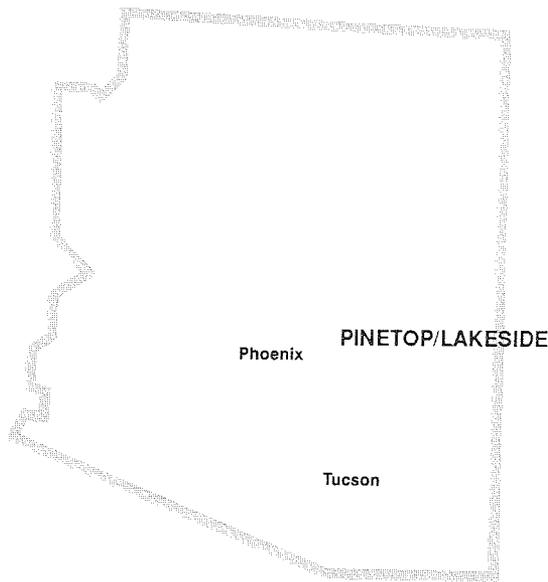




Pinetop/Lakeside Community Profile



INTRODUCTION

Pinetop-Lakeside is an incorporated community located in the White Mountains of Arizona at an elevation of 7,200 feet. Founded in the early 1880's by Mormon pioneers, Lakeside derived its name from the area's lakes, and Pinetop derived its name from the nickname of a saloon keeper who served the Fort Apache soldiers. The two communities incorporated as one town in 1984. Strategically located in southern Navajo County approximately 3 1/2 hours northeast of Phoenix, 4 hours northeast of Tucson and 5 hours southwest of Albuquerque, NM. Pinetop-Lakeside is known for its extensive tourism and recreational activities; proximity to the world's largest stand of Ponderosa Pine, several sawmills, a pulp and a paper mill; accessibility to a labor force of more than 12,000 people within a one-hour drive; and for an outstanding quality of life.

WEATHER*

Month	Average Temperature (°F)		Average Total Precipitation (Inches)
	Daily Max	Daily Min	
January	44.2	17.7	1.51
February	48.3	21.0	1.41
March	53.8	25.4	2.15
April	63.9	32.1	0.79
May	73.0	38.5	1.15
June	82.8	47.6	0.67
July	85.8	55.5	2.95
August	85.9	54.1	2.93
September	79.4	47.6	2.40
October	68.5	35.7	2.57
November	55.3	24.8	1.84
December	45.6	18.9	1.93
Year	65.3	34.9	22.31

* Lakeside Reporting Station

Average Total Snow, Sleet and Hail Annually: 38.2 inches.

PRINCIPAL PINETOP/LAKESIDE ECONOMIC ACTIVITIES

Pinetop-Lakeside is a participant in the dynamic economic development of Arizona and shares in this growth by way of its unique resources; plentiful clean water, pollution free air, forest products, abundant recreational activities, proximity to three major metropolitan areas, a refreshing four season climate, and a well planned rural business atmosphere to serve the needs of the people in its region.

The economy of Pinetop-Lakeside is heavily oriented towards serving tourists, recreation seekers, and the summer homeowners. Trade and services employment in Pinetop-Lakeside is characteristic of the county pattern in which these sectors comprise over one-half of the total. These activities have been highly seasonal in the past, with summer visitors far outnumbering those in the winter. The development of the winter sports area in the vicinity is increasing winter visitor activity. A winter sports complex; Sunrise Ski Resort, located 30 miles from Pinetop-Lakeside, attracts skiers from Arizona, New Mexico, California and Texas with its well developed slopes and facilities. Pinetop-Lakeside provides much of the available lodging, and local businesses have taken advantage of this new market.

Manufacturing in the county is based almost entirely on forest products. Raw materials for this industry are provided by the world's largest stand of Ponderosa Pine.



