

Community Profile for

Show Low

 Arizona Commerce Authority Logo

 Map of Show Low

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. Additionally, Show Low has the only airport in northeastern Arizona offering commercial service. Southern Airways Express services Show Low Regional Airport and offers daily non-stop flights to Phoenix.

Scenic Attractions

Show Low sits within a 2,000,000-acre National Forest playground. The area is famous for world class hunting, fishing and camping. These forests produced the current world-record 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, 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. The city encompasses nearly 100 acres of city-owned parks with tennis, basketball, pickleball 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 BBQ Throwdown, Show Low Days, the Fourth of July Freedom Fest, Show Low Farmer's Market & Art Walk, Medieval Mayhem Renaissance Faire, Derby Down the Deuce, Show Low Battle of the Bands, Show Low Film Festival and several triathlons and bike races."

Community Profile for

Show Low, Arizona



BASIC INFORMATION

Founded: 1870

Incorporated: 1953

Elevation: 6,331 ft.

Location: Navajo

Distance to major cities:

Phoenix: 175 miles

Tucson: 195 miles

Las Vegas: 389 miles

San Diego: 532 miles

Los Angeles: 549 miles

POPULATION

2000 2010 2023 (est.)

Show Low 7,695 10,666 11,966

Office of Economic Opportunity

SALES TAX / TRANSACTION PRIVILEGE TAX

Show Low 2.00%

Navajo 0.50%

State 5.60%

Arizona Dept. of Revenue & Arizona Tax Research Foundation

LABOR FORCE

2000 2010 2022

Civilian Labor Force 3,319 4,744 4,795

Unemployed 116 500 200

Unemployment Rate 3.5% 10.5% 4.2%

Office of Economic Opportunity

WORKFORCE EDUCATION ATTAINMENT

	Count	Share
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Less than high school	606	8.0%
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High school or equivalent, no college	1,645	21.6%
Some college or Associate degree	3,146	41.4%
Bachelor's degree or advanced degree	2,208	29.0%

American Community Survey

INDUSTRY (RANKED BY EMPLOYMENT)

	Count	Share
Education, health care & social assistance	1,192	27.6%
Retail trade	816	18.9%
Arts, entertainment, food & recreation services	496	11.5%
Construction	323	7.5%
Professional, scientific, & administrative services	266	6.2%
Other services, except public administration	264	6.1%
Public administration	241	5.6%
Finance, insurance & real estate	228	5.3%
Manufacturing	171	4.0%
Transportation, warehousing, & utilities	107	2.5%
Agriculture, forestry, fishing, hunting, & mining	86	2.0%
Information	71	1.6%
Wholesale trade	61	1.4%

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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