



CITY OF SHOW LOW, ARIZONA

LAKE SIDE GATEWAY

SR 260 (S. WHITE MOUNTAIN ROAD) AND FAWN BROOK DRIVE



Parcel	Acres
1	0.84
2	0.80
3	0.80
4	0.86
Entire Site (Bulk)	15.14

Lakeside Gateway
Looking Northeast



PHONE 480.367.0700 / FAX 480.367.8341
www.NathanLandAZ.com

7600 East Doubletree Ranch Road, Suite 150
Scottsdale, AZ 85258



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CITY OF SHOW LOW, ARIZONA

LAKE SIDE GATEWAY

LOCATION

Located southwest of State Route 260 (South White Mountain Road) and Fawn Brook Drive at 4178 S. White Mountain Road, in the City of Show Low (Navajo County), Arizona.

SIZE AND PRICE

Parcel	Acres	Price/SF	Total Price
1	0.84	\$13.00	\$475,675
2	0.80	\$11.00	\$383,328
3	0.80	\$11.00	\$383,328
4	0.86	\$13.00	\$487,001
Entire Site (Bulk)	15.14 (659,664 SF)	\$5.00	\$3,298,320

ADDITIONAL DOCUMENTS

[Please click to view](#)

ALTA Survey

ASSESSOR PARCEL NUMBERS

212-04-133A, 133C, 134B, 135B and 136

ZONING

[C-2](#) | City of Show Low

TERMS

Cash

UTILITIES

Electricity: Navopache Electric Corp

Water: City of Show Low

Sewer: City of Show Low



Charming

SHOW LOW

IS A TOWN WHERE **PANORAMIC VIEWS** COMPLEMENT GREAT DINING, UNIQUE SHOPPING AND EXHILARATING OUTDOOR ACTIVITIES.



Show Low THINGS TO DO

VISIT FOOL HOLLOW LAKE RECREATION AREA
TAKE A WALK IN THE SHOW LOW CITY PARK
TOUR THE SHOW LOW MUSEUM
PLAY GOLF AT THE BISON CLUB
SKI AT THE SUNRISE SKI RESORT
FIND A NICE GIFT FROM LAZY BEAR DÉCOR
WALK ON THE SHOW LOW BLUFF TRAIL
EAT AT THE PERSNIKKITY'S CAFE & BAKERY
ENJOY A STEAK AT THE CATTLEMEN'S STEAKHOUSE
RIDE A HORSE AT THE PORTER MOUNTAIN STABLES



City of
SHOW LOW
Arizona
NAMED BY THE TURN OF A CARD

SHOW LOW WAS NAMED AFTER A MARATHON POKER GAME PLAYED BETWEEN TWO EARLY SETTLERS. THEY DECIDED THERE WASN'T ENOUGH ROOM FOR BOTH OF THEM IN THE COMMUNITY AND AGREED TO LET A GAME OF CARDS DECIDE WHO WAS TO GET THE 100,000 ACRE RANCH AND WHO WAS TO 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.

SHOWLOWAZ.GOV

Show Low Weather

SEASON	AVERAGE HIGH TEMPERATURE	AVERAGE LOW TEMPERATURE
WINTER	48°	22°
SPRING	65°	35°
SUMMER	84°	55°
FALL	67°	39°



SHOW LOW QUICK FACTS



POPULATION

2020 population: **11,732**
Population growth since 2000: **+48.7%**
Median age of **39.7**



HOUSEHOLDS

Median household income: **\$44,693**
Number of households: **4,377**



GROWTH

Show Low is the **largest city** in the White Mountains and is one of the **fastest growing** cities in northern Arizona.



RANKINGS

10th best place to build a **getaway home**.
Top 200 Towns for **Sportsmen**
Summit Healthcare Regional Medical Center was named one of the nation's **top performance improvement hospitals**.

Source: <https://showlowaz.gov>



SHOW LOW'S MAJOR EMPLOYERS

Summit Healthcare Regional Medical Center
Walmart
Home Depot
Lowe's
Frontier Communications
Cellular One
Safeway Stores
Cable One, Inc.
Chase Bank
National Bank of Arizona
Forest Energy Corporation



