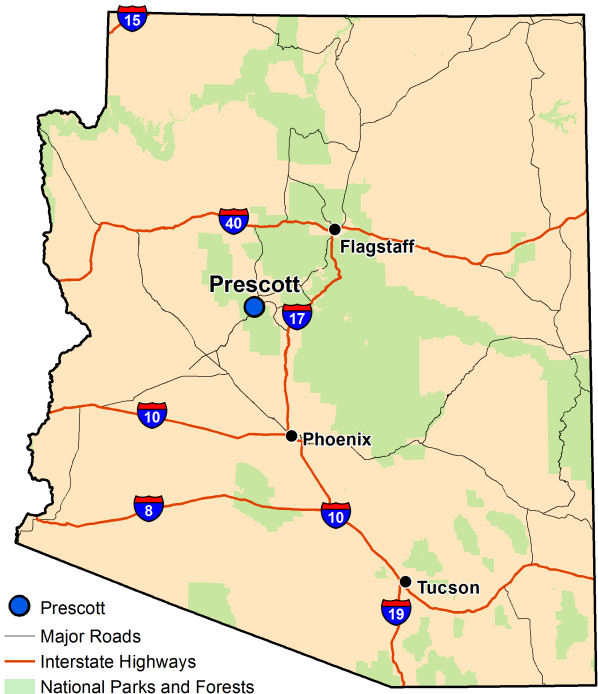


Prescott is 90 miles north of Phoenix in the central highlands of Arizona, amid the largest stand of Ponderosa Pines in the world. Prescott's mile-high elevation brings four mild seasons, with an average annual daytime temperature of about 70 degrees and more than 300 days of sunshine. Prescott is the 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, and was Arizona's first Territorial Capital, established in 1864.

Principal Economic Activities

Prescott is the center for trade in the region, with abundant retail establishments, professional services, non-profit service agencies, health care, government, light manufacturing, and distribution centers. Dignity Health Yavapai Regional Medical Center and the Northern Arizona Veterans Administration Hospital are excellent diagnostic, emergency and treatment centers. Education is a vital industry to Prescott. The city houses Embry-Riddle Aeronautical University, Prescott College and Yavapai College, which has a state-of-the-art Career & Technical Education Center. Manufacturing firms such as Sturm Ruger, CP Technologies, Ester-C, Pure Wafer and Canyon Aero Connect, all call Prescott home. Travel, tourism, cultural institutions, performing art centers, sporting events and government offices are important to Prescott's economy.



Scenic Attractions

Prescott is rich in historic and scenic attractions. Sharlot Hall Museum and the Smoki Museum contain pioneer and Native American artifacts. Adding to the cultural experience are more than 800 buildings on the National Register of Historic Buildings. The city boasts numerous events throughout the year including the Whiskey Off-Road and Whiskey Row Marathon starting in late April. The Phippen Western Art Show takes place on Memorial Day weekend. The Bluegrass Festival and All-Indian Pow Wow occur in June. Prescott Frontier Days Rodeo coincides with the celebration of the Fourth of July. The County Fair and the Faire on the Square kick off in September. As Arizona's official Christmas City, the Christmas Parade and Courthouse Lighting illuminate the holiday season. During the summer months, the Courthouse Plaza hosts community events, arts, crafts and car shows. Prescott's Courthouse Plaza has been honored as one of the Top Ten Public Spaces in the United States by the prestigious American Planning Association. Prescott was also recently named one of the "Coolest Downtowns in North America" by Expedia.

Community Facilities

Prescott offers a wide range of community facilities. The city has five scenic lakes, 16 municipal parks, 15 lighted baseball and softball diamonds and six open-space nature preserves. A network of more than 450 miles of hiking, biking and horseback riding trails wind through the city and into the adjacent Prescott National Forest. In recent years, these amenities earned Prescott the title of "Top Outdoor Adventure Town." Additionally, Prescott has libraries, museums, performing arts theaters, art galleries, public and private 18-hole golf courses, racquet ball courts, skate parks, tennis courts and eight newly opened pickleball courts.

BASIC INFORMATION

Founded:	1864
Incorporated:	1883
Elevation:	5,410 ft.
Location:	Yavapai

Distance to major cities:

Phoenix:	102 miles
Tucson:	213 miles
Las Vegas:	252 miles
San Diego:	373 miles
Los Angeles:	379 miles

POPULATION

	2000	2010	2023 (est.)
Prescott	33,938	39,771	46,826

Office of Economic Opportunity

SALES TAX / TRANSACTION PRIVILEGE TAX

Prescott	2.00%
Yavapai	0.75%
State	5.60%

Arizona Dept. of Revenue & Arizona Tax Research Foundation

LABOR FORCE

	2000	2010	2022
Civilian Labor Force	14,573	16,497	18,234
Unemployed	524	1,668	817
Unemployment Rate	3.6%	10.1%	4.5%

Office of Economic Opportunity

WORKFORCE EDUCATION ATTAINMENT

	Count	Share
Less than high school	1,640	4.7%
High school or equivalent, no college	6,221	17.9%
Some college or Associate degree	13,770	39.7%
Bachelor's degree or advanced degree	13,081	37.7%

American Community Survey

INDUSTRY (RANKED BY EMPLOYMENT)

	Count	Share
Education, health care & social assistance	4,079	27.3%
Retail trade	2,232	14.9%
Professional, scientific, & administrative services	1,645	11.0%
Arts, entertainment, food & recreation services	1,517	10.2%
Construction	1,275	8.5%
Finance, insurance & real estate	1,117	7.5%
Other services, except public administration	881	5.9%
Public administration	820	5.5%
Manufacturing	561	3.8%
Transportation, warehousing, & utilities	368	2.5%
Wholesale trade	231	1.5%
Information	183	1.2%
Agriculture, forestry, fishing, hunting, & mining	36	0.2%

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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