

Carlsbad at a glance

The City of Carlsbad is situated in north San Diego County where a great climate, beautiful beaches and lagoons, and abundant natural open space, combine with world class resorts, family attractions, well-planned neighborhoods, a diverse business sector and a charming village atmosphere to create the ideal California experience.



Population and area

Population 109,333
Total area 39 Sq. Miles

Source: American community survey 1 year estimates

Educational attainment (Carlsbad/USA)

Population over 25 80,119/208,131,498
 Bachelor's degree 50.4%/29.1%
 Graduate or professional degree 21%/10.9%

Source: U.S. Census Bureau, 2012 American Community Survey

Income

Carlsbad avg. household income \$107,048
 San Diego County avg. household income \$81,326

Source: 2008-2012 (American Community Survey 5 year plan)

Top business clusters (# employees)

Hospitality and tourism 12,380
 Life sciences 7,450
 Action sports manufacturing 2,575
 Information and communications technology 9,558
 Clean technology 5,269

Source: City of Carlsbad, BW Research 2014 industry cluster update

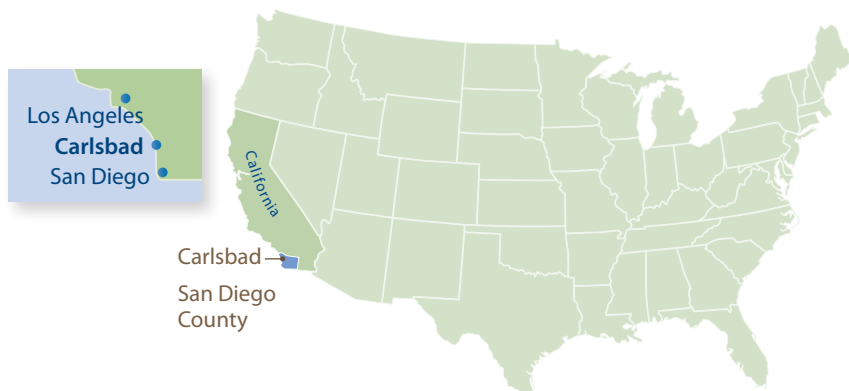
Universities and school districts

Colleges and universities within 30 miles

- California State University, San Marcos
- University of California, San Diego
- University of San Diego
- Mira Costa College
- Miramar College
- Palomar College

Elementary schools - greatschools.org ratings

Carlsbad has 16 elementary schools and is serviced by 4 top ranking school districts
 # of schools scoring 9 or 10 out of 10 13



Top 20 employers

Employer - product/service

- 1) **ViaSat, Inc.** - *communications*
- 2) **Thermo Fisher Scientific** - *biotechnology*
- 3) **LEGOLAND California** - *family theme park*
- 4) **Callaway Golf** - *golf equipment*
- 5) **Carlsbad Unified School District** - *government*
- 6) **Omni La Costa Resort & Spa** - *resort*
- 7) **TaylorMade - Adidas Golf** - *golf equipment*
- 8) **SGN Nutrition** - *nutrition*
- 9) **Gemological Institute of America** - *training/laboratory*
- 10) **City of Carlsbad** - *government*
- 11) **OptrumRx** - *biotechnology*
- 12) **Genoptix, Inc.** - *biotechnology*
- 13) **Park Hyatt Aviara** - *resort*
- 14) **Zimmer Dental** - *biotechnology*
- 15) **Nordson Corporation** - *precision manufacturing*
- 16) **Legend3D** - *visual effects*
- 17) **Costco Wholesale Corporation** - *retail*
- 18) **Continuing Life Communities** - *retirement*
- 19) **ISIS Pharmaceuticals** - *biotechnology*
- 20) **Great Call/Jitterbug** - *communications*

City budget (fiscal year 2013-2014)

City budget	\$259.5 million
Projected revenues (all funds)	\$264.1 million
Projected revenues (general)	\$121 million
Adopted expenditures (General Fund)	\$119.7 million

Tax profile

Property tax base rate	1%
Sales tax	8%

Entertainment, recreation and tourism

Annual visitors	3.5 - 4 million
Hotel rooms	4,000+

Attractions

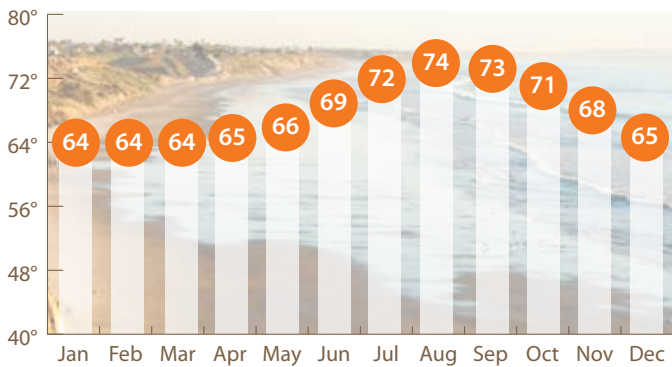
LEGOLAND California
 SEA LIFE Aquarium at LEGOLAND California
 Museum of Making Music
 The Flower Fields at Carlsbad Ranch
 Carlsbad Annual Music Festival

Outdoor recreation

Parks	31
Beaches and coastline	7 miles
Hiking trails	45 miles
Open space	9,300 acres
18-Hole golf courses	5
Beach side camping	Carlsbad State Beach

Weather

Average high temperature (°F)



Transportation

Air

McClellan-Palomar Airport (United Airlines)	in Carlsbad
San Diego International Airport	30 miles
John Wayne (Orange County) Airport	50 miles
Los Angeles International Airport (LAX)	90 miles

Highways

Interstate 5 and Highway 78

Ports

San Diego	27 miles
Long Beach	79 miles
Los Angeles	80 miles

Public transit

Amtrak
 Coaster (Carlsbad Village & Poinsettia stations)
 North County Transit District Bus System



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