

Show Low, Arizona—The Economic, Recreation, and Cultural Hub of Arizona's White Mountains

Resting atop the Mogollon Rim in northeastern Arizona at an elevation of 6,400 feet, Show Low is a vibrant mountain community with a mild four-season climate. Show Low is the Gateway to Arizona's White Mountains and is the business hub and marketing center of Northeastern Arizona.



Show Low was named after a marathon poker game between two early settlers. They decided there wasn't enough room for both in the community and agreed to let a game of cards decide who would get the 100,000-acre ranch and who would move on. According to the story, one of them said, "If you can show low, you win." The other one turned up the deuce of clubs and replied, "show low it is." Show Low got its name from that card game, and Show Low's main street is named "Deuce of Clubs" in remembrance.

Show Low is the largest city in the Arizona White Mountains and one of the fastest-growing northern Arizona cities. The city has a population of over 12,500 residents but Show Low's trade area population numbers about 142,000. Seasonal spikes in tourism activity and the second home market cause the trade area population to swell to over 165,000. Show Low is experiencing dynamic growth as its population has increased 63% since 2000. The area population is young and dynamic as over 52% are under the age of 45, and the median age is 42 years. The population is also well educated as 86% are high school educated, 26% are college educated, and 59% have some college experience.

Show Low is the employment, commercial, and recreation hub of the White Mountains and northeastern Arizona. The forest products, tourism, and light manufacturing industries are the traditional pillars of the Show Low economy. Other industries that have discovered unique locational advantages in Show Low include aviation, medical services, and entrepreneurship. The Show Low economy is healthy. Job growth rates have averaged 2.4% annually since 2001, and per capita and household incomes are rising.

Show Low's quality workforce begins with its excellent education system. The Show Low Unified School District is among the best in the State of Arizona. Show Low Public Schools routinely score very high nationally on standardized tests and post-graduation rates above 90%. Show Low is home to Northland Pioneer College and a branch campus of Northern Arizona University. Northland Pioneer College offers associate degree programs in a variety of fields, including computer technology, medical technology, industrial technologies, electronics technologies, and business. Northern Arizona University offers a wide range of online degree

programs.

Show Low's medical infrastructure is significant. Summit Healthcare Regional Medical Center is a private, non-profit hospital featuring 101 licensed beds, state-of-the-art facilities, and physicians in a variety of specialties, including cardiology, diagnostic imaging, hyperbaric wound care, nuclear medicine, obstetrics, oncology, orthopedics, physical therapy, pulmonary and diabetic rehabilitation, telemedicine, and surgical services. Summit is a successful model of new and innovative deliveries of rural healthcare in the United States. Show Low is supported by an outstanding and growing base of health care professionals flocking to the area to enjoy a more tradition-based quality of life.

Show Low is a marketing center with good highway access. Interstate 40 is a quick 40-minute drive north of Show Low via State Hwy 77. Both Phoenix and Tucson are only 170 miles from Show Low via State Hwy 260 and State Hwy 60, respectively.

The Show Low housing market is very robust and values are appreciating. Home sales within the City of Show Low for 2021 were up 3.4% over 2020 which were up 32% from 2019. Home sales volume within the City of Show Low for 2021 was up 57% over 2020 which was up 60% from 2019. Average home sale price within the City of Show Low for 2021 was up 23% over 2020 which was up 18% over 2019. A wide variety of housing styles are available in Show Low to satisfy all tastes.

Its location within the 2,000,000-acre Apache-Sitgreaves National Forests makes Show Low a recreation paradise and a true vacation destination. The area is famous for world-class hunting and fishing. These forests produced the current world-record typical elk. There are over 50 lakes and streams in the area that have produced current state-record fish for six different species. In fact, the state record 16-pound walleye was caught within Show Low's city limits at Show Low Lake.

Show Low also boasts over 180 miles of trails in the vicinity for hiking, mountain biking, and horseback riding. The White Mountain Trail System is among the best in the Southwest.

Show Low provides a refreshing summertime respite from triple-digit temperatures for golfers from Phoenix and Tucson. There are seven courses in the area, including championship courses at Torreon and Bison Golf Clubs.

Sunrise Park Resort is located only 36 miles from Show Low and offers year-round fun. 65 runs and ten chair lifts are available and separate areas for snowboarding and cross-country skiing. Scenic chair lift rides, downhill mountain biking, zip lines, tubing slide, and air bag jump provide summertime excitement.

Tennis, pickleball, basketball, baseball, and volleyball are readily available in over 120 acres of City-owned parks throughout the community. These parks are surrounded by an abundance of

U.S. Forest Service land and the largest stand of ponderosa pine in the U.S. The Show Low Aquatic Center is an indoor facility that offers a 6-lane, 25-yard pool, an adjoining zero-depth pool with a water slide and spray fountain, and an indoor spa.

Show Low offers access to various arts & entertainment groups and venues. The Arts Alliance of the White Mountains is a non-profit organization with an art gallery and gift shop displaying original works by local artists. As a destination for the arts, they offer workshops, classes, juried art shows, and activities for kids and adults. The Silver Creek Performing Arts Association, sponsors and hosts local theaters, choirs, and several special events. The White Mountain Symphony Orchestra performs a varied array of musical productions throughout the year from all eras and genres.

A popular site for entertainment in the area is the Hon Dah Resort Casino and Conference Center. The award-winning casino houses slot machines, Blackjack tables, and a Poker room. The center also offers live entertainment six nights a week.

Show Low and the Arizona White Mountains host many exciting and unique events throughout the year. The Show Low BBQ Throwdown kicks off the summer in early May. June features the Cruz'n the Rim Car Show, Show Low Days, the Deuces Wild Triathlon, Bike the Bluff (road race), the Arizona Lavender Festival, and the White Mountains Balloon Festival. The 4th of July Parade and FreedomFest, Medieval Mayhem Renaissance Faire, Derby Down the Deuce (soap box style race down Show Low's main street), and the High Country Hummingbird Festival are the featured events in July. August showcases the High Mountain Half Marathon, Tri-in-the Pines, and the White Mountain UTV Jamboree. September events include the Show Low Battle of the Bands & Food Vans, the Navajo County Fair & Rodeo, and the Run to the Pines Car Show & Fall Festival. October features the Tour of the White Mountains (mountain bike races) and the Show Low Film Festival. The year's event schedule wraps up in December with the Christmas Light Parade and Tree Lighting Ceremony and the Deuce of Clubs Drop on New Year's Eve.

Show Low also offers a wealth of dining and shopping opportunities, from the national chains to more regional fare. It is truly a city that blends the charm of a small town with all the comforts of a larger city.