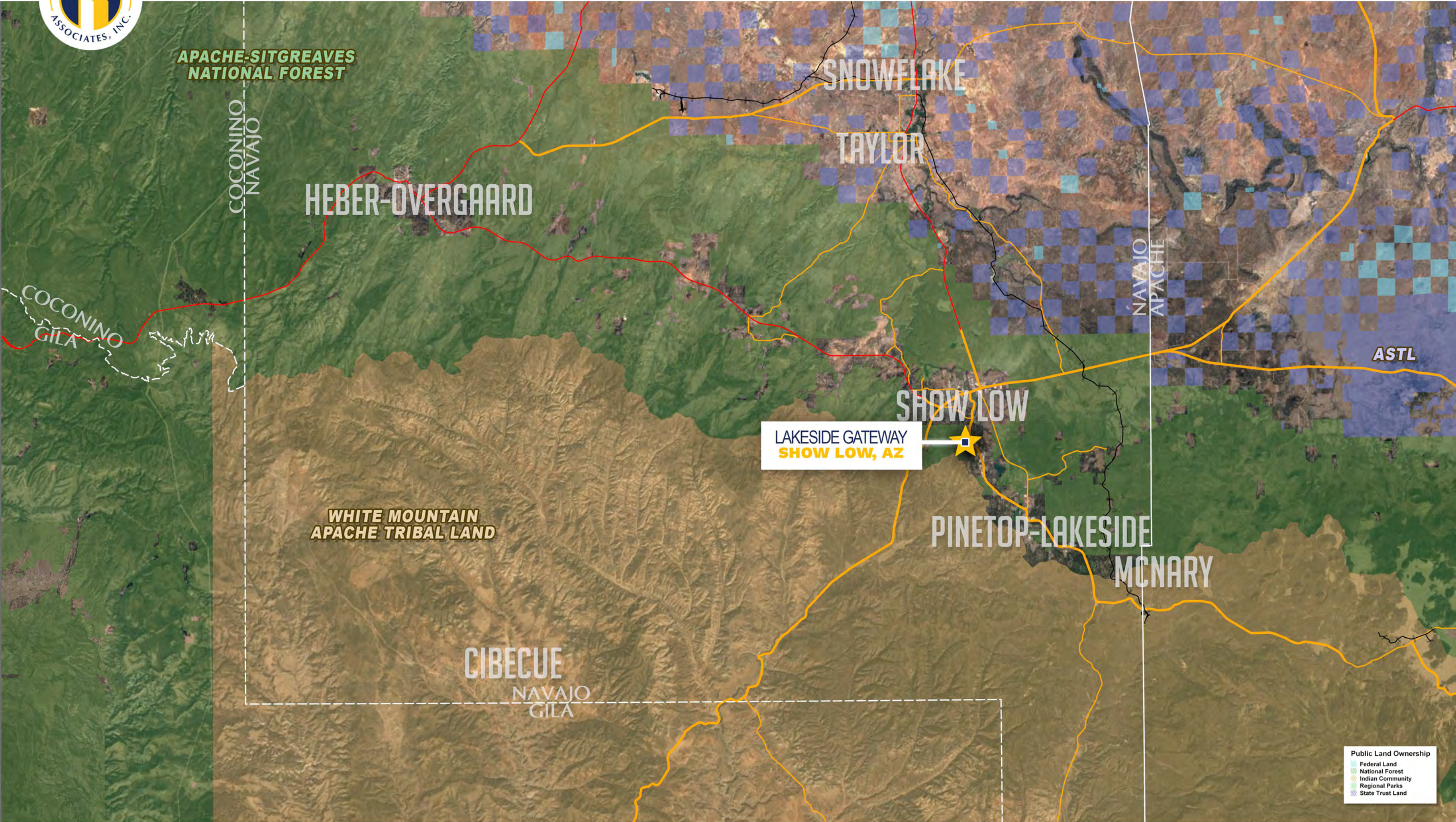
EDUCATION

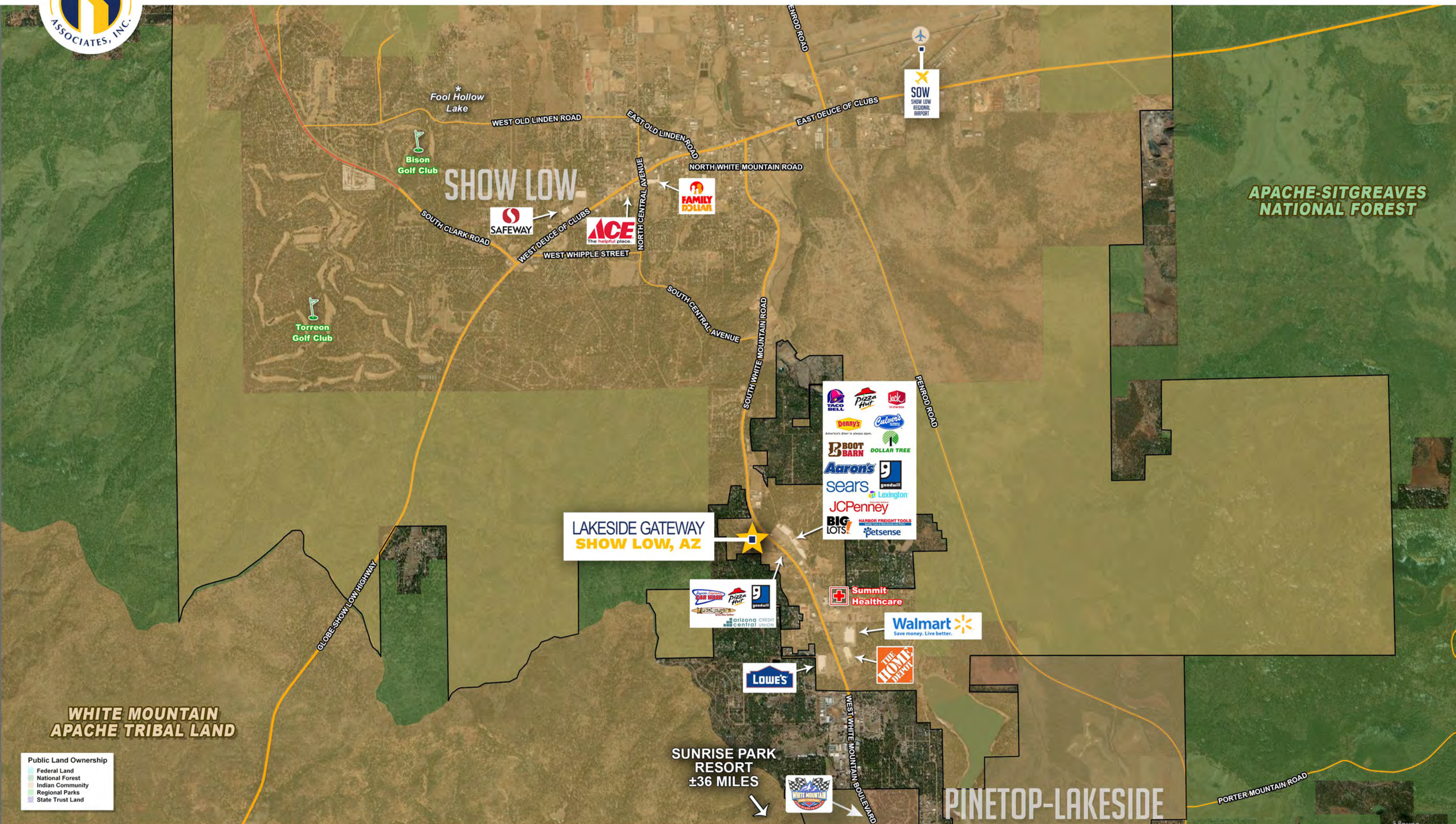
Show Low High School
Show Low Junior High
Whipple Ranch Elementary School
Nikolaus Homestead Elementary School

