



Economic Development Services Guide

The City Supports Your Business

 City of
Carlsbad

Introduction

The City of Carlsbad is excited to have you as part of our community. We are an exceptional Southern California coastal city with world changing global businesses. Whether you are a family-owned business, a budding entrepreneur, or an executive of a global corporation, we hope you will feel as welcome here as you would in your hometown. The Economic Development Division exists to serve and support you, ensuring that our programs, partnerships and efforts help our businesses thrive. Use this guide as a resource to help your business take advantage of all that is available to you here in Carlsbad.



Location

Carlsbad is located in North County San Diego, strategically between the major markets of Los Angeles and San Diego. Its proximity to major highways like the I-5 and 78 Corridor make it an ideal location for companies seeking a regional network of transportation, vendors and suppliers. Our Economic Development staff can help you find a location within Carlsbad that will contribute to your business' success.

Carlsbad Village

The historic center and heartbeat of the city is Carlsbad Village. It has a North County Transit District (NCTD) Coaster rail stop, is home to our weekly farmers' market and is an attractive downtown with a mix of offices, retail, restaurants and cultural organizations. Carlsbad Village has its own development processes and regulations which can differ from other locations within Carlsbad. Fortunately, the city has a Village Manager who works within economic development as a resource to continued revitalization and business assistance. If you are interested in locating or expanding in the Village, reach out to Claudia Huerta at claudia.huerta@carlsbadca.gov and she'll be happy to help.

Our Services:

- Search available properties for sale or lease
- Analyze locations to ensure your business can move into that address successfully
- Run comparisons on multiple locations that you might be entertaining
- Guide you through the permitting and regulatory processes

Expansion

Is it time for you to expand? Great news. We're here to help. Assuming that you can just move to another location in Carlsbad or take over neighboring suites to expand your existing location, you might overlook important city processes to ensure any expansion goes smoothly.

We can assist with:

- Reviewing your expansion goals and make sure you are growing in the most efficient way possible
- Helping you identify properties within Carlsbad where your expansion plans can be executed successfully
- Linking you to programs that can help offset costs to your expansion efforts

Innovate78

The cities of Oceanside, Carlsbad, Vista, San Marcos and Escondido collaborate under the brand Innovate78 to coordinate economic development efforts across North County San Diego. We believe in North County's unique quality of life, amenities and business environment that make our region ideal for businesses wanting to start, grow and expand. If your expansion needs don't fit in Carlsbad, we are happy to refer you to our neighboring cities so that your supply chains, employees and operations are minimally affected. There are many businesses located along the 78 Corridor and we encourage you to take part in events, reports and services to keep you connected in North County. For more information visit www.Innovate78.com.



Entrepreneurs

Carlsbad is repeatedly named the San Diego region's most concentrated place for start-ups (based on our population per capita). Join the serial entrepreneurs and first time go-getters that are part of the hundreds of high-tech companies that call Carlsbad home.

Bio, Tech and Beyond

Life Sciences entrepreneurs have a special place to call home in Carlsbad: Bio, Tech and Beyond. The incubator offers affordable lab space and shared equipment to assist companies looking to develop a proof of concept. Located in a city facility at 2351 Faraday Ave., Bio, Tech and Beyond provides a place to connect life sciences entrepreneurs. Through this partnership, the city supports business development in an industry that has a high-cost barrier to entry. For more information or to schedule a visit, check out www.biotechnbeyond.com.

Federal Laboratory Consortium

The Federal Laboratory Consortium (www.federallabs.org) makes space available through a network of over 300 federal laboratories, agencies and research centers to burgeoning companies that will help in technology transfer from government uses to the marketplace. R&D space can often be costly and the Federal Laboratory Consortium may be the access your business needs to accelerate to the next level.



Financial Resources

State Programs

California continues to lead the country in innovation, economic growth and prosperity. There are a number of financial resources available to companies that operate in California to keep your business successful and growing within the state. Some of the programs include state sales tax exemptions, employment credits and certification programs to elevate your company's visibility and access to resources. Visit www.businessportal.ca.gov for a comprehensive list of programs and incentives.

California Competes Program

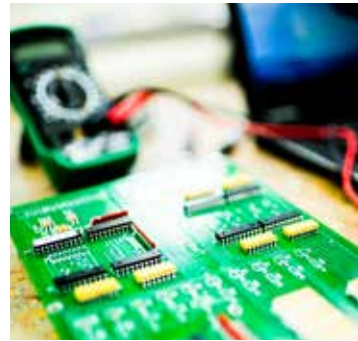
The California Competes Program offers state tax liability reductions to companies that are choosing to stay or are growing their employment in California. Companies in Carlsbad have received millions of dollars in tax credits through this program. The program offers agreements through three rounds of funding annually to businesses. If you are interested in this program, contact Economic Development staff and we will connect you with regional resources who will guide you through the application process.

SBIR/STTR Funding

Many federal agencies offer funding to start-ups and entrepreneurs who have products and services that align with the mission of their respective agency. Often the federal government wants to be the first source of funding after you have exhausted friends and family. Agencies that offer SBIR/STTR funding do annual trips to talk about the funding process and offer one-on-one meetings to interested businesses. Connect at www.sbir.gov to stay informed about who to contact and when representatives will be in the area.

Tax-Exempt Financing for Manufacturing

Are you a manufacturer looking for financing options? The California Enterprise Development Authority (CEDