

# Prescott Valley

# Community Profile

Prepared by the ARIZONA DEPARTMENT OF COMMERCE

Prescott Valley, located between the Bradshaw and Mingus mountains, is one of Northern Arizona's fastest growing communities, with a population increase from approx. 17,500 to nearly 39,000 since 1996. Prescott Valley is part of what is known as the quad-city region whose population is estimated at 120,000 (2007). Despite the town's growth, town leaders say Prescott Valley will never lose its small town, friendly approach to people and business.

Founded: 1966  
 Incorporated: 1978  
 Elevation: 5,100 ft.  
 Located in Yavapai County  
 Nearby Highways: Hwys I-17; I-40; SR 69; SR 89A; SR 169  
 Enterprise Zone available/REDI accredited community

Distance to Major Cities:  
 Phoenix: 87 miles  
 Tucson: 186 miles



## POPULATION

	1990	2000	2007
Prescott Valley	8,904	23,535	38,357
Yavapai County	107,714	167,517	223,934
Arizona	3,665,228	5,130,632	6,500,194

Sources: AZ. Dept. of Economic Security and U.S. Census Bureau

## PRINCIPAL ECONOMIC ACTIVITIES

The area's economy is comprised of industry, manufacturing, retail and service businesses. A strategically planned new downtown, regional shopping center and cross-town highway offers new development opportunities. Infrastructure improvement such as the sewer plant expansion, road-widening projects, and water system upgrades will take the community well into the 21<sup>st</sup> century. Recent major community additions include a \$61 million regional medical center, a \$21 million regional rehabilitation hospital, the opening of Lockheed Martin's hub center, and a \$35 million convention and events arena.

County Employment	2007
Trade, Transportation, and Utilities	12,700
Government	12,100
Education and Health Services	10,000
Mining and Construction	8,800
Leisure and Hospitality	8,200
Professional and Business Services	4,600
Manufacturing	3,500
Financial Activities	2,500
Other Services	2,000
Information	600

Sources: Arizona Department of Economic Security  
 Figures are organized under the North American Industrial Classification System (NAICS).

### Major Private Employers

Ace Retail Support Center	AZ Applied Engineering (AAE)
Arizona Public Service	Lockheed Martin
MI Windows & Doors	Mtn. Valley Rehab. Hosp.
Northcentral University	Prescott Newspapers
Printpack, Inc.	Yavapai Reg. Medical Center

### Major Public Employers

AZ Dept. of Transportation	Humboldt Unified School Dist.
Town of Prescott Valley	

## LABOR FORCE DATA

	1990	2000	2007
Civilian Labor Force	3,792	10,699	13,801
Unemployment	157	425	522
Unemployment Rate	4.12%	4.0%	3.8%

Source: Arizona Department of Economic Security

### Growth Indicators

	1990	2000	2007
New Bldg. Permits	1,074	2,658	1,172
Taxable Sales	56 mil	229.2 mil	625.9 mil
Net Assessed Value (\$)	29.2 mil	116.8 mil	330.5 mil

Sources: Arizona State University; AZ Dept. of Revenue; AZ Tax Research Foundation.

## SCENIC ATTRACTIONS

Prescott Valley offers many recreational opportunities, including Massick Family "Castle on the Creek," Fitzmaurice Indian Ruins, 10 public parks, a community recreation center featuring a public swimming pool with a 100-ft. slide, Olympic-style soccer and softball fields and facilities for basketball, tennis and picnics, a 16-lane bowling alley, and four nearby golf courses. Mountain Valley Park's amphitheater has concerts and entertainment during the summer. Fain Park and Prescott National Forest offer hiking, biking, backpacking, fishing and camping. Nearby Fain Lake, Lynx Lake and Goldwater Lake are stocked with fish, and canoe or rowboat rental is available. Prescott Valley's new convention and events center, Tim's Toyota Center, opened in November 2006 and is home to the Central Hockey League's Arizona Sundogs and to Arizona Adrenaline (arena football). Soon, a professional basketball team will be added.

## TAXES

Property Tax Rate	1990	2000	2007
Elementary/High School	\$ 6.43	\$ 6.00	\$ 4.59
City/Fire District	\$ 0.00	\$ 0.00	\$ 0.00
Countywide	\$ 5.14	\$ 4.18	\$ 3.41
<b>Totals</b>	<b>\$11.57</b>	<b>\$10.18</b>	<b>\$ 8.00</b>

Note: Tax rate per \$100.00 assessed valuation.

## Sales Tax Rate

City/Town	2.33%
County	0.75%
State	5.60%

Source: League of Arizona Cities and Towns, Arizona Dept. of Revenue.

## COMMUNITY FACILITIES

The Town of Prescott Valley offers a broad range of community facilities including a library, ten public parks, a community recreation center, Olympic-style soccer and softball fields, an amphitheater and facilities for basketball, tennis and picnics. Our newest attraction is the convention and events center "Tim's Toyota Center," which is home to the Arizona Sundogs, seating 5,000 for hockey events and 6,200 for staged events.

### Educational Institutions

	Public	Private
Elementary	Y	N
Middle School	Y	N
High School	Y	N
Technical	N	Y
Community College	Y	N
University 4-year	N	Y
Post Graduate	N	Y

### Financial

Number of banks: 9

### Government

Fire Department: Local Fire Department  
Law Enforcement: Town Police Department

### Airport

Nearby Ernest A. Love Field, 5 miles southwest, has three paved runways (7,608 – 4,842 – 4,408 ft.), UNICOM radio and maintenance services.

### Medical

The medical community provides primary care physicians and specialty health care providers, and includes Yavapai Regional Medical Center, Mountain Valley Regional Rehabilitation Hospital and Prescott Valley Primary and Urgent Care Clinic.

### Hotel & Lodging

Number of Rooms: 188  
Meeting Rooms: 2  
Capacity of Largest Facility: 75

### Industrial Properties

There are 300 acres of industrial parks, as well as over 500 acres of Greenfield, with all utilities available and highway access. Current information is available from the Prescott Valley Economic Development Foundation via the website at [www.pvedf.com](http://www.pvedf.com).

## Utilities

Electricity:	Arizona Public Service (APS)	800.253.9405
Natural Gas:	UniSource Energy Services	877.837.4968
Sewer:	Town of Prescott Valley	928.759.3020
Telephone:	Qwest	800.244.1111
Water:	Town of Prescott Valley	928.759.3020

Cable Providers: Yes  
Digital Switching Station: Yes  
Internet Service Provider: Yes

Cable Internet Service: Yes  
Fiber Optics: Yes

## Weather

	Avg. Low (°F)	Avg. High (°F)	Prec. (in.)
Jan.	23.6	50.1	1.0
Feb.	25.9	54.5	0.7
Mar.	30.1	59.9	0.8
Apr.	36.9	67.7	0.5
May	44.6	76.5	0.3
June	53.5	85.9	0.5
July	61.4	89.3	2.8
Aug.	59.0	86.5	2.7
Sept.	52.8	83.5	1.1
Oct.	41.5	73.7	0.8
Nov.	30.9	61.1	0.7
Dec.	24.4	52.4	1.1
Annual	40.4	70.1	12.9

Source: Western Regional Climate Center, [www.wrcc.dri.edu](http://www.wrcc.dri.edu).  
Period of record 1948 – 2001. Average Snow Depth 15.9". Nearest weather data available from Prescott FAA Airport.

For further information, contact:

### **Prescott Valley Chamber of Commerce**

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This profile was prepared by the Arizona Department of Commerce in cooperation with local sources.



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