

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*

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

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