Arizona
Department of Commerce

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PINETOP/LAKESIDE EMPLOYMENT STRUCTURE

	Percent of Total
Agriculture & Mining	1.3%
Construction	13.7
Manufacturing	7.5
Transportation, Communication & Public Utilities	9.0
Wholesale Trade	3.3
Retail Trade	21.8
Finance, Insurance & Real Estate	3.6
Services	34.4
Public Administration	5.3

Source: U.S. Bureau of the Census, 1980

LABOR FORCE DATA

	Pinetop		Lakeside	
	1989	1990	1989	1990
Civilian Labor Force	935	942	701	708
Employed	820	819	585	584
Unemployed	115	123	116	124
Unemployment Rate	12.3%	13.1%	16.5%	17.5%

Source: Arizona Department of Economic Security

GROWTH INDICATORS

	1988	1989	1990
Postal Receipts(\$)			
Pinetop	275,117	277,333	364,443
Lakeside	232,941	255,485	270,557
Public School Enrollment	1,734	1,699	1,698
Taxable Sales (\$)	53,055,500	53,531,500	53,052,800
Net Assessed Valuation (\$)			
Pinetop Fire District	52,262,898	52,085,723	51,763,169
Lakeside Fire District	22,636,719	29,492,671	29,554,473

PROPERTY TAX RATE PER \$100 ASSESSED VALUATION

	1988	1989	1990
State Tax	0.47	0.47	0.47
Community College	0.70	0.79	0.81
County Tax	1.09	1.08	1.03
Countywide Total	2.26	2.34	2.31
School District #32	6.53	6.75	6.64
Total Outside City	8.79	9.09	8.95
Local Sanitary District	1.15	1.13	1.12
Pinetop Fire District	0.74	0.89	0.76
Lakeside Fire District	0.96	0.93	0.95
Pinetop Total	10.68	11.11	10.83
Lakeside Total	10.90	11.15	11.02

Source: Arizona Tax Research Foundation

POPULATION

	1980	1990	1980-1990
			Percentage Change
Pinetop/Lakeside	2,315	2,422	+4.6%
Navajo County	67,629	77,658	+14.8
Arizona	2,716,546	3,665,228	+34.9

*Local sources estimate area population to be 13,000

Sources: AZ Department of Economic Security U.S. Census Bureau

FINANCE

First Interstate Bank: 2 offices (1 in Show Low)
 Citibank: 1 office (Pinetop-Lakeside)
 Valley National Bank: 2 offices (1 in Show Low)
 Frontier Savings & Loan: 2 office (1 in Show Low)
 Navajo County businesses are eligible for assistance in financing fixed assets through the Development Finance Division, Arizona Department of Commerce. Information on availability of industrial development bonds within the County may be obtained from the same source or from the Industrial Development Authority of Navajo County; 819 W Florida; Holbrook, Arizona 86025.

TRANSPORTATION

Highways: AZ 260, 77, 73 and 60
 Bus: White Mountain Passenger Lines
 Truck: United Parcel Service; (interstate), Hurley Trucking, Jenney Freight Lines, Johnson's Freight Lines
 Airport: Show Low Municipal; 2 runways (4,000-foot, and 6,000-foot), lighted, paved runway; served by Aero Crafter

COMMUNICATIONS

Newspapers: Daily: USA Today, Arizona Republic (Phoenix), Tucson Daily Star, Wall St Journal
 Bi-Weekly: White Mountain Independent, Apache Scout
 Weekly: Wampus Saver
 Radio: 2 stations from Show Low, KVWM-AM (5,000 watts and FM (3,000 watts); KVSL-AM (1,000 watts-day, 250 watts-night); KRFM (100,000 watts) FM 24 hours, cable
 Television: 24 channels by cable including Phoenix, 4 channels by antenna, including Tucson

UTILITIES

Electricity: Navapache Electric Cooperative
 Propane: Doxel, Cal Gas, Aztec Butane, Inc
 Telephone: Contel of the West
 Water: Pinetop Water Company
 Arizona Water Company
 Ponderosa Water Company
 Sewer: Pinetop-Lakeside Sewer District
 Sanitation: Waste Management of Northern Arizona

