

The town of Snowflake is in east-central Arizona, 30 miles south of Holbrook and 15 miles north of Show Low on State Route 77. The Mogollon 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. Snowflake is at an elevation of 5,600 feet. Founded in 1878, Snowflake was named after its founders, Apostle Erastus Snow and Mormon land agent William Flake.

Principal Economic Activities

The Snowflake area accommodates various renewable energy projects including wind farms, a biomass power plant, a wood pellet mill and more. Snowflake is also home to a 40-acre greenhouse facility owned and operated by Copperstate Farms. The area is served by a short-line, Apache Railway, that connects to the BNSF mainline, providing service from the east coast to the west coast. This along with other key infrastructure, such as the Coconino Aquifer, will attract other industries to the area.

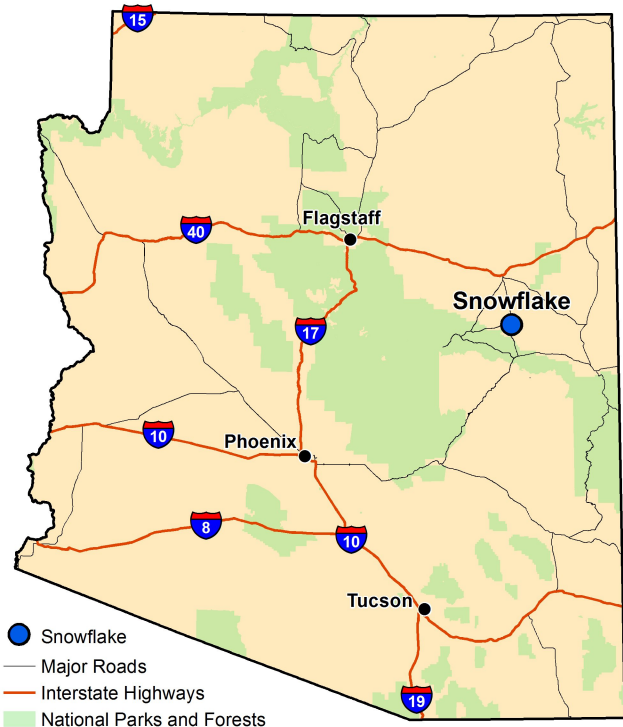
Scenic Attractions

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 unusual parks lies north of Snowflake, the Petrified Forest National Park, which includes not only the Petrified Forest, but the Painted Desert and one of the Navajo tribe's oldest continually-occupied village in the United States. 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 65 miles south of Snowflake on the Fort Apache Indian Reservation.

Community Facilities

The community offers a broad range of facilities including museums, a library, a senior citizens' center, rodeo arenas, a 27-hole golf course and three parks with tennis courts, basketball, volleyball and racquetball courts, a skatepark, picnic and barbecue areas and an amphitheater. The two largest events in Snowflake are The Twelve Days of Christmas, which includes 12 days of community activities, and Pioneer Days, which is held as near to Founders Day (July 24) as possible. During Pioneer Days, pioneer homes are open for tours with the residents adding to the pioneer spirit by wearing period 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 festivals and softball and golf tournaments. Other amenities include an LDS Temple that attracts patrons from all over northern Arizona and a campus of Northland Pioneer College which also draws people from around the region.



BASIC INFORMATION

Founded:	1878	Incorporated:	1948
Elevation:	5,582 ft.	Location:	Navajo County
Distance to major cities:			
Phoenix:	172 miles	San Diego:	526 miles
Tucson:	207 miles	Los Angeles:	544 miles
Las Vegas:	369 miles		

POPULATION

	2000	2010	2016 (est.)
Snowflake	4,460	5,609	5,798
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	5.72	3.13	6.32
City / Fire District	0.00	0.00	0.00
Navajo County	2.90	2.69	3.87
Totals (Navajo County)	8.63	5.82	10.19

Arizona Dept. of Revenue & Arizona Tax Research Foundation

SALES TAX / TRANSACTION PRIVILEGE TAX

Snowflake	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	1,836	2,273	2,213
Unemployed	73	105	75
Unemployment Rate	4.0%	4.6%	3.4%

Office of Economic Opportunity

WORKFORCE EDUCATION ATTAINMENT

	Count	Share
Less than high school	285	9.4%
High school or equivalent, no college	667	21.9%
Some college or Associate degree	1,617	53.1%
Bachelor's degree or advanced degree	474	15.6%

American Community Survey

INDUSTRY (RANKED BY EMPLOYMENT)

	Count	Share
Education, health care & social assistance	353	19.6%
Arts, entertainment, food & recreation services	271	15.1%
Construction	230	12.8%
Retail trade	182	10.1%
Public administration	142	7.9%
Agriculture, forestry, fishing, hunting, & mining	129	7.2%
Transportation, warehousing, & utilities	128	7.1%
Manufacturing	103	5.7%
Other services, except public administration	78	4.3%
Finance, insurance & real estate	67	3.7%
Professional, scientific, & administrative services	59	3.3%
Wholesale trade	43	2.4%
Information	14	0.8%

American Community Survey

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

Town of Snowflake

Katie Melser
81 West 1st St. South
Snowflake, AZ 85937
Phone: 928-536-7103
Email: kmelser@ci.snowflake.az.us
Website: www.ci.snowflake.az.us

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

Snowflake/Taylor Chamber of Commerce

110 N. Main
Snowflake, AZ 85937
Phone: 928-536-4331
Email: greg@snowflaketaylorchamber.org
Website: www.snowflaketaylorchamber.org

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