

PRESCOTT

Community Profile

Prepared by the ARIZONA DEPARTMENT OF COMMERCE

Prescott is in central Arizona amid the largest stand of Ponderosa Pine in the world. Since Prescott's founding as the first Territorial Capital of Arizona and the establishment of nearby Fort Whipple, government has been a dominant sector in the city's economy. Prescott is the headquarters of the Prescott National Forest and is the Yavapai County seat. The city is named in honor of William Hickling Prescott, a noted historian.

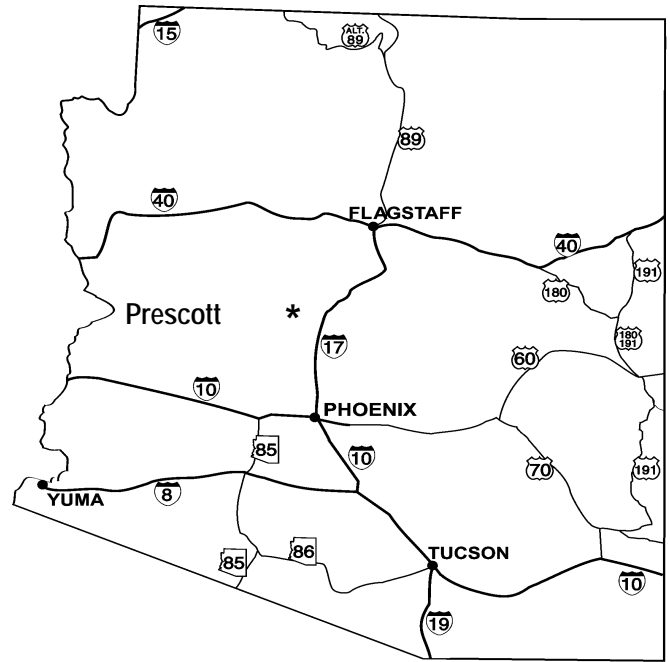
FOUNDED: 1864
 COUNTY: Yavapai County
 DISTANCE TO PHOENIX: 102 miles
 HIGHWAYS: I-17; I-40; SR 69; SR 89
 ENTERPRISE ZONE AVAILABLE/MAIN STREET COMMUNITY

INCORPORATED: Yes - 1883
 ELEVATION: 5,400 feet
 DISTANCE TO TUCSON: 213 miles

POPULATION

	1990	2000	2004
Prescott	26,592	33,938	40,225
Yavapai County	107,714	167,517	196,720
Arizona	3,665,228	5,130,632	5,833,685

Sources: Arizona Department of Economic Security and U.S. Census Bureau.
 Revised 1990 Census population figure (original: 26,455).



PRINCIPAL ECONOMIC ACTIVITIES

Prescott is the center for trade in the region, with abundant retail establishments, professional services & manufacturing plants. Yavapai Regional Medical Center & Veterans Administration Hospital provide excellent diagnostic emergency & treatment centers. Travel & tourism, cultural institutions & government offices are important to Prescott's economy. Prescott National Forest, area lakes, & established trail & park systems provide numerous outdoor activities for residents & visitors.

County Employment	2004
Educational & Health Svcs	8,100
Financial Activities	1,900
Government	10,600
Information	700
Leisure & Hospitality	7,400
Manufacturing	3,300
Mining & Construction	7,200
Other Services	1,900
Professional & Business Svcs	4,100
Trade, Transportation & Utilities	10,800

Sources: Arizona Department of Economic Security
 Figures are organized under the North American Industrial Classification System (NAICS).

Major Private Employers

Embry-Riddle Aeronautical University	Phelp-Dodge Bagdad Copper
Sturm Ruger & Company	Wal-Mart
Yavapai Regional Medical Center	

Major Public Employers

City of Prescott	Prescott Unified School District
State of Arizona	Veterans Administration Medical Ctr.
Yavapai County	

LABOR FORCE DATA

	1990	2000	2004
Civilian Labor Force	11,412	18,056	21,531
Unemployed	583	572	692
Unemployment Rate	5.1%	3.2%	3.2%

Sources: Arizona Department of Economic Security.