Higher Education

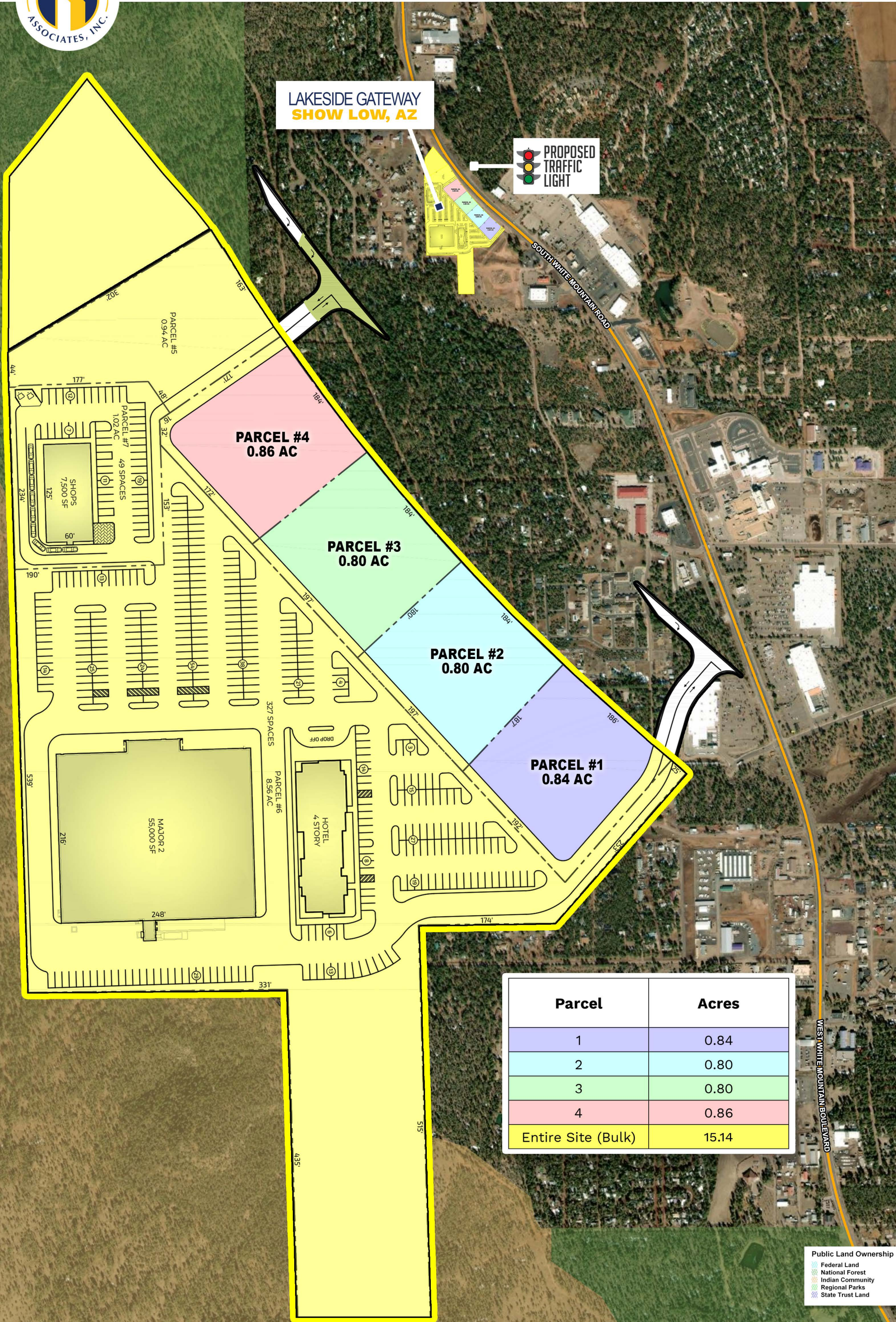
Northland Pioneer College **7,000 students**
Northern Arizona University (White Mountain Campus)







Public Land Ownership
Federal Land
National Forest
Indian Community
Regional Parks
State Trust Land



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1	0.84
2	0.80
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4	0.86
Entire Site (Bulk)	15.14

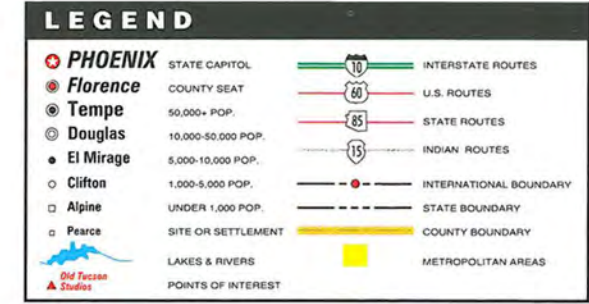
Public Land Ownership

- Federal Land
- National Forest
- Indian Community
- Regional Parks
- State Trust Land



LAKE SIDE GATEWAY / SHOW LOW (NAVAJO COUNTY), ARIZONA





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ITEM NO. 74812

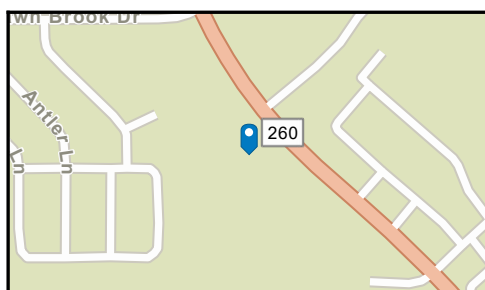
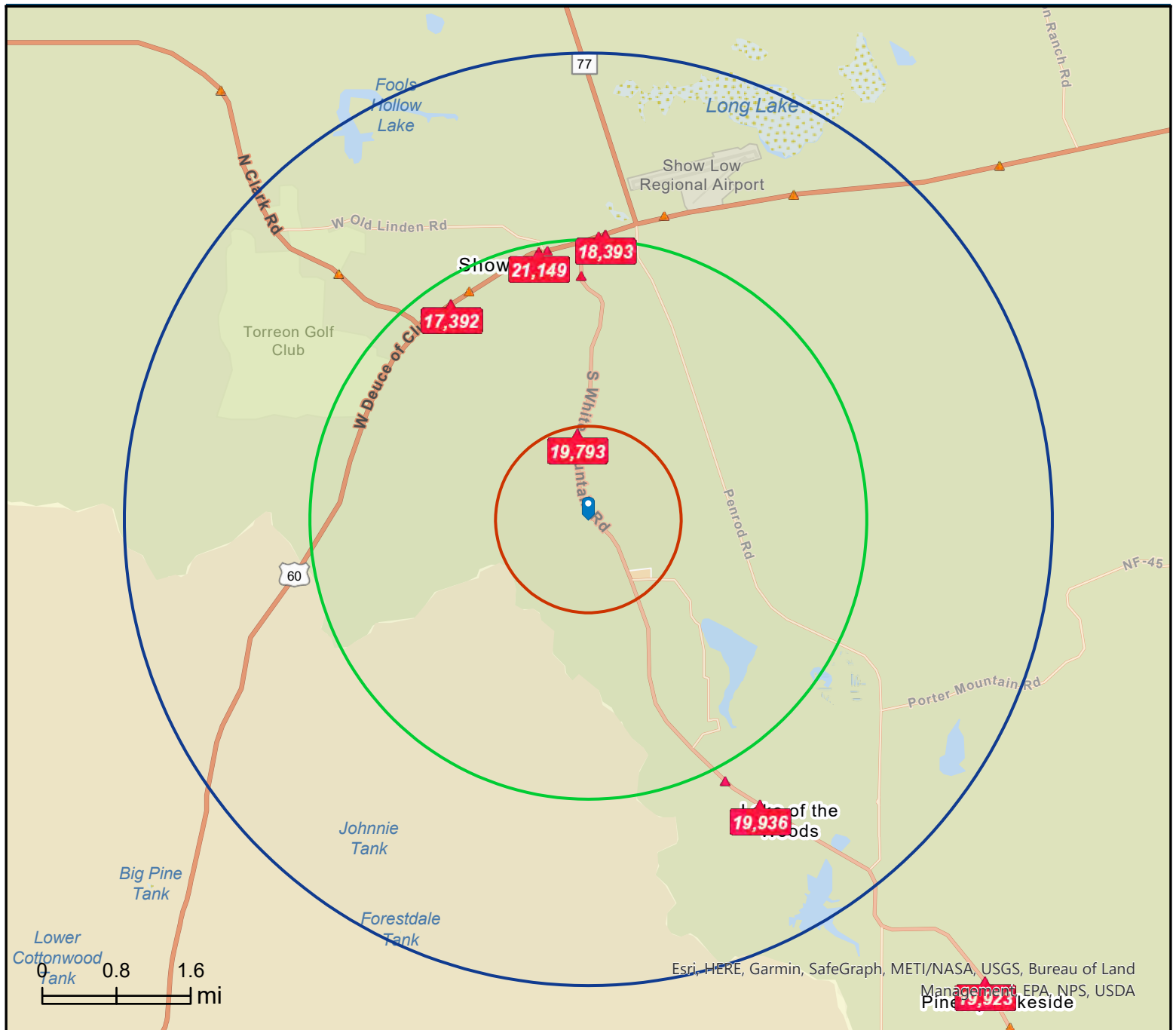
Traffic Count Map

