


Community Profile for

Snowflake

 Arizona Commerce Authority Logo

 Map of Snowflake

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.

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BASIC INFORMATION

Founded: 1878
Incorporated: 1948
Elevation: 5,582 ft.
Location: Navajo

Distance to major cities:

Phoenix: 172 miles
Tucson: 207 miles
Las Vegas: 369 miles
San Diego: 526 miles
Los Angeles: 544 miles

POPULATION

2000 2010 2023 (est.)

Snowflake 4,460 5,609 6,266

Office of Economic Opportunity

SALES TAX / TRANSACTION PRIVILEGE TAX

Snowflake 2.00%
Navajo 0.50%
State 5.60%

Arizona Dept. of Revenue & Arizona Tax Research Foundation

LABOR FORCE

2000 2010 2022

Civilian Labor Force 1,836 2,273 2,350

Unemployed 73 105 154

Unemployment Rate 4.0% 4.6% 6.6%

Office of Economic Opportunity

WORKFORCE EDUCATION ATTAINMENT

Count Share

Less than high school	245	7.7%
High school or equivalent, no college	555	17.4%
Some college or Associate degree	1,659	52.1%
Bachelor's degree or advanced degree	725	22.8%

American Community Survey

INDUSTRY (RANKED BY EMPLOYMENT)

	Count	Share
Education, health care & social assistance	796	38.5%
Construction	280	13.6%
Public administration	265	12.8%
Arts, entertainment, food & recreation services	153	7.4%
Retail trade	138	6.7%
Wholesale trade	101	4.9%
Other services, except public administration	83	4.0%
Agriculture, forestry, fishing, hunting, & mining	78	3.8%
Finance, insurance & real estate	75	3.6%
Transportation, warehousing, & utilities	42	2.0%
Information	28	1.4%
Manufacturing	27	1.3%

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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