



# Regional Asset Inventory

Economic and Community Profile Data on the Real AZ Corridor

Winslow

Holbrook

Snowflake Taylor

St. Johns

*Navajo County*

Show Low

*Apache County*

Pinetop-Lakeside

Springerville

Eagar



# Real AZ Corridor Communities

Note: See last page for County and Community contact information.

## Navajo County

- Holbrook
- Pinetop-Lakeside
- Show Low
- Snowflake
- Taylor
- Winslow

## Apache County

- Eagar
- St. Johns
- Springerville

## The Real AZ Corridor is Arizona's Energy and Economic Development Corridor

Resources, Energy, Access and an incredible four-season Lifestyle define the **Real AZ Corridor**, which offers ground-floor opportunity and sky-high potential — everywhere you look.

### Geography

The **Real AZ Corridor** spans two counties and includes nine communities in northern Arizona. It stretches over a 110-mile wide area that runs from Winslow and Holbrook in Navajo County to Eagar and Springerville in Apache County and includes the non-Reservation areas that are located south of Interstate 40. This includes much of the White Mountains, the Mogollan Rim and northeastern Arizona's Colorado Plateau, along with lakes, forests and wide-open vistas and rock formations.

Together, the Corridor represents a region offering abundant water resources, renewable energy assets, biomass and forest industry potential and exceptional economic development opportunities in sectors including renewable energy development, production and storage; distribution industries; mining; tourism, entrepreneurship and technology.



Region National Forest/Parks Railroad Air Transport

## Population

Real AZ Corridor 95,064

	Navajo Co.	Holbrook	Pinetop-Lakeside	Show Low	Snowflake	Taylor	Winslow	Apache Co.	Eagar	St. Johns	Springerville
Population	107,449	5,053	4,282	10,660	5,590	4,112	9,655	71,558	4,885	3,480	1,961
<b>Labor Force</b>											
Labor Force (2011)	41,122	2,568	2,016	3,818	2,125	1,504	4,008	22,960	2,028	1,371	968
Employment (2011)	34,928	2,308	1,847	3,527	1,941	1,397	3,717	19,201	1,922	1,289	903
Unemployment (2011)	6,295	260	169	291	184	107	291	3,726	106	82	65

# Economic Development Incentives ...

## Employed Population By Occupation

Real AZ Corridor, 2010 ESRI Data

Total	31,808
White Collar	55.5%
Management/Business/Financial	10.3%
Professional	21.0%
Sales	12.1%
Administrative Support	12.1%
Services	20.2%
Blue Collar	24.3%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	8.5%
Installation/Maintenance/Repair	4.9%
Production	3.7%
Transportation/Material Moving	6.3%

## Economic Development Amenities

The State of Arizona's Competitiveness Package offers programs and incentives that allow businesses to:

- Earn income tax credits up to \$9,000 for each new job through the Quality Jobs Tax Credit;
- Obtain renewable energy income tax credits and property tax reductions;
- Tap into Arizona's \$25 million deal closing fund;
- Receive up to \$1.5 million in grant funds to train employees;
- Leverage up to a 34% research and development tax credit;
- Take advantage of Arizona's 100% electable sales factor for multi-state corporations;
- Benefit from a 30% reduction in Arizona's corporate income tax rate;
- Capitalize on Arizona's reduced commercial property assessment ratio – 18% by 2017; and
- Improve their bottom line through a 15% increase in personal property exemptions.

The Arizona Competes Fund offers performance-based funds for projects that stimulate growth in industries providing stable, high-wage jobs. Also known as the 'deal closing fund', this program puts Arizona in the top tier of states offering this type of incentive.

Incentives also exist to encourage Angel Investment, Research and Development, Innovation, Healthy Forests, Commercial /Industrial Solar Use, Job Training, Renewable Energy, Pollution Control and Military Reuse. Programs are available through the Arizona Commerce Authority (*see last page for contact information*). Local programs also exist in all **Real AZ Corridor** communities.

## Tax Friendly, Business Friendly

The **Real AZ Corridor** and the **State of Arizona** provide low tax, business-friendly operating environments. Arizona ranks within the Top 10 Most Tax Friendly States in the U.S., based on state income, sales tax and property tax rates.

Recent legislation has made Arizona's business tax environment more competitive. Arizona's corporate income tax rate of 6.97% compares favorably to California's 8.84% rate. Reductions in the Corporate Income Tax will lower the rate to 4.9% by FY 2017, placing Arizona among the most competitive states in the Mountain West and nationally.

Arizona and the **Real AZ Corridor** also compare very favorably to the 10 states that are considered to be the 'most tax-unfriendly states for business': New York, California, New Jersey, Connecticut, Ohio, Iowa, Maryland, Minnesota, Rhode Island and North Carolina.

## Real AZ Corridor SNAPSHOT

Population	95,064
Households	31,939
Median Age	35
Median HH Income	\$39,356
Average HH Income	\$48,091

Principal Industries: Tourism, mining, manufacturing, forestry, energy, government and healthcare.

Source: 2010 ESRI Market Radius Data

## Household Data

	Real AZ Corridor	Navajo Co.	Holbrook	Pinetop-Lakeside	Show Low	Snowflake	Taylor	Winslow	Apache Co.	Eagar	St. Johns	Springerville
Households	31,939	35,658	1,854	1,707	4,475	1,433	1,294	2,705	22,771	1,734	1,168	775
Total Housing Units		56,938	1,881	3,451	7,722	2,074	1,464	3,362	32,514	2,045	1,476	954
Median HH Income	\$39,356	\$34,855	\$41,923	\$46,918	\$41,611	\$42,304		\$36,829	\$28,956	\$39,461		
Average HH Income	\$48,091											

# Resources

The resource-rich **Real AZ Corridor** makes it possible to achieve sustainable operating success through resource and energy availability, access and development. Opportunities for investment and growth can be found throughout **Arizona's Energy and Economic Development Corridor**. The potential is real — and ready to be put to work.

This bio-diverse region is rich in natural resources, including water, forest products and minerals. Soils are well-suited for energy storage, reclamation and agriculture. Land is abundant, affordable and accessible. The variety of geography, resources and natural assets is impressive.

## Mineral Mining

The **Real AZ Corridor** has the potential to become one of the world's largest suppliers of potash. It is estimated that there are up to 2.5 billion tons of potash in the Corridor, which could provide for up to 80 years of production. Two major exploration projects are already underway in the Holbrook Basin (Passport Potash and American West Potash), with others in the planning stages. Opportunities also exist in salt and helium mining.



## Forestry and Wood Products Industries

The **Real AZ Corridor** adjoins three National Forests, including the largest stand of Ponderosa pines in the world. The **White Mountain Stewardship Contract** is hard at work in the Corridor, creating new industries and jobs and providing a model for the new federal **Four Forest Restoration Initiative (4FRI)**. Biomass utilization and reclamation processes are breaking new ground and creating new markets here. The Corridor is also home to Arizona's only 100% recycled paper plant.



## Biosciences and Specialty Agriculture

Specialty agriculture and hydroponics are growing industries here. The Corridor's abundant water supply is conducive to algae cultivation and other saline-friendly processes. **Algae Biosciences** is developing new processes for cultivating marine algae at its Snowflake facility that are revolutionizing pharmaceuticals manufacturing.



# Real AZ Corridor SNAPSHOT

## Resources

- Abundant, affordable land;
- Abundant water;
- Saline-rich resources for algae;
- Soils that are ideal for solar storage, landfills and reclamation;
- Adjoins 3 National Forests;
- Leader in forest management; and
- Rich with potash and other minerals.

# Energy

The **Real AZ Corridor** has a future as one of the premier energy producing corridors in the country. Energy potential is real and abundant here, with ground-floor opportunities in wind, solar, biomass, future forest, geothermal energy production and energy storage and distribution.

Few areas are as well positioned to take advantage of renewable energy technologies, evolving energy development and distribution processes, Federal incentives and funding and venture capital investment. This is truly **Arizona's Energy Corridor**.

**Dry Lake Wind Farm** is Arizona's first turbine-powered, commercial scale wind energy project. Phase II was recently completed, doubling output capacity. Solar energy production and storage are in the development stages. New processes for biomass and reclamation energy production are already at work or being tested. Geothermal energy technology is being developed here and **GreenFire Energy** could be the first company in the world to produce electric power at commercial-scale, utilizing geothermally-heated CO2.

Three modern coal-fired plants power the region, including projects by **Arizona Public Service (APS)** between Winslow and Holbrook, **Salt River Project (SRP)** near St. Johns and **Tucson Electric Power** in Springerville. A biomass electrical generation plant is located near Snowflake and fueled by woody waste from the **White Mountain Stewardship Contract** and the Corridor's recycled paper mill.



## Real AZ Corridor SNAPSHOT

### Energy Resources

- 3 modern coal-fired plants;
- Dry Lakes Wind Farm I and II;
- Biomass utilization;
- Soils ideal for CO2 storage;
- Geothermal energy technology; and
- Solar development.

Soils in the Corridor portion of the Colorado Plateau are ideal for long-term CO2 storage — a perfect complement to the region's growing energy industry.

The **Real AZ Corridor's** emerging energy future offers the promise of lower operating costs and energy assurance and the security that comes from having access to diversified renewable and sustainable energy sources.



# Access

The **Real AZ Corridor** offers Interstate access and frontage, a strong state highway network and a location that is within four hours of Phoenix and Albuquerque, within easy reach of the energy-hungry California and Nevada markets and less than eight hours from the international border shared with Mexico.

Commercial rail service via the **Burlington Northern Santa Fe Railway** connects the **Real AZ Corridor** with national markets. Passenger rail service serves the region, with an **Amtrak** station in Winslow.



## Real AZ Corridor Airports

Nine public airports serve the **Real AZ Corridor**, including daily commercial passenger service to and from **Phoenix Sky Harbor International Airport** and **Denver International Airport** from Show Low Regional Airport:

### Navajo County

Show Low Regional

Winslow Regional

Holbrook Municipal

Taylor Municipal

Kayenta (Navajo)

Polacca (Hopi)

White River (Apache)

### Apache County

St. Johns Municipal

Springerville Municipal

The **Real AZ Corridor** is a gateway that also serves the regional shopping needs of the adjoining Navajo, Hopi and White Mountain Apache Tribal Nations.



## Real AZ Corridor SNAPSHOT

### Access

- Interstate 40 runs through the Corridor;
- Regional transportation hub;
- BSNF and Amtrak rail access;
- Nine public airports;
- Daily roundtrip service to Phoenix and Denver;
- Gateway to 3 Tribal Nations.

# Lifestyle

The **Real AZ Corridor** overflows with energy for life and work, with a four-season climate that offers year-round outdoor recreational opportunities, including some of Arizona's best hiking, biking and hunting.

## Recreational Opportunities

Outdoor sports enthusiasts come here from all over the world to bike, hike, raft, snow ski, camp, golf and explore. Wide-ranging trail networks are common in the **Real AZ Corridor**, which is the gateway to more than 2 million acres of National Forest land. Tourism is an expanding industry here. Historic Route 66 travels through Winslow and Holbrook. Sunrise Ski Resort is within easy reach.

A wide variety of lodging facilities, including resorts, vacation cabins, condominiums, timeshares and campgrounds can be found throughout the Corridor. The Hon-Dah Resort & Casino is adjacent to the Corridor and operated by the White River Apache Nation.



## Healthcare

Three hospitals and a network of urgent care facilities and medical centers serve the Corridor, including:

- **Summit Healthcare Regional Medical Center** in Show Low, a Level IV Trauma Center with multi-unit flight service and full landing facilities;
- **Northern Arizona Healthcare/Little Colorado Medical Center** in Winslow; and
- **White Mountain Regional Medical Center Hospital** in Springerville.

## Education

Education, training and business development programs can be found throughout the Corridor, including:

- **Northland Pioneer College**, with campuses in Holbrook, Show Low, Snowflake and Winslow and satellite centers in Eagar, St. Johns and White River;
- **Small Business Development Centers (SBDC)** hosted by Northland Pioneer College in Show Low and Eagar provide free business assistance to new and expanding companies and are funded by the U.S. Small Business Administration; and
- **Northern Arizona Vocational Institute of Technology.**



To obtain further information or a list of current projects and opportunities in the Real AZ Corridor, contact:



Eric Duthie (928) 243-6783  
info@realazcorridor.com

**www.realazcorridor.com**

Contact the Real AZ Corridor Communities:

## Navajo County

[www.navajocountyaz.gov](http://www.navajocountyaz.gov)

(928) 524-4000

**City of Holbrook** — (928) 524-6225 <http://www.ci.holbrook.az.us/>

**Town of Pinetop-Lakeside** — (928) 368-8883 x230 <http://www.pinetoplakeside.com/>

**City of Show Low** — (928) 532-4124 <http://www.showlowaz.gov/>

**Town of Snowflake** — (928) 536-7103 <http://www.ci.snowflake.az.us/makeitreal/>

**Town of Taylor** — (928) 536-7366 <http://www.makeitrealintaylor.com/>

**City of Winslow** — (928) 289-2434 <http://www.ci.winslow.az.us/>

## Apache County

[www.southernapachecounty.com](http://www.southernapachecounty.com)

(928) 333-5569 x 7831

**Town of Eagar** — (928) 333-4128 <http://www.eagaraz.gov/>

**Town of St. Johns** — (928) 337-2031 <http://www.sjaz.us/>

**Town of Springerville** — (928) 333-2656 <http://www.springervilleaz.gov/>

For Information on State Programs and Incentives:

Arizona Commerce Authority

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