SR 260 and White Mountain Road
 4158-4308 S White Mountain Rd, Show Low, Arizona, 85901
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

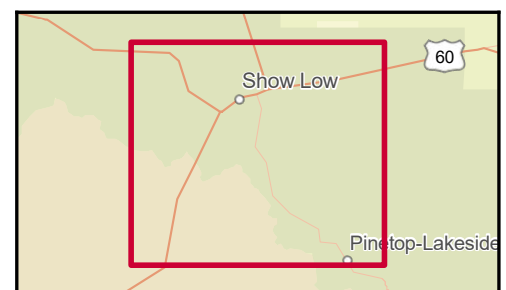
Latitude: 34.21128

Longitude: -110.02716



Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



Source: ©2021 Kalibrate Technologies (Q4 2021).

January 25, 2022



Traffic Count Profile

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Latitude: 34.21128

Longitude: -110.02716

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.93	S White Mountain Rd	Ellsworth Rd (0.40000001 miles S)	2018	19,793
2.61	South White Mountain Road	S 12th Pl (0.01 miles S)	2018	18,104
2.66	United States Highway 60	W Deuce of Clubs (0.47999999 miles NE)	2002	5,365
2.72	West Deuce of Clubs	W Pine View Dr (0.15000001 miles NW)	2018	5,365
2.74	West Deuce of Clubs	W Owens (0.03 miles NE)	2018	17,392
2.76	W Deuce of Clubs	W Owens (0.03 miles SW)	2002	13,694
2.92	East Deuce of Clubs	N 6th St (0.03 miles E)	2018	21,149
2.92	E Deuce of Clubs	E Old Linden Rd (0.03 miles W)	2002	25,224
3.04	East Deuce of Clubs	N 16th Pl (0.0 miles E)	2018	21,274
3.06	E Deuce of Clubs	N 16th Pl (0.08 miles W)	2002	18,393
3.17	White Mountain Blvd	Kay Rd (0.1 miles NW)	2002	17,105
3.35	East Deuce of Clubs	N 27th Pl (0.04 miles E)	2018	10,350
3.39	E Deuce of Clubs	United States Hwy 60 (0.05 miles W)	2002	7,165
3.57	West White Mountain Boulevard	Sunset Ln (0.08 miles SE)	2018	19,936
3.68	United States Highway 60	Mogollon Rim Rd (0.76999998 miles NE)	2002	2,975
3.76	North Clark Road	S 30th Ave (0.0 miles E)	2018	13,329
4.12	US Hwy 60	E Deuce of Clubs (0.08 miles W)	2018	8,493

Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2020 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2021 Kalibrate Technologies (Q4 2021).

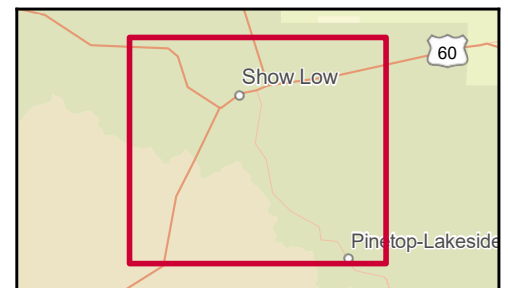
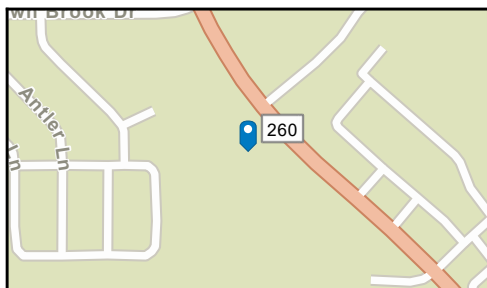
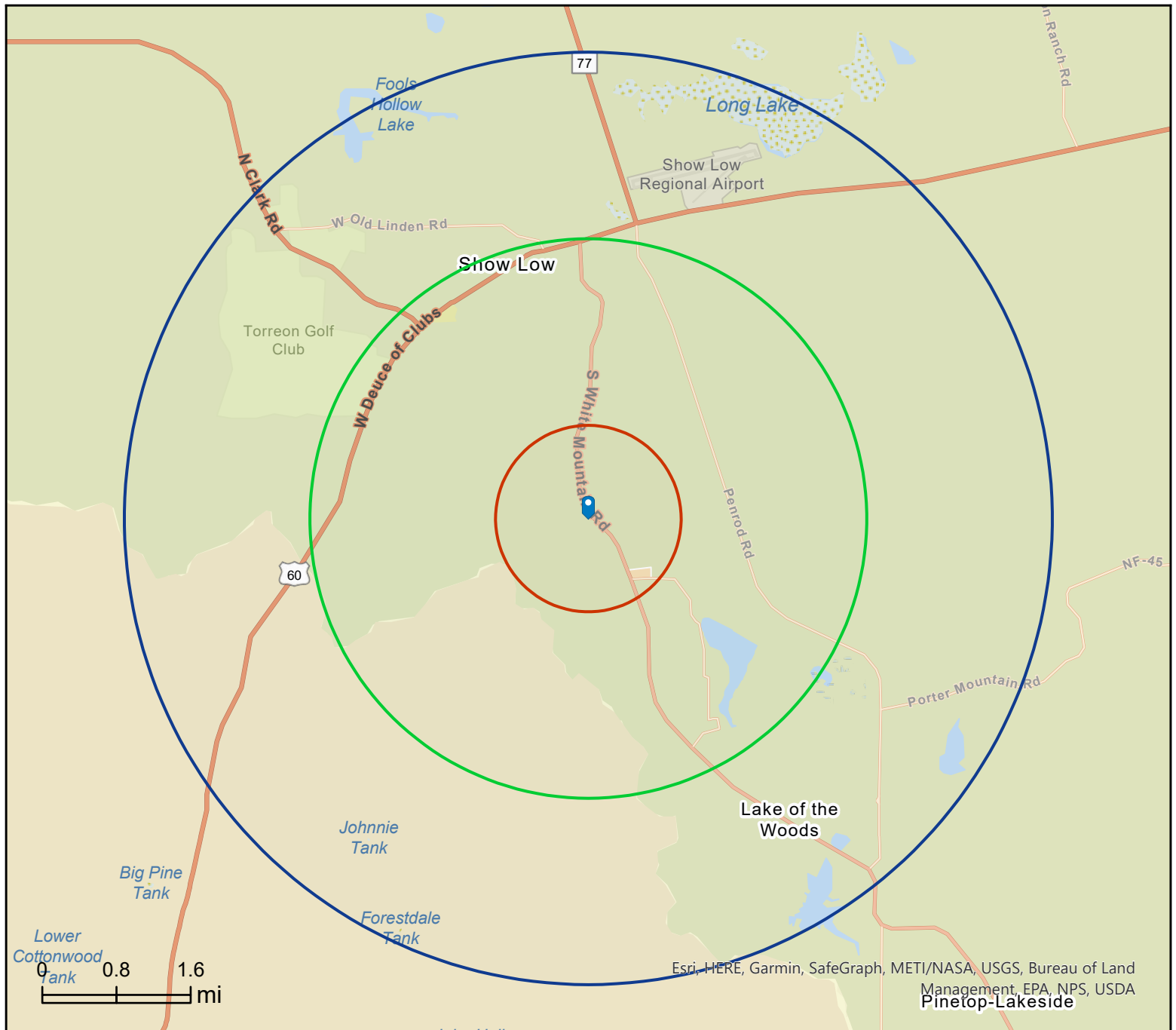
Site Map

SR 260 and White Mountain Road
 4158-4308 S White Mountain Rd, Show Low, Arizona, 85901
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.21128

Longitude: -110.02716



January 25, 2022



Executive Summary

SR 260 and White Mountain Road
4158-4308 S White Mountain Rd, Show Low, Arizona, 85901
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.21128
Longitude: -110.02716

	1 mile	3 miles	5 miles
Population			
2000 Population	933	4,924	12,772
2010 Population	1,245	6,359	16,588
2021 Population	1,589	7,580	18,645
2026 Population	1,712	8,080	19,536
2000-2010 Annual Rate	2.93%	2.59%	2.65%
2010-2021 Annual Rate	2.19%	1.57%	1.04%
2021-2026 Annual Rate	1.50%	1.29%	0.94%
2021 Male Population	48.7%	48.9%	49.3%
2021 Female Population	51.3%	51.1%	50.7%
2021 Median Age	49.0	46.8	44.9

In the identified area, the current year population is 18,645. In 2010, the Census count in the area was 16,588. The rate of change since 2010 was 1.04% annually. The five-year projection for the population in the area is 19,536 representing a change of 0.94% annually from 2021 to 2026. Currently, the population is 49.3% male and 50.7% female.

Median Age

The median age in this area is 49.0, compared to U.S. median age of 38.5.

Race and Ethnicity

2021 White Alone	82.8%	83.0%	83.5%
2021 Black Alone	0.4%	0.5%	0.5%
2021 American Indian/Alaska Native Alone	6.2%	6.5%	5.8%
2021 Asian Alone	0.6%	1.1%	0.9%
2021 Pacific Islander Alone	0.4%	0.3%	0.2%
2021 Other Race	4.8%	4.7%	5.5%
2021 Two or More Races	4.7%	3.9%	3.5%
2021 Hispanic Origin (Any Race)	14.0%	14.8%	15.8%

Persons of Hispanic origin represent 15.8% of the population in the identified area compared to 18.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 48.6 in the identified area, compared to 65.4 for the U.S. as a whole.

Households

2021 Wealth Index	60	64	59
2000 Households	363	1,826	4,792
2010 Households	545	2,657	6,676
2021 Total Households	709	3,173	7,506
2026 Total Households	763	3,381	7,861
2000-2010 Annual Rate	4.15%	3.82%	3.37%
2010-2021 Annual Rate	2.37%	1.59%	1.05%
2021-2026 Annual Rate	1.48%	1.28%	0.93%
2021 Average Household Size	2.23	2.37	2.48

The household count in this area has changed from 6,676 in 2010 to 7,506 in the current year, a change of 1.05% annually. The five-year projection of households is 7,861, a change of 0.93% annually from the current year total. Average household size is currently 2.48, compared to 2.47 in the year 2010. The number of families in the current year is 4,997 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

January 25, 2022



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	1 mile	3 miles	5 miles
Mortgage Income			
2021 Percent of Income for Mortgage	22.0%	22.5%	20.3%
Median Household Income			
2021 Median Household Income	\$42,799	\$45,120	\$44,494
2026 Median Household Income	\$46,124	\$48,720	\$49,296
2021-2026 Annual Rate	1.51%	1.55%	2.07%
Average Household Income			
2021 Average Household Income	\$61,019	\$64,431	\$61,629
2026 Average Household Income	\$67,323	\$70,763	\$68,444
2021-2026 Annual Rate	1.99%	1.89%	2.12%
Per Capita Income			
2021 Per Capita Income	\$25,645	\$26,933	\$24,933
2026 Per Capita Income	\$28,271	\$29,571	\$27,672
2021-2026 Annual Rate	1.97%	1.89%	2.11%

Households by Income

Current median household income is \$44,494 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$49,296 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$61,629 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$68,444 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$24,933 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$27,672 in five years, compared to \$39,378 for all U.S. households

Housing			
2021 Housing Affordability Index	109	107	119
2000 Total Housing Units	883	2,971	7,757
2000 Owner Occupied Housing Units	288	1,369	3,620
2000 Renter Occupied Housing Units	75	456	1,172
2000 Vacant Housing Units	520	1,146	2,965
2010 Total Housing Units	1,340	4,586	11,588
2010 Owner Occupied Housing Units	367	1,712	4,572
2010 Renter Occupied Housing Units	178	945	2,104
2010 Vacant Housing Units	795	1,929	4,912
2021 Total Housing Units	1,570	5,190	12,465
2021 Owner Occupied Housing Units	452	1,939	4,909
2021 Renter Occupied Housing Units	257	1,235	2,597
2021 Vacant Housing Units	861	2,017	4,959
2026 Total Housing Units	1,671	5,517	13,008
2026 Owner Occupied Housing Units	498	2,119	5,256
2026 Renter Occupied Housing Units	264	1,262	2,605
2026 Vacant Housing Units	908	2,136	5,147

Currently, 39.4% of the 12,465 housing units in the area are owner occupied; 20.8%, renter occupied; and 39.8% are vacant. Currently, in the U.S., 57.3% of the housing units in the area are owner occupied; 31.2% are renter occupied; and 11.5% are vacant. In 2010, there were 11,588 housing units in the area - 39.5% owner occupied, 18.2% renter occupied, and 42.4% vacant. The annual rate of change in housing units since 2010 is 3.30%. Median home value in the area is \$215,709, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 2.53% annually to \$244,389.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

January 25, 2022



Market Profile

SR 260 and White Mountain Road
4158-4308 S White Mountain Rd, Show Low, Arizona, 85901
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.21128
Longitude: -110.02716

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	933	4,924	12,772
2010 Total Population	1,245	6,359	16,588
2021 Total Population	1,589	7,580	18,645
2021 Group Quarters	10	51	66
2026 Total Population	1,712	8,080	19,536
2021-2026 Annual Rate	1.50%	1.29%	0.94%
2021 Total Daytime Population	1,916	10,210	21,170
Workers	896	5,506	9,713
Residents	1,020	4,704	11,457
Household Summary			
2000 Households	363	1,826	4,792
2000 Average Household Size	2.51	2.65	2.64
2010 Households	545	2,657	6,676
2010 Average Household Size	2.26	2.37	2.47
2021 Households	709	3,173	7,506
2021 Average Household Size	2.23	2.37	2.48
2026 Households	763	3,381	7,861
2026 Average Household Size	2.23	2.37	2.48
2021-2026 Annual Rate	1.48%	1.28%	0.93%
2010 Families	344	1,703	4,485
2010 Average Family Size	2.85	2.96	3.00
2021 Families	441	2,017	4,997
2021 Average Family Size	2.82	2.97	3.01
2026 Families	474	2,146	5,223
2026 Average Family Size	2.82	2.97	3.01
2021-2026 Annual Rate	1.45%	1.25%	0.89%
Housing Unit Summary			
2000 Housing Units	883	2,971	7,757
Owner Occupied Housing Units	32.6%	46.1%	46.7%
Renter Occupied Housing Units	8.5%	15.3%	15.1%
Vacant Housing Units	58.9%	38.6%	38.2%
2010 Housing Units	1,340	4,586	11,588
Owner Occupied Housing Units	27.4%	37.3%	39.5%
Renter Occupied Housing Units	13.3%	20.6%	18.2%
Vacant Housing Units	59.3%	42.1%	42.4%
2021 Housing Units	1,570	5,190	12,465
Owner Occupied Housing Units	28.8%	37.4%	39.4%
Renter Occupied Housing Units	16.4%	23.8%	20.8%
Vacant Housing Units	54.8%	38.9%	39.8%
2026 Housing Units	1,671	5,517	13,008
Owner Occupied Housing Units	29.8%	38.4%	40.4%
Renter Occupied Housing Units	15.8%	22.9%	20.0%
Vacant Housing Units	54.3%	38.7%	39.6%
Median Household Income			
2021	\$42,799	\$45,120	\$44,494
2026	\$46,124	\$48,720	\$49,296
Median Home Value			
2021	\$224,658	\$242,278	\$215,709
2026	\$249,462	\$277,030	\$244,389
Per Capita Income			
2021	\$25,645	\$26,933	\$24,933
2026	\$28,271	\$29,571	\$27,672
Median Age			
2010	44.9	43.8	42.5
2021	49.0	46.8	44.9
2026	49.8	47.2	45.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 25, 2022



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Latitude: 34.21128
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	1 mile	3 miles	5 miles
2021 Households by Income			
Household Income Base	709	3,173	7,506
<\$15,000	15.8%	14.9%	14.8%
\$15,000 - \$24,999	10.6%	10.6%	10.1%
\$25,000 - \$34,999	13.4%	13.0%	14.5%
\$35,000 - \$49,999	16.9%	15.7%	15.1%
\$50,000 - \$74,999	15.5%	17.2%	17.7%
\$75,000 - \$99,999	10.9%	10.3%	12.0%
\$100,000 - \$149,999	11.3%	11.6%	9.8%
\$150,000 - \$199,999	3.0%	3.5%	3.4%
\$200,000+	2.7%	3.3%	2.6%
Average Household Income	\$61,019	\$64,431	\$61,629
2026 Households by Income			
Household Income Base	763	3,381	7,861
<\$15,000	14.0%	13.2%	13.1%
\$15,000 - \$24,999	9.0%	9.3%	9.0%
\$25,000 - \$34,999	13.0%	12.5%	13.8%
\$35,000 - \$49,999	17.4%	16.1%	14.7%
\$50,000 - \$74,999	17.0%	18.8%	19.2%
\$75,000 - \$99,999	10.5%	9.8%	11.9%
\$100,000 - \$149,999	12.6%	12.5%	11.3%
\$150,000 - \$199,999	3.4%	4.1%	4.1%
\$200,000+	3.0%	3.8%	3.0%
Average Household Income	\$67,323	\$70,763	\$68,444
2021 Owner Occupied Housing Units by Value			
Total	452	1,939	4,909
<\$50,000	13.9%	9.3%	8.0%
\$50,000 - \$99,999	10.4%	8.7%	10.5%
\$100,000 - \$149,999	6.4%	9.2%	11.4%
\$150,000 - \$199,999	11.3%	11.5%	15.8%
\$200,000 - \$249,999	16.2%	13.4%	13.6%
\$250,000 - \$299,999	10.6%	9.8%	11.4%
\$300,000 - \$399,999	19.5%	22.4%	17.7%
\$400,000 - \$499,999	6.9%	8.3%	5.8%
\$500,000 - \$749,999	4.9%	7.4%	4.6%
\$750,000 - \$999,999	0.0%	0.0%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.8%
Average Home Value	\$234,015	\$259,546	\$251,314
2026 Owner Occupied Housing Units by Value			
Total	498	2,119	5,256
<\$50,000	9.2%	6.1%	5.4%
\$50,000 - \$99,999	6.6%	5.6%	7.0%
\$100,000 - \$149,999	4.6%	6.7%	9.0%
\$150,000 - \$199,999	11.0%	10.8%	15.1%
\$200,000 - \$249,999	18.7%	14.9%	15.3%
\$250,000 - \$299,999	12.2%	11.0%	13.2%
\$300,000 - \$399,999	25.1%	28.6%	22.4%
\$400,000 - \$499,999	8.0%	9.6%	6.8%
\$500,000 - \$749,999	4.4%	6.8%	4.3%
\$750,000 - \$999,999	0.0%	0.0%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	1.1%
Average Home Value	\$259,689	\$282,362	\$279,060

