District

Law Enforcement: City Police Department

Airports Two paved runways (7,200-ft./4,00-ft. unlighted) with paved taxiway and terminal. Daily scheduled air passenger service.

Medical

Navopache Regional Medical Center.

Hotel and Lodging Facilities

Number of Rooms: 700

Meeting Rooms: 12

Capacity of Largest Facility: 500

Industrial Properties

Contact City of Show Low Community Development Department at (928) 532-4040 or White Mountain Regional Development Corporation at (928) 537-3777.

Utilities

Electricity	APS (Statewide)	800.253-9405
Natural Gas	Citizens Utilities (Show Low)	928.537.2913
Telephone	Citizens Communications (statewide)	800.921.8101
	Frontier Communications (Show Low)	800-921-8102
Water	City of Show Low	928-532-4000
	Fools Hollow Water Company	928.537.1114
	Park Valley Water Company	928.537.1114
	Pineview Water Company	928.537.4858

Cable Providers: Yes

Cable Internet Service Provider: Yes

Digital Switching Station: Yes

Fiber Optics: Yes

Internet Service Provider: Yes

Weather

Month	Average Temperature (°F)		Average Total Precipitation (Inches)
	Daily Minimum	Daily Maximum	
January	20.3	45.5	1.18
February	23.9	50.5	1.25
March	28.7	56.4	1.33
April	34.0	64.2	0.71
May	41.8	73.8	0.65
June	50.6	83.8	0.43
July	57.4	86.0	2.21
August	55.8	83.0	3.09
September	49.6	78.1	1.70
October	38.2	67.8	1.59
November	27.9	55.4	1.36
December	21.1	46.3	1.82
Yearly Avg	37.4	65.9	17.31

Western Regional Climate Center, wrcc@dri.edu. Period of record 1965-2004. Average Total Snowfall 26.1".

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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