Growth Indicators	1990	2000	2004
New Bldg. Permit	800	1,145	1,404
Taxable Sales (\$)	191,365,533	789,457,474	1,119,434,071
Net Assessed Valuation (\$)	139,146,965	297,152,634	447,810,098

Sources: Arizona State University; AZ Dept. of Revenue; AZ Tax Research Foundation

SCENIC ATTRACTIONS

Prescott is rich in historic and scenic attractions. Sharlot Hall Museum and the Smoki Museum contain pioneer and Indian artifacts. Nearby recreational opportunities include: Thumb Butte, Prescott's outstanding landmark; scenic drives, such as the Senator Highway, and the Prescott National Forest, which contains more than 1.2 million acres of land. A number of lakes are within the vicinity, including Lynx, Granite Basin, Watson, Willow and Goldwater. Major annual events include Territorial Days, Bluegrass Festival, and All-Indian Pow Wow in June; the Prescott Frontier Days Rodeo and Celebration on the Fourth of July; the Phippen Western Art Show on Memorial Day weekend; the County Fair and the Faire on the Square in September; and the Christmas Parade and Courthouse Lighting in December.

TAXES

Property Tax Rate	1990	2000	2004
Elem/High School	5.97	4.27	3.74
City/Fire District	1.45	0.85	0.61
Countywide	5.14	4.18	4.42
Total	\$12.56	\$9.30	\$8.77

Sources: Arizona Tax Research Foundation
 Note: Tax rate per \$100 assessed valuation.

Sales Tax Rate

City	2.00%
County	0.75%
State	5.60%

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

COMMUNITY FACILITIES

Prescott offers a broad range of community facilities. There are five libraries, three museums, four art galleries, four performing arts theaters, 1,218 acres of land in 15 parks, two municipal lakes for fishing and boating, and Heritage Park Zoo. For the sports enthusiast, there are four 18-hole golf courses, 16 lighted tennis courts, racquetball courts, soccer fields, a roller skating rink, a bowling alley, 15 lighted baseball/softball diamonds, and four football fields.

Educational Institutions

	Public	Private
Community College	Y	N
Elementary	Y	Y
High School	Y	Y
Middle School	Y	N
University 4 year	Y	Y

Financial

Number of Banks: 17

Governmental Agencies

Fire Department: Staffed City/Local Fire Department

Law Enforcement: City Police Department

Airports Ernest A. Love Field has three paved runways (7,608/4,842/4,408 ft.) UNICOM radio and maintenance services.

Medical

Two full-service hospitals: Regional Med. Center/Veteran's Hosp. & numerous support facilities.

Hotel and Lodging Facilities

Number of Rooms: 1,361

Meeting Rooms: 48

Capacity of Largest Facility: 1,300

Industrial Properties

Prescott has five industrial parks totalling more than 380 acres. Contact the City of Prescott Economic Development Office (928) 777-1275 or toll-free (866) 878-CITY for more information.

Utilities

Electricity	APS (Statewide)	800.253-9405
Natural Gas	Unisource Energy Services	928.445.2211
Propane	Ferrell Gas (Prescott)	928.445.3940
	Flame Propane Gas	928.445.3191
Telephone	Qwest (statewide)	800.244.1111
Water & Sewer	Municipal (Prescott)	928.777.1291

Cable Providers: Yes Cable Internet Service Provider: Yes

Digital Switching Station: Yes Fiber Optics: Yes

Internet Service Provider: Yes

Weather

Month	Average Temperature (°F)		Average Total
	Daily Minimum	Daily Maximum	Precipitation (Inches)
January	21.2	50.7	1.73
February	24.0	54.0	1.85
March	28.3	59.1	1.74
April	34.1	66.8	0.95
May	40.7	75.3	0.48
June	48.9	85.8	0.40
July	57.4	89.0	2.91
August	56.0	86.0	3.27
September	48.5	81.7	1.73
October	37.2	72.0	1.11
November	27.3	60.4	1.27
December	21.9	51.7	1.65
Yearly Avg	37.1	69.4	19.08

Western Regional Climate Center, wrcc@dri.edu. Period of record 1898-2004. Average Total Snowfall 24.8".

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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