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 25, 2022



Market Profile

SR 260 and White Mountain Road
4158-4308 S White Mountain Rd, Show Low, Arizona, 85901
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.21128
Longitude: -110.02716

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	1,249	6,360	16,589
0 - 4	5.3%	5.9%	6.6%
5 - 9	6.3%	6.2%	6.5%
10 - 14	7.5%	7.0%	7.2%
15 - 24	10.6%	11.0%	11.9%
25 - 34	9.8%	10.4%	10.4%
35 - 44	10.5%	10.8%	10.3%
45 - 54	13.9%	13.9%	14.0%
55 - 64	15.2%	14.7%	14.6%
65 - 74	11.6%	11.8%	11.5%
75 - 84	6.2%	6.1%	5.3%
85 +	2.8%	2.2%	1.7%
18 +	76.3%	76.5%	75.3%
2021 Population by Age			
Total	1,589	7,582	18,646
0 - 4	4.4%	5.1%	5.7%
5 - 9	6.0%	6.0%	6.2%
10 - 14	6.5%	6.1%	6.4%
15 - 24	9.4%	9.8%	10.0%
25 - 34	9.8%	10.8%	11.4%
35 - 44	9.9%	10.5%	10.4%
45 - 54	10.9%	11.0%	10.6%
55 - 64	16.1%	15.4%	15.1%
65 - 74	16.2%	15.2%	14.9%
75 - 84	7.4%	7.4%	7.1%
85 +	3.3%	2.7%	2.2%
18 +	79.4%	79.2%	78.2%
2026 Population by Age			
Total	1,713	8,081	19,537
0 - 4	4.3%	5.0%	5.6%
5 - 9	5.8%	5.8%	6.0%
10 - 14	6.7%	6.4%	6.6%
15 - 24	9.0%	9.3%	9.7%
25 - 34	9.3%	10.1%	10.5%
35 - 44	10.4%	11.3%	11.2%
45 - 54	9.9%	10.2%	10.1%
55 - 64	15.2%	14.6%	13.7%
65 - 74	16.7%	15.5%	15.4%
75 - 84	9.2%	8.8%	8.8%
85 +	3.6%	3.0%	2.5%
18 +	79.7%	79.2%	78.2%
2010 Population by Sex			
Males	605	3,112	8,158
Females	640	3,247	8,430
2021 Population by Sex			
Males	774	3,710	9,183
Females	815	3,870	9,462
2026 Population by Sex			
Males	833	3,948	9,629
Females	879	4,133	9,907

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 25, 2022



Market Profile

SR 260 and White Mountain Road
4158-4308 S White Mountain Rd, Show Low, Arizona, 85901
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.21128

Longitude: -110.02716

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	1,245	6,358	16,589
White Alone	87.6%	87.7%	87.8%
Black Alone	0.3%	0.3%	0.4%
American Indian Alone	3.9%	4.0%	3.6%
Asian Alone	0.5%	0.9%	0.7%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	4.1%	4.0%	4.8%
Two or More Races	3.4%	2.9%	2.6%
Hispanic Origin	12.2%	12.8%	13.8%
Diversity Index	39.7	40.0	41.2
2021 Population by Race/Ethnicity			
Total	1,590	7,580	18,645
White Alone	82.8%	83.0%	83.5%
Black Alone	0.4%	0.5%	0.5%
American Indian Alone	6.2%	6.5%	5.8%
Asian Alone	0.6%	1.1%	0.9%
Pacific Islander Alone	0.4%	0.3%	0.2%
Some Other Race Alone	4.8%	4.7%	5.5%
Two or More Races	4.7%	3.9%	3.5%
Hispanic Origin	14.0%	14.8%	15.8%
Diversity Index	47.6	48.1	48.6
2026 Population by Race/Ethnicity			
Total	1,713	8,081	19,537
White Alone	81.3%	81.6%	82.1%
Black Alone	0.4%	0.5%	0.6%
American Indian Alone	6.8%	7.1%	6.4%
Asian Alone	0.7%	1.2%	1.0%
Pacific Islander Alone	0.5%	0.3%	0.3%
Some Other Race Alone	5.1%	5.0%	5.8%
Two or More Races	5.1%	4.3%	3.9%
Hispanic Origin	15.0%	15.8%	16.8%
Diversity Index	50.3	50.7	51.1
2010 Population by Relationship and Household Type			
Total	1,245	6,359	16,588
In Households	99.1%	99.1%	99.5%
In Family Households	80.7%	81.5%	83.5%
Householder	26.4%	26.7%	27.2%
Spouse	20.7%	20.6%	20.9%
Child	28.0%	28.7%	29.9%
Other relative	3.5%	3.3%	3.0%
Nonrelative	2.0%	2.2%	2.4%
In Nonfamily Households	18.4%	17.6%	16.0%
In Group Quarters	0.9%	0.9%	0.5%
Institutionalized Population	0.9%	0.8%	0.4%
Noninstitutionalized Population	0.0%	0.1%	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

January 25, 2022



Market Profile

SR 260 and White Mountain Road
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Rings: 1, 3, 5 mile radii

