

Holbrook is on the banks of the Little Colorado River and along Interstate 40 in northeastern Arizona's high plateau country. In 1881 and 1882, 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 owned by BNSF, and Holbrook has since been a transportation hub and service center for northeastern Arizona. Holbrook is on historic Route 66 and is the gateway city to the Petrified Forest National Park. A colorful cowboy history also helps to make Holbrook an interesting tourist community. Holbrook is the county seat of Navajo County.

### Principal Economic Activities

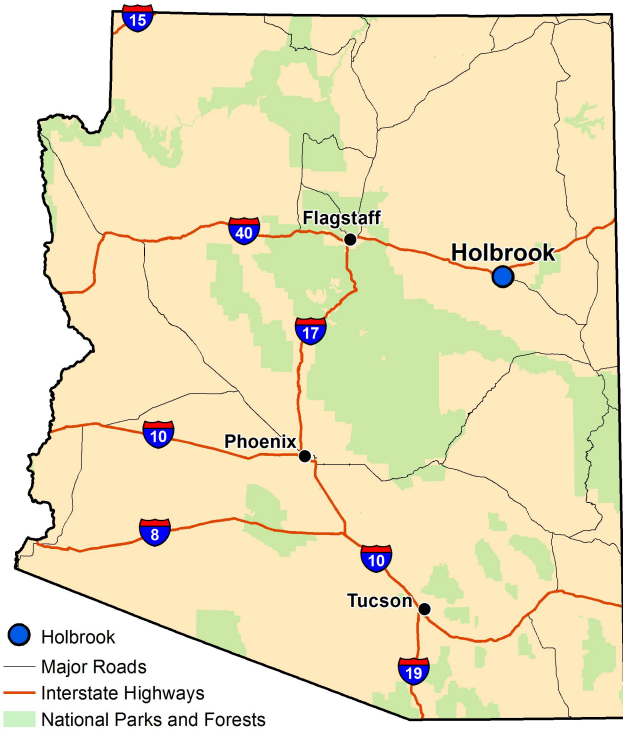
Holbrook is a key trade center for northeastern Arizona. Its location on historic Route 66 and on I-40 at the junction of four major highways between the Apache Sitgreaves National Forest and Navajo and Hopi Native American Reservations make tourism important to the local economy. Government employment also is key. The Cholla Power Plant, Arizona Public Service's largest coal-fired generating station, is located just outside of Holbrook.

### Scenic Attractions

A variety of attractions surround Holbrook. The northern rugged plateau country with canyons contains prehistoric cliff-dwellings such as the Hidden Cove Petroglyph Park. The Navajo and Hopi Reservations offer many attractions including ceremonial dances, tribal events and arts and crafts. Nearby resides the Petrified Forest National Park and the Painted Desert. Holbrook's courthouse, which houses the Navajo County Historical Museum, is listed on the National Register of Historic Places. Special events include the Hashknife Posse Pony Express Ride, Holbrook's Route 66 Festival, the Wild West Days celebration, the Fourth of July Fireman's Barbecue, the Native American & Mexican Folkloric Summer Dancers, the Navajo County Fair, the Petrified Forest Marathon, the Festival of Trees and the Christmas Parade of Lights.

### Community Facilities

Holbrook offers a wide range of community facilities including a museum, a community center, a senior center, a library, five parks, one swimming pool, a splash pad, one golf course, six softball fields, three off-leash dog parks and numerous tennis and racquetball courts. The town includes a county fairground with rodeo arena.



**BASIC INFORMATION**

<b>Founded:</b>	1881	<b>Incorporated:</b>	1917
<b>Elevation:</b>	5,069 ft.	<b>Location:</b>	Navajo County
<b>Distance to major cities:</b>			
<b>Phoenix:</b>	191 miles	<b>San Diego:</b>	538 miles
<b>Tucson:</b>	241 miles	<b>Los Angeles:</b>	556 miles
<b>Las Vegas:</b>	342 miles		

**POPULATION**

	2000	2010	2016 (est.)
Holbrook	4,917	5,055	5,120
Navajo County	97,470	107,677	110,413
State of Arizona	5,130,632	6,401,569	6,835,518

*Office of Economic Opportunity*

**PROPERTY TAX**

	2000	2010	2016
Elementary / High School	7.65	7.35	7.35
City / Fire District	0.49	0.28	0.00
Navajo County	2.90	2.69	3.87
Totals (Navajo County)	11.04	10.32	11.23

*Arizona Dept. of Revenue & Arizona Tax Research Foundation*

**SALES TAX / TRANSACTION PRIVILEGE TAX**

Holbrook	3.00%
Navajo County	6.10%
State	5.60%

*Arizona Dept. of Revenue & Arizona Tax Research Foundation*

**LABOR FORCE**

	2000	2010	2016
Civilian Labor Force	2,199	2,721	2,427
Unemployed	103	379	73
Unemployment Rate	4.7%	13.9%	3.0%

*Office of Economic Opportunity*

**WORKFORCE EDUCATION ATTAINMENT**

	Count	Share
Less than high school	372	11.5%
High school or equivalent, no college	1,085	33.5%
Some college or Associate degree	1,279	39.5%
Bachelor's degree or advanced degree	500	15.5%

*American Community Survey*

**INDUSTRY (RANKED BY EMPLOYMENT)**

	Count	Share
Education, health care & social assistance	477	24.1%
Arts, entertainment, food & recreation services	324	16.3%
Public administration	253	12.8%
Retail trade	230	11.6%
Transportation, warehousing, & utilities	173	8.7%
Other services, except public administration	132	6.7%
Agriculture, forestry, fishing, hunting, & mining	123	6.2%
Construction	76	3.8%
Professional, scientific, & administrative services	66	3.3%
Finance, insurance & real estate	49	2.5%
Manufacturing	40	2.0%
Information	25	1.3%
Wholesale trade	14	0.7%

*American Community Survey*

This profile was prepared by the Arizona Commerce Authority in cooperation with local sources. For further information, please contact:

**City of Holbrook**

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**Navajo County Economic Development**

100 E. Code Talkers Drive, South Highway  
777, P.O. Box 668  
Holbrook, AZ 86025  
Phone: 928-524-4000  
Website: [www.navajocountyaz.gov](http://www.navajocountyaz.gov)

**Holbrook Chamber of Commerce**

100 E Arizona  
Holbrook, AZ 86025  
Phone: 928-524-6558  
Email: [Admin@holbrookcommerce.org](mailto:Admin@holbrookcommerce.org)  
Website: <http://holbrookcommerce.org>

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