

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.

A Main Street and REDI accredited community

Basic Information

Founded: 1864
 Incorporated: 1883
 Elevation: 5,400
 Located in Yavapai County
 Nearby Highways: HWYS I-17; I-40; SR 69; SR 89
 Enterprise Zone available

Distance to Major Cities:
 Phoenix: 102 miles
 Tucson: 213 miles

Population

	1990	2000	2007
Prescott	26,592	33,938	43,217
Yavapai County	107,714	167,517	223,934
Arizona	3,665,228	5,130,632	6,500,194

Sources: Arizona Department of Economic Security and US 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

	2007
Trade, Transportation, and Utilities	12,700
Government	12,100
Educational and Health Services	10,000
Mining and Construction	8,800
Leisure and Hospitality	8,200
Professional and Business Services	4,600
Manufacturing	3,500
Financial Activities	2,500
Other Services	2,000
Information	600

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

Major Private Employers

Embry-Riddle Aeronautical University
 Freeport-McMoRan 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	2007
Civilian Labor Force	11,464	14,552	18,776
Unemployed	602	503	617
Unemployment Rate	5.3%	3.5%	3.3%

Source: Arizona Department of Economic Security

Growth Indicators

	1990	2000	2007
New Bldg. Permits	800	1,145	487
Taxable Sales (\$)	191.4 million	789.5 million	1.6 billion
Net Assessed Value (\$)	139.1 million	297.2 million	642.5 million

Sources: Arizona State Univ., AZ Dept. of Revenue, AZ Tax Research Foundation
 2007 New building permit data incomplete: One or more months not available.

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.

Prescott

Community Profile

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

Financial

Number of banks: 17

Government

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 & Lodging

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 (Prescott)	928.445.2211
Propane	Ferrell Gas (Prescott)	928.445.3940
Propane	Flame Propane Gas	928.445.3191
Telephone	Qwest (statewide)	800.244.1111
Water & Sewer	Municipal (Prescott)	928.777.1291

Cable Providers: Y

Digital Switching Station: Y

Internet Service Provider: Y

Cable Internet Service Provider: Y

Fiber Optics: Y

Taxes

Property Tax Rate	1990	2000	2007
Elementary/High Schools	5.97	4.27	3.19
City/Fire District	1.45	0.85	0.50
Countywide	5.14	4.18	3.41
Totals	12.56	9.30	7.10

Source: Arizona Tax Research Foundation

Note: Tax rate per \$100 assessed valuation

Sales Tax

	2007
City/Town	2.00%
County	0.75%
State	5.60%

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

Weather

	Avg. Low (°F)	Avg. High (°F)	Precip. (in.)
January	21.3	50.7	1.7
February	24.1	54.0	1.9
March	28.4	59.1	1.7
April	34.1	66.8	1.0
May	40.7	75.4	0.5
June	49.0	85.7	0.4
July	57.4	89.0	2.9
August	56.0	86.0	3.3
September	48.5	81.8	1.7
October	37.2	72.0	1.1
November	27.4	60.4	1.3
December	21.9	51.8	1.6
Yearly Avg.	37.2	69.4	19.0

Source: Western Regional Climate Center

Western Regional Climate Center, wrcc@dri.edu. Period of record 1898-2005. Average Total Snowfall 24.6".

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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