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Latitude: 34.21128
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	1 mile	3 miles	5 miles
2021 Population 25+ by Educational Attainment			
Total	1,170	5,543	13,362
Less than 9th Grade	3.8%	4.5%	3.8%
9th - 12th Grade, No Diploma	4.3%	5.6%	6.4%
High School Graduate	23.3%	22.7%	20.8%
GED/Alternative Credential	6.5%	4.9%	5.2%
Some College, No Degree	30.6%	31.5%	33.2%
Associate Degree	8.7%	9.8%	8.7%
Bachelor's Degree	11.0%	10.3%	12.1%
Graduate/Professional Degree	11.7%	10.7%	9.8%
2021 Population 15+ by Marital Status			
Total	1,321	6,281	15,226
Never Married	19.4%	22.1%	23.1%
Married	50.4%	52.3%	54.4%
Widowed	13.9%	9.0%	7.5%
Divorced	16.4%	16.6%	15.0%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	588	3,089	7,626
Population 16+ Employed	96.3%	93.9%	95.1%
Population 16+ Unemployment rate	3.7%	6.1%	4.9%
Population 16-24 Employed	11.5%	12.0%	13.2%
Population 16-24 Unemployment rate	3.0%	5.2%	4.0%
Population 25-54 Employed	56.4%	55.6%	57.8%
Population 25-54 Unemployment rate	5.9%	9.5%	6.2%
Population 55-64 Employed	24.2%	23.6%	21.9%
Population 55-64 Unemployment rate	0.0%	0.1%	3.3%
Population 65+ Employed	8.1%	8.9%	7.1%
Population 65+ Unemployment rate	0.0%	0.0%	0.2%
2021 Employed Population 16+ by Industry			
Total	566	2,900	7,255
Agriculture/Mining	1.9%	1.1%	1.2%
Construction	9.4%	11.3%	10.4%
Manufacturing	4.6%	5.1%	3.2%
Wholesale Trade	1.1%	2.1%	1.6%
Retail Trade	13.8%	17.4%	19.5%
Transportation/Utilities	6.4%	5.7%	5.9%
Information	0.7%	0.5%	2.0%
Finance/Insurance/Real Estate	4.2%	6.2%	5.8%
Services	48.9%	43.2%	45.3%
Public Administration	9.2%	7.5%	5.2%
2021 Employed Population 16+ by Occupation			
Total	567	2,901	7,254
White Collar	57.4%	56.1%	58.2%
Management/Business/Financial	7.2%	9.2%	10.6%
Professional	22.4%	16.3%	18.1%
Sales	6.2%	8.7%	11.6%
Administrative Support	21.6%	21.9%	17.9%
Services	17.5%	18.8%	19.9%
Blue Collar	25.3%	25.1%	21.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.1%	5.0%	4.6%
Installation/Maintenance/Repair	7.2%	5.3%	4.6%
Production	2.8%	4.0%	2.0%
Transportation/Material Moving	11.1%	10.9%	10.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	546	2,657	6,676
Households with 1 Person	31.1%	30.4%	27.2%
Households with 2+ People	68.9%	69.6%	72.8%
Family Households	63.0%	64.1%	67.2%
Husband-wife Families	49.3%	49.4%	51.8%
With Related Children	18.1%	18.3%	18.9%
Other Family (No Spouse Present)	13.7%	14.7%	15.4%
Other Family with Male Householder	4.0%	4.6%	4.6%
With Related Children	2.7%	2.6%	2.8%
Other Family with Female Householder	9.5%	10.1%	10.8%
With Related Children	6.0%	6.4%	7.5%
Nonfamily Households	5.9%	5.5%	5.6%
All Households with Children	27.2%	27.7%	29.8%
Multigenerational Households	2.8%	3.3%	3.5%
Unmarried Partner Households	5.7%	6.0%	6.5%
Male-female	5.1%	5.4%	5.8%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	545	2,657	6,677
1 Person Household	31.2%	30.4%	27.2%
2 Person Household	39.1%	38.1%	38.8%
3 Person Household	10.5%	12.0%	13.1%
4 Person Household	8.8%	9.5%	10.0%
5 Person Household	5.9%	5.6%	5.9%
6 Person Household	3.3%	3.1%	3.1%
7 + Person Household	1.3%	1.4%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	545	2,657	6,676
Owner Occupied	67.3%	64.4%	68.5%
Owned with a Mortgage/Loan	41.8%	41.4%	43.7%
Owned Free and Clear	25.3%	23.0%	24.8%
Renter Occupied	32.7%	35.6%	31.5%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	109	107	119
Percent of Income for Mortgage	22.0%	22.5%	20.3%
Wealth Index	60	64	59
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,340	4,586	11,588
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	70.4%	74.5%	76.8%
Rural Housing Units	29.6%	25.5%	23.2%
2010 Population By Urban/ Rural Status			
Total Population	1,245	6,359	16,588
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	74.0%	79.3%	79.3%
Rural Population	26.0%	20.7%	20.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Senior Escapes (9D)	Senior Escapes (9D)	Senior Escapes (9D)
2.	The Great Outdoors (6C)	The Great Outdoors (6C)	The Great Outdoors (6C)
3.		Midlife Constants (5E)	Rural Resort Dwellers (6E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$952,768	\$4,522,130	\$10,187,167
Average Spent	\$1,343.82	\$1,425.19	\$1,357.20
Spending Potential Index	63	67	64
Education: Total \$	\$682,539	\$3,274,269	\$7,426,421
Average Spent	\$962.68	\$1,031.92	\$989.40
Spending Potential Index	56	60	57
Entertainment/Recreation: Total \$	\$1,570,237	\$7,411,652	\$16,982,136
Average Spent	\$2,214.72	\$2,335.85	\$2,262.47
Spending Potential Index	69	72	70
Food at Home: Total \$	\$2,700,795	\$12,650,281	\$28,758,880
Average Spent	\$3,809.30	\$3,986.85	\$3,831.45
Spending Potential Index	70	73	70
Food Away from Home: Total \$	\$1,766,791	\$8,315,710	\$18,735,319
Average Spent	\$2,491.95	\$2,620.77	\$2,496.05
Spending Potential Index	66	69	66
Health Care: Total \$	\$3,272,963	\$15,362,558	\$34,926,518
Average Spent	\$4,616.31	\$4,841.65	\$4,653.15
Spending Potential Index	74	78	75
HH Furnishings & Equipment: Total \$	\$1,081,437	\$5,099,461	\$11,476,197
Average Spent	\$1,525.30	\$1,607.14	\$1,528.94
Spending Potential Index	68	71	68
Personal Care Products & Services: Total \$	\$433,302	\$2,034,021	\$4,500,932
Average Spent	\$611.15	\$641.04	\$599.64
Spending Potential Index	68	71	67
Shelter: Total \$	\$9,368,642	\$44,005,992	\$98,875,317
Average Spent	\$13,213.88	\$13,868.89	\$13,172.84
Spending Potential Index	66	69	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,425,033	\$6,507,388	\$14,914,989
Average Spent	\$2,009.92	\$2,050.86	\$1,987.08
Spending Potential Index	84	86	83
Travel: Total \$	\$1,237,607	\$5,791,476	\$12,948,699
Average Spent	\$1,745.57	\$1,825.24	\$1,725.11
Spending Potential Index	69	72	68
Vehicle Maintenance & Repairs: Total \$	\$567,995	\$2,656,121	\$6,108,412
Average Spent	\$801.12	\$837.10	\$813.80
Spending Potential Index	72	76	73

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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