

Holbrook is on the banks of the Little Colorado River and along Interstate 40 in Northeastern Arizona's high plateau country. In 1881-82, railroad tracks were laid and a railroad station was built in the community. The community was then named Holbrook in honor of the first chief engineer of the Atlantic and Pacific Railroad. The railroad is now owned by BNSF, and Holbrook has since been a transportation hub and service center for northeast Arizona. Holbrook also is on Historic Route 66 and is the gateway city to the Petrified Forest National Park. A colorful cowboy history also helps to make Holbrook an interesting tourist community. Holbrook is the county seat of Navajo County.

### Principal Economic Activities

Holbrook is a key trade center for northeastern Arizona. Its location on Historic Route 66 and on I-40 at the junction of four major highways, between Apache Sitgreaves National Forest to the south and Navajo and Hopi Indian Reservations to the north, makes tourism important to the local economy. Government employment also is key. The Cholla Power Plant, Arizona Public Service's largest coal-fired generating station, is located just outside of Holbrook.



### Scenic Attractions

A variety of attractions surround Holbrook. To the north is the rugged plateau country with canyons containing prehistoric cliff-dwellings, such as those found at the Hidden Cove Petroglyph Park. The Navajo and Hopi Reservations offer many attractions including ceremonial dances, tribal events, and arts and crafts. Nearby are the Petrified Forest National Park and the Painted Desert. Holbrook's courthouse, which houses the Navajo County Historical Museum, is listed on the National Register of Historic Places. Special events include the Hashknife Posse Pony Express Ride, Holbrook's Route 66 Festival, Wild West Days Celebration, 4th of July Fireman's Barbecue, Native American & Mexican Folkloric Summer Dancers, Navajo County Fair, Petrified Forest Marathon, and the Festival of Trees and Christmas Parade of Lights.

### Community Facilities

Holbrook offers a wide range of community facilities including a museum, a community center, a senior center, a library, five parks, one swimming pool, a splash pad, one golf course, six softball fields, off-leash dog park and numerous tennis and racquetball courts. There is also a county fairground with rodeo arena.

**BASIC INFORMATION**

<b>Founded:</b>	1881	<b>Incorporated:</b>	1917
<b>Elevation:</b>	5,069 ft.	<b>Location:</b>	Navajo County

**Distance to major cities:**

<b>Phoenix:</b>	191 miles	<b>San Diego:</b>	538 miles
<b>Tucson:</b>	241 miles	<b>Los Angeles:</b>	556 miles
<b>Las Vegas:</b>	342 miles		

**POPULATION**

	1990	2000	2014 (est.)
Holbrook	4,685	4,917	5,067
Navajo County	77,700	97,470	109,185
State of Arizona	3,680,800	5,130,632	6,667,241

*Arizona Dept. of Administration - azstats.gov*

**PROPERTY TAX**

	1990	2000	2014
Elementary / High School	7.81	7.65	7.35
City / Fire District	0.50	0.49	0.00
Navajo County	2.32	2.90	3.73
Totals (Navajo County)	10.63	11.04	11.08

*Arizona Dept. of Revenue & Arizona Tax Research Foundation*

**SALES TAX / TRANSACTION PRIVILEGE TAX**

Holbrook	3.00%
Navajo County	0.50%
State	5.60%

*Arizona Dept. of Revenue & Arizona Tax Research Foundation*

**LABOR FORCE**

	1990	2000	2014
Civilian Labor Force	2,289	2,199	2,583
Unemployed	128	103	275
Unemployment Rate	5.6%	4.7%	10.6%

*Arizona Dept. of Administration - azstats.gov*

**WORKFORCE EDUCATION ATTAINMENT**

	Count	Share
Less than high school	383	11.7%
High school or equivalent, no college	933	28.5%
Some college or Associate degree	1,454	44.4%
Bachelor's degree or advanced degree	505	15.4%

*Census Bureau - Fact Finder*

**INDUSTRY (RANKED BY EMPLOYMENT)**

	Count	Share
Education, health care & social assistance	642	31.7%
Public administration	283	14.0%
Arts, entertainment, food & recreation services	266	13.1%
Retail trade	218	10.8%
Transportation, warehousing, & utilities	131	6.5%
Construction	126	6.2%
Other services, except public administration	108	5.3%
Manufacturing	82	4.0%
Professional, scientific, & administrative services	49	2.4%
Wholesale trade	40	2.0%
Information	33	1.6%
Agriculture, forestry, fishing, hunting, & mining	30	1.5%
Finance, insurance & real estate	19	0.9%

*Census Bureau - Fact Finder*

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

**City of Holbrook**

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**Navajo County Economic Development**

100 E. Code Talkers Drive, South Highway  
777, P.O. Box 668  
Holbrook, AZ 86025  
Phone: 928-524-4000  
Website: [www.navajocountyaz.gov](http://www.navajocountyaz.gov)

**Holbrook Chamber of Commerce**

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