

# SNOWFLAKE

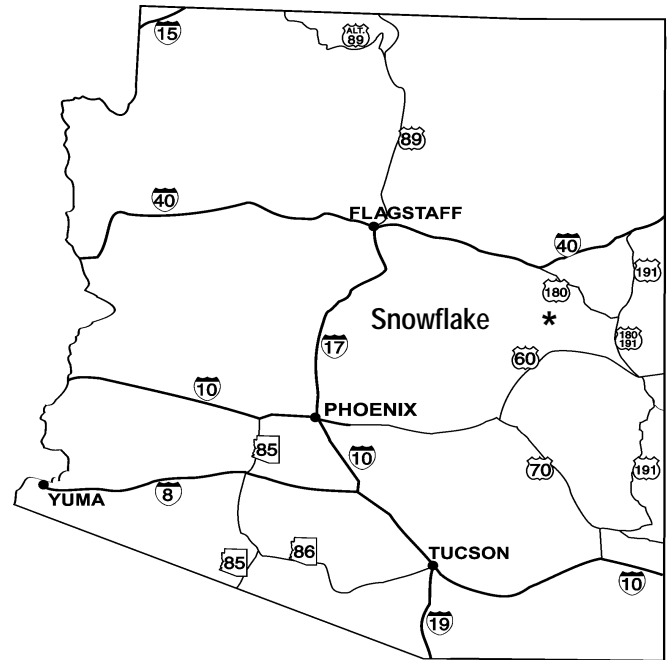
# Community Profile

## Prepared by the ARIZONA DEPARTMENT OF COMMERCE

Snowflake is in east-central Arizona 30 miles south of Holbrook on state Route 77. The Mogolion Rim and the White Mountains, south and west of Snowflake, form an almost continuous barrier protecting the community from severe winters and creating a semi-arid climate. Founded in 1878, Snowflake was named after its founders, Apostle Erastus Snow and Mormon land agent William Flake. Snowflake is at an elevation of 5,600 feet.

FOUNDED: 1878  
 COUNTY: Navajo County  
 DISTANCE TO PHOENIX: 172 miles  
 HIGHWAYS: I-40; SR 77; SR 277  
 ENTERPRISE ZONE AVAILABLE

INCORPORATED: Yes - 1948  
 ELEVATION: 5,582 feet  
 DISTANCE TO TUCSON: 207 miles



## POPULATION

	1990	2000	2004
Snowflake	3,679	4,460	4,795
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.

## PRINCIPAL ECONOMIC ACTIVITIES

Arizona's only pulp and paper mill is Snowflake's largest industry. Abitibi Consolidated Sales Corporation, located on a 640 acre site 15 miles west of Snowflake, is one of the most modern and efficient facilities of its type in America. This community is also home to a 20 acre hydroponic tomato growing greenhouse facility, Suntastic, USA, Inc.

Smith Moulding and Snowflake Lumber & Moulding are two other major employers in the area.

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

Abitibi Consolidated Sales Corp      Pigs for Farmer John

## Major Public Employers

Northland Pioneer College      Snowflake School Dist.

## LABOR FORCE DATA

	1990	2000	2004
Civilian Labor Force	1,326	1,532	1,745
Unemployed	158	73	75
Unemployment Rate	11.9%	4.8%	4.3%

Sources: Arizona Department of Economic Security.

Growth Indicators	1990	2000	2004
New Bldg. Permit	14	12*	N/R
Taxable Sales (\$)	14,958,650	34,126,100	43,941,900
Net Assessed Valuation (\$)	11,782,573	16,376,084	24,629,184

Sources: Arizona State University; AZ Dept. of Revenue; AZ Tax Research Foundation  
 \*Incomplete Data: One or more months not available; N/R: No report

## SCENIC ATTRACTIONS

Snowflake lies in an area of great contrast - barren desert to the north and mountain ranges to the south. One of the nation's most unique parks lies north of Snowflake, the Petrified Forest National Park, which includes not only the Petrified Forest, but the Painted Desert and Navajo Indian Reservation with attractions such as Mounment Valley and Oraibi, the oldest continually occupied village in the U.S.

To the south and west of snowflake are high mountains and forests, including the White Mountains, Sitgreaves National Forest, and the Mogollon Rim. Many small lakes, perfect for trout fishing and swimming, are scattered throughout these mountains. The Sunrise Ski Resort is located 65 miles south of Snowflake on the Fort Apache Indian Reservation.

## TAXES

Property Tax Rate	1990	2000	2004
Elem/High School	5.26	5.67	4.17
City/Fire District	0.00	0.00	0.00
Countywide	2.32	2.90	3.00
<b>Total</b>	<b>\$7.58</b>	<b>\$8.57</b>	<b>\$7.17</b>

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	2.00%
County	0.50%
State	5.60%

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

## COMMUNITY FACILITIES

The community offers a broad range of facilities including museums, a library, senior citizens center, an Olympic-size swimming pool, 10 roping arenas, two rodeo arenas, one 27-hole golf course, and three parks with four lighted tennis courts, basketball, volleyball and racquetball courts, picnic and barbecue areas, and an amphitheater. Pioneer Days, one of the two largest events in Snowflake, is held as near to Founders Day (July 24) as possible. Pioneer homes are open for tours with the residents adding to the pioneer spirit by wearing costumes. An arts and crafts street fair, barbecues, dances, rodeos and fireworks are among the many community-sponsored activities planned for this special celebration. Featured attractions include softball and golf tournaments.

## Educational Institutions

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

## Financial

Number of Banks: 2

## Governmental Agencies

Fire Department: Volunteer

Law Enforcement: City Police Department

**Airports** Residents of Snowflake have access to Taylor Airport,

4 miles south, which has a 7,200-ft. runway.

## Medical

There are two regional medical clinics.

## Hotel and Lodging Facilities

Number of Rooms: 98

Meeting Rooms: 7

Capacity of Largest Facility: 200

## Industrial Properties

For more information contact the Town of Snowflake, the Snowflake/Taylor Chamber of Commerce or the White Mountain Regional Development Corporation at 928-537-3777.

## Utilities

Electricity	APS (Statewide)	800.253-9405
Natural Gas	Citizens Utilities (Snowflake)	928.537.2913
Telephone	Citizens Communications (statewide)	800.921.8101
Water & Sewer	Town of Snowflake	928.536.7103

Cable Providers: Yes

Cable Internet Service Provider: No

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	17.3	47.8	0.72
February	21.3	54.1	0.67
March	25.7	60.2	0.79
April	31.7	68.6	0.55
May	38.5	77.3	0.48
June	46.4	87.5	0.45
July	55.6	90.0	2.07
August	54.8	87.4	2.49
September	46.2	82.3	1.42
October	34.6	72.1	1.06
November	23.9	59.1	0.71
December	17.8	49.0	0.77
Yearly Avg	34.5	69.6	12.19

*Western Regional Climate Center, wrcc@dri.edu. Period of record 1897-2004. Average Total Snowfall 17.8".*

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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Town of Snowflake

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White Mountain Regional Development Corporation

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Prepared on 4/2005