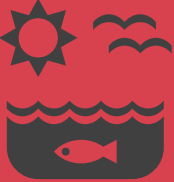



WHY CARLSBAD?


1 
Home to the Nation's
Largest Desalination Plant

2ND 
Highest Tourism Revenue
Producer in San Diego County


3 
Pristine Lagoons


4% 
Unemployment Rate

5^K 
Home of the World's Fastest 5K


6^X 
More Medical Device Jobs
than the National Average


7 Miles 
of Pacific Ocean Coastline

8 Weeks 
of Bloom at Carlsbad Ranch
Flower Fields


9% 
Increase in Average Yearly
Hotel Occupancy From 2008

10 
One of the 10 Best
Places to Live According
to Men's Journal 2016

11" 
of Average Annual Rainfall

12 Patents 
For Every 1,000 Workers

'13 
LEGOLAND's First Theme
Hotel Opens @ LEGOLAND
California Resort

14^M 
Square Feet of
Industrial/R&D Space

15^K 
Employees in the
Hospitality & Leisure
Sector