

# 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 6,415 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."

A Main Street and REDI accredited community

### Basic Information

Founded: 1870  
 Incorporated: 1953  
 Elevation: 6,415  
 Located in Navajo County  
 Nearby Highways: HWYS US 60; SR 77; SR 260  
 Enterprise Zone available

Distance to Major Cities:  
 Phoenix: 175 miles  
 Tucson: 195 miles

### Population

	1990	2000	2008
Show Low	5,020	7,695	12,315
Navajo County	77,674	97,470	114,780
Arizona	3,665,228	5,130,632	6,629,455

Sources: Arizona Department of Commerce and US 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 revolves around tourism services, education, medical and light manufacturing.

### County Employment

	2008
Government	10,800
Trade, Transportation, and Utilities	5,725
Educational and Health Services	3,425
Leisure and Hospitality	2,975
Mining and Construction	2,525
Professional and Business Services	1,225
Information	800
Manufacturing	725
Other Services	625
Financial Activities	600

Source: Arizona Department of Commerce  
 Figures are organized under the North American Industrial Classification System (NAICS).

### Private Employers

Abitibi (Catalysts)  
 CelluarOne  
 Frontier/Citizens Communications  
 Henkels & McCoy  
 Home Depot  
 Kmart  
 Safeway  
 Summit Healthcare Regional Medical Center  
 Wal-Mart Supercenter

### Public Employers

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



### Labor Force Data

	1990	2000	2008
Civilian Labor Force	2,163	3,319	3,778
Unemployed	86	116	168
Unemployment Rate	4.0%	3.5%	4.4%

Source: Arizona Department of Commerce

### Growth Indicators

	1990	2000	2008
New Bldg. Permits	259	506	174
Taxable Sales (\$)	94.9 million	310.7 million	547.1 million
Net Assessed Value (\$)	55 million	69.9 million	178.6 million

Sources: Arizona State Univ., AZ Dept. of Revenue, AZ Tax Research Assoc.  
 1990 New building permit data source: City of Show Low. 2008 Incomplete data: One or more months not available.

### Scenic Attractions

Show Low offers many year-round recreational opportunities and points of scenic interest. The Apache-Sitgreaves National Forests, with 58 campgrounds, trails, and pristine lakes, surround 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 an indoor aquatic center, eight 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 (Fool Hollow and Show Low Lake). Snow skiing is available at Sunrise Park Resort on the White Mountain Apache Indian Reservation.

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## 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 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
Elementary	N	Y
High School	Y	N
Technical	N	Y
Community College	Y	N

### Financial

Number of banks: 6

### Government

Fire Department: Show Low Fire District

Law Enforcement: City Police Department

### Airports

Two paved runways (7,200-ft./4,000-ft.) with paved taxiway, self-service fuel facilities and terminal. Daily scheduled air passenger service.

### Medical

Summit Healthcare Regional Medical Center

### Hotel & Lodging

Number of Rooms: 700

Meeting Rooms: 12

Capacity of Largest Facility: 500

### Industrial Properties:

Contact City of Show Low Economic Development Department at (928) 532-4040, 4124 or email address: [communitydevelopment@ci.show-low.az.us](mailto:communitydevelopment@ci.show-low.az.us).

### Utilities

Cable	Cable One	888-216-7515
Electricity	APS (Statewide)	800.253-9405
Electricity	Navopache Electric	928.368.5118
Natural Gas	Unisource Energy Services (Show Low)	928.537.2913
Propane	Amerigas (Show Low)	928.537.4944
Propane	Ferrell Gas (Show Low)	928.537.2214
Propane	Graves Propane (Show Low)	928.537.2971
Sanitation	Waste Management (Show Low)	928.368.5472
Telephone	Cable One (Show Low)	888-216-7515
Telephone	Frontier Communications (Show Low)	800-921-8101
Water	Fools Hollow Water Company	928.537.1114
Water	Park Valley Water Company	928.537.1114
Water	Pineview Water Company	928.537.4858
Water & Sewer	City of Show Low	928-532-4005

Cable Providers: Y

Digital Switching Station: Y

Internet Service Provider: Y

Cable Internet Service Provider: Y

Fiber Optics: Y

## Taxes

Property Tax Rate	1990	2000	2008
Elementary/High Schools	6.44	6.23	3.90
City/Fire District	0.29	0.00	0.00
Countywide	2.32	2.90	2.56
<b>Totals</b>	<b>9.05</b>	<b>9.13</b>	<b>6.46</b>

Source: Arizona Tax Research Association

Note: Tax rate per \$100 assessed valuation

NOTE: School district participates in the Northern Arizona Vocational Institute of Technology (NAVIT). \* Show Low residents pay Show Low Fire District rate.

### Sales Tax

	2008
City/Town	2.00%
County	0.50%
State	5.60%

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

## Weather

	Avg. Low (°F)	Avg. High (°F)	Precip. (in.)
	37.7	66.0	1.4
January	20.6	45.6	1.2
February	24.2	50.6	1.2
March	28.9	56.5	1.3
April	34.4	64.4	0.7
May	42.1	73.9	0.6
June	51.0	83.9	0.4
July	57.6	86.1	2.3
August	56.0	82.9	3.1
September	49.8	78.1	1.6
October	38.4	67.7	1.6
November	28.3	55.9	1.3
December	21.4	46.4	1.8

Source: Western Regional Climate Center

Western Regional Climate Center, [wrccl@ari.edu](mailto:wrccl@ari.edu). Period of record 1965-2005.

Average Total Snowfall 25.0".

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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