MEDICAL FACILITIES

Hospital: 1 Navapache Hospital (57 beds)
 Physicians: 22 active staff, 18 consulting
 Dentists: 6 in area
 Optometrists: 2 in area
 Orthodontists: 2
 Clinics: 3 chiropractic and dental

GOVERNMENT SERVICES

Local Government: Mayor, 6 Council Members, Town Manager
 Police Department: 1 Police Chief, 1 Lieutenant, 2 sergeants, 9 officers, 9 civilian employees
 Sheriff's Department: 1 Lieutenant, 1 sergeant, 4 deputies
 Fire Department: 5 fulltime, 23 volunteers, 14 EMS
 Underwriters Rating: Pinetop: Class 7, Class 9 in outlying areas
 2 fulltime, 32 volunteers
 Lakeside: Class 8

EDUCATIONAL FACILITIES

	No.	Faculty	Enrollment
Public Elementary	1	34	553
Public Middle	1	25	429
Public Junior High	1	21	256
Public High School	1	38	460

Northland Pioneer College, a nationally accredited community college, serves Lakeside and 17 other communities. Areas of study include occupational, academic and vocational programs. Private elementary schools are available in the area.

CHURCHES

2 Baptist
 1 Catholic
 2 Church of Jesus Christ LDS
 5 Protestant and Other

COMMUNITY FACILITIES

Health Center: 1
 Library: 1
 Pools: 1
 Golf Courses: 3
 (1 Private) (2 private)
 Tennis Courts: 14
 Drive-In Theater: 1
 (8 lighted; 4 public) Indoor Theater: 1
 Racquetball Courts: 1
 Recreation Area: 1 (70 acres)

SCENIC ATTRACTIONS

Two landform features of eastern Arizona provide the background for the scenic and recreation attractions of the area. Immediately south of Pinetop-Lakeside is the Mogollon Rim, a steep escarpment ranging from 1,000 to 2,000 feet in height, which separates the northern plateau region from the lower central and southern areas.

The White Mountains, situated in portions of the Apache/Sitgreaves National Forest and White Mountain Apache Indian Reservation, provide many varied recreation activities. The reservation alone, which is the largest privately owned recreation area in the west, has over 300 miles of streams and 26 major lakes. (Special use permit is needed on the reservation.) Hunting and fishing are popular and picnic and camping facilities are provided throughout the three areas. There are three public and one private fishing lakes in the Pinetop/Lakeside area. Rainbow, brown and brook trout are the primary fish in this area. The winter months provide cross-country skiing, sledding, snowmobiling and ice fishing. The Sunrise Ski Area east of Pinetop and Lakeside is owned and operated by the White Mountain Apache Indians. Located on 10,700-foot Mt Ord, the facility offers 7 lifts, and a rope tow serving over 47 runs on a variety of slopes. Night skiing is available.

INDUSTRIAL PROPERTIES

Industrial Park: 1 with 90+ acres; utilities available with highway access. 1 park in development (103+ acres). Current information available from the Economic Development Coordinator of Pinetop/Lakeside.

LODGING AND MEETING FACILITIES

Motels: 633 units (Pinetop/Lakeside), 95 units (Sunrise), 27 units (Hon Dah), 20 units (Whitewater)
 3632 Total Occupancy
 Meeting Facilities: 5, with the largest seating 100 persons
 Trailer Parks: 7, with hookups

HOUSING

Current information on housing availability can be obtained from the Pinetop/Lakeside Chamber of Commerce.

This profile was prepared in cooperation with the Town of Pinetop/Lakeside and the Pinetop/Lakeside Chamber of Commerce.

For further information, contact:

Pinetop/Lakeside Chamber of Commerce
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Town of Pinetop/Lakeside Economic
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