


# Community Profile for

## Holbrook

 Arizona Commerce Authority Logo

 Map of Holbrook

Holbrook is on the banks of the Little Colorado River and along Interstate 40 in northeastern Arizona's high plateau country. In 1881 and 1882, railroad tracks were laid and a railroad station was built in the community. The community was then named Holbrook in honor of the first chief engineer of the Atlantic and Pacific Railroad. The railroad is now owned by BNSF, and Holbrook has since been a transportation hub and service center for northeastern Arizona. Holbrook is on historic Route 66 and is the gateway city to the Petrified Forest National Park. A colorful cowboy history also helps to make Holbrook an interesting tourist community. Holbrook is the county seat of Navajo County.

### Principal Economic Activities

Holbrook is a key trade center for northeastern Arizona. Its location on historic Route 66 and on I-40 at the junction of four major highways between the Apache Sitgreaves National Forest and Navajo and Hopi Native American Reservations make tourism important to the local economy. Government employment also is key. The Cholla Power Plant, Arizona Public Service's largest coal-fired generating station, is located just outside of Holbrook.

### Scenic Attractions

A variety of attractions surround Holbrook. The northern rugged plateau country with canyons contains prehistoric cliff-dwellings such as the Hidden Cove Petroglyph Park. The Navajo and Hopi Reservations offer many attractions including ceremonial dances, tribal events and arts and crafts. Nearby resides the Petrified Forest National Park and the Painted Desert. Holbrook's courthouse, which houses the Navajo County Historical Museum, is listed on the National Register of Historic Places. Special events include the Hashknife Posse Pony Express Ride, Holbrook's Route 66 Festival, the Wild West Days celebration, the Fourth of July Fireman's Barbecue, the Native American & Mexican Folkloric Summer Dancers, the Navajo County Fair, the Petrified Forest Marathon, the Festival of Trees and the Christmas Parade of Lights.

### Community Facilities

Holbrook offers a wide range of community facilities including a museum, a community center, a senior center, a library, five parks, one swimming pool, a splash pad, one golf course, six softball fields, three off-leash dog parks and numerous tennis and racquetball courts. The town includes a county fairground with rodeo arena.

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## Holbrook, Arizona

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### BASIC INFORMATION

Founded: 1881  
Incorporated: 1917  
Elevation: 5,069 ft.  
Location: Navajo

**Distance to major cities:**

Phoenix: 191 miles  
Tucson: 241 miles  
Las Vegas: 342 miles  
San Diego: 538 miles  
Los Angeles: 556 miles

## POPULATION

**2000 2010 2023 (est.)**

Holbrook 4,917 5,055 4,877

*Office of Economic Opportunity*

## SALES TAX / TRANSACTION PRIVILEGE TAX

Holbrook 3.00%

Navajo 0.50%

State 5.60%

*Arizona Dept. of Revenue & Arizona Tax Research Foundation*

## LABOR FORCE

**2000 2010 2022**

Civilian Labor Force 2,199 2,721 2,013

Unemployed 103 379 58

Unemployment Rate 4.7% 13.9% 2.9%

*Office of Economic Opportunity*

## WORKFORCE EDUCATION ATTAINMENT

**Count Share**

Less than high school 500 15.5%

High school or equivalent, no college 785 24.3%

Some college or Associate degree 1,444 44.7%

Bachelor's degree or advanced degree 499 15.5%

*American Community Survey*

## INDUSTRY (RANKED BY EMPLOYMENT)

**Count Share**

Arts, entertainment, food & recreation services 389 21.2%

Public administration	370	20.1%
Education, health care & social assistance	330	17.9%
Construction	177	9.6%
Transportation, warehousing, & utilities	130	7.1%
Retail trade	113	6.1%
Other services, except public administration	98	5.3%
Manufacturing	87	4.7%
Professional, scientific, & administrative services	85	4.6%
Agriculture, forestry, fishing, hunting, & mining	39	2.1%
Wholesale trade	10	0.5%
Finance, insurance & real estate	9	0.5%
Information	2	0.1%

*American Community Survey*

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

### **Holbrook Economic Development**

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### **Navajo County Economic Development**

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Holbrook, AZ 86025

Phone: 9285244000

Email:

Website: [www.navajocountyaz.gov](http://www.navajocountyaz.gov)

### **Holbrook Chamber of Commerce**

100 E Arizona

Holbrook, AZ 86025

Phone: 9285246558

Email: [Admin@holbrookcommerce.org](mailto:Admin@holbrookcommerce.org)

Website: [holbrookazchamber.org](http://holbrookazchamber.org)

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