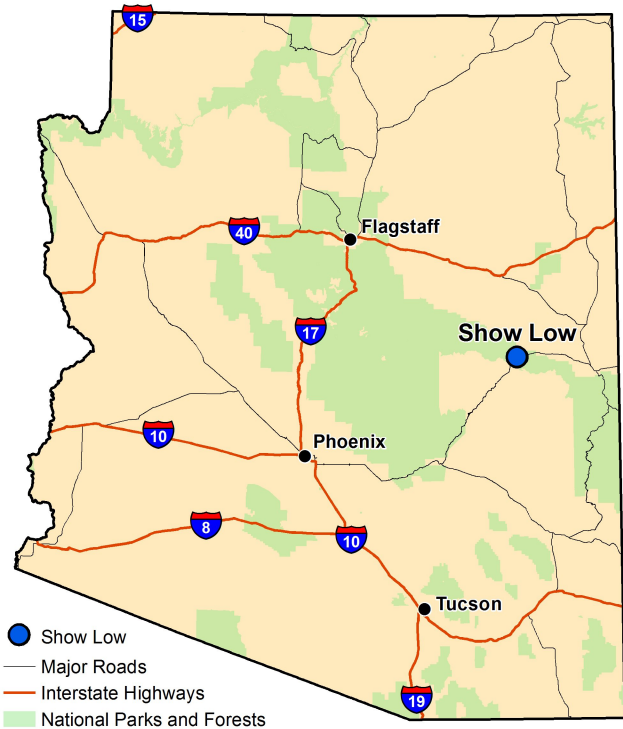


Show Low, the business hub and marketing center of the White Mountains and northeastern Arizona, was founded in 1870 and incorporated in 1953. The city is roughly 175 miles northeast of Phoenix and 190 miles north of Tucson at an elevation of 6,331 feet in the southern Navajo County. Show Low was named after a marathon poker game played between two early settlers, C.E. Cooley and Marion Clark. They decided there wasn't enough room for both of them in the community and agreed to let a card game decide who would get the 100,000-acre ranch and who would move on. According to the story, Clark said, "If you can show low, you win." Cooley turned up the two of clubs and replied, "show low it is."

Show Low has a quality workforce built on an excellent education system. Show Low is home to Northland Pioneer College and a branch campus of Northern Arizona University. Show Low has a significant medical infrastructure anchored by Summit Healthcare Regional Medical Center. Additionally, Show Low has the only airport in northeastern Arizona offering commercial service. Boutique Air services Show Low Regional Airport and offers daily non-stop flights to Phoenix.



Principal Economic Activities

The value-added forest products and tourism industries are the traditional pillars of the Show Low economy. Other industries include aviation and light manufacturing, medical advancement and services and entrepreneurship. Show Low is the largest city in northeastern Arizona and the shopping hub for a trade area population of nearly 140,000. Seasonal spikes in the population from tourism activity and the second home market swell the trade area population to more than 160,000.

Scenic Attractions

Show Low sits within a 200,000-acre National Forest playground. The area is famous for world class hunting, fishing and camping. These forests produced the current world record for typical elk. The area's 50 lakes and streams produced current state record fish for six different species. Skiing and snowboarding are available only 36 miles from Show Low at Sunrise Park Resort. The Show Low and White Mountains Trail Systems are the pride of the community and provide more than 120 miles of trails for hiking and mountain biking. Show Low features seven area golf courses including championship courses at Torreon Golf Club and Bison Golf and Country Club.

Community Facilities

The city of Show Low has a broad range of community facilities including a library, historical and art museums, a bowling alley, movie theaters, two championship golf courses, an indoor aquatic center and picnic areas. The city encompasses nearly 100 acres of city-owned parks with tennis, basketball and racquetball courts as well as baseball, softball and soccer fields. Show Low hosts the White Mountain Symphony Orchestra and many community events throughout the year including Show Low Days, the Fourth of July Freedom Fest, Show Low Main Street Farmer's Market & Art Walk, the Spooktacular Festival, triathlons and bike races.

BASIC INFORMATION

Founded:	1870	Incorporated:	1953
Elevation:	6,331 ft.	Location:	Navajo County
Distance to major cities:			
Phoenix:	175 miles	San Diego:	532 miles
Tucson:	195 miles	Los Angeles:	549 miles
Las Vegas:	389 miles		

POPULATION

	2000	2010	2016 (est.)
Show Low	7,695	10,666	11,176
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	6.23	4.58	4.83
City / Fire District	0.85	2.01	2.89
Navajo County	2.90	2.69	3.87
Totals (Navajo County)	9.98	9.28	11.59

Arizona Dept. of Revenue & Arizona Tax Research Foundation

SALES TAX / TRANSACTION PRIVILEGE TAX

Show Low	2.00%
Navajo County	6.10%
State	5.60%

Arizona Dept. of Revenue & Arizona Tax Research Foundation

LABOR FORCE

	2000	2010	2016
Civilian Labor Force	3,319	4,744	4,994
Unemployed	116	500	240
Unemployment Rate	3.5%	10.5%	4.8%

Office of Economic Opportunity

WORKFORCE EDUCATION ATTAINMENT

	Count	Share
Less than high school	844	11.3%
High school or equivalent, no college	2,302	30.9%
Some college or Associate degree	3,008	40.4%
Bachelor's degree or advanced degree	1,297	17.4%

American Community Survey

INDUSTRY (RANKED BY EMPLOYMENT)

	Count	Share
Education, health care & social assistance	1,039	26.0%
Retail trade	801	20.0%
Arts, entertainment, food & recreation services	542	13.5%
Professional, scientific, & administrative services	271	6.8%
Transportation, warehousing, & utilities	231	5.8%
Construction	228	5.7%
Finance, insurance & real estate	211	5.3%
Public administration	167	4.2%
Other services, except public administration	121	3.0%
Wholesale trade	118	2.9%
Information	114	2.8%
Agriculture, forestry, fishing, hunting, & mining	80	2.0%
Manufacturing	78	1.9%

American Community Survey

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

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