

In the valleys and meadows, Williams lies at the base of Bill Williams Mountain in the beautiful Kaibab National Forest of north-central Arizona. Known as the Gateway to the Grand Canyon, the city offers the shortest route from Interstate 40 to the splendor of the Grand Canyon. The Grand Canyon Railway offers turn-of-the-20th-century diesel fuel engine or vintage 1950s diesel locomotive train rides between Williams and the Grand Canyon. Williams, the city and the mountain, were named for William "Bill" S. Williams, a famous master trapper and scout on the Santa Fe Trail. Williams maintains its attractive small-town atmosphere, while large-town conveniences and entertainment are only 30 minutes away in Flagstaff via Interstate 40.

Principal Economic Activities

Williams' location 59 miles south of the Grand Canyon makes tourist-oriented retail and service firms a major economic segment. With about five million tourists passing through Williams on their way to the Grand Canyon annually, there is an average traffic flow of more than 15,000 vehicles a day. Williams is situated in the heart of Arizona's timber country, and the timber industry is making a comeback in this historic community. The National Forest Service, cattle and sheep ranching, dry farming, small industry and rock quarrying also contribute to the economy.

Scenic Attractions

In addition to the Grand Canyon, attractions in the area include the 9,264-foot Bill Williams Mountain, White Horse Lake and Sycamore Canyon Wilderness area. Williams is the last town on Route 66 to be bypassed by Interstate 40 and is a popular stop for "Mother Road" enthusiasts, who wish to see the best-preserved stretch of old Route 66. The Williams and Forest Service Visitor Center is located in the historic Santa Fe Freight Depot. Air and ground scenic tours are available in Williams. The surrounding Kaibab National Forest offers seasonal hunting. For fishing enthusiasts, six well-stocked lakes surround Williams. Camping is available with 200 national forest campsites and 300 private sites in the region.

Community Facilities

Williams offers a broad range of community facilities including a community building, a library, several parks and 30 horse stables. Additional athletic facilities include football and baseball fields, one Little League field, rodeo grounds, one softball field and two practice fields. Williams hosts a variety of annual events, too.



BASIC INFORMATION

| | |
|---------------|-----------|
| Founded: | 1881 |
| Incorporated: | 1901 |
| Elevation: | 6,940 ft. |
| Location: | Coconino |

Distance to major cities:

| | |
|--------------|-----------|
| Phoenix: | 170 miles |
| Tucson: | 281 miles |
| Las Vegas: | 218 miles |
| San Diego: | 494 miles |
| Los Angeles: | 433 miles |

POPULATION

| | 2000 | 2010 | 2023 (est.) |
|----------|-------|-------|-------------|
| Williams | 2,842 | 3,032 | 3,384 |

Office of Economic Opportunity

SALES TAX / TRANSACTION PRIVILEGE TAX

| | |
|----------|-------|
| Williams | 3.50% |
| Coconino | 1.30% |
| State | 5.60% |

Arizona Dept. of Revenue & Arizona Tax Research Foundation

LABOR FORCE

| | 2000 | 2010 | 2022 |
|----------------------|-------|-------|-------|
| Civilian Labor Force | 1,539 | 1,536 | 1,610 |
| Unemployed | 64 | 62 | 77 |
| Unemployment Rate | 4.2% | 4.0% | 4.8% |

Office of Economic Opportunity

WORKFORCE EDUCATION ATTAINMENT

| | Count | Share |
|---------------------------------------|-------|-------|
| Less than high school | 247 | 10.7% |
| High school or equivalent, no college | 616 | 26.7% |
| Some college or Associate degree | 911 | 39.6% |
| Bachelor's degree or advanced degree | 529 | 23.0% |

American Community Survey

INDUSTRY (RANKED BY EMPLOYMENT)

| | Count | Share |
|---|-------|-------|
| Arts, entertainment, food & recreation services | 441 | 29.6% |
| Retail trade | 282 | 18.9% |
| Education, health care & social assistance | 140 | 9.4% |
| Finance, insurance & real estate | 130 | 8.7% |
| Construction | 115 | 7.7% |
| Public administration | 102 | 6.8% |
| Transportation, warehousing, & utilities | 86 | 5.8% |
| Manufacturing | 79 | 5.3% |
| Professional, scientific, & administrative services | 49 | 3.3% |
| Agriculture, forestry, fishing, hunting, & mining | 34 | 2.3% |
| Other services, except public administration | 32 | 2.1% |

American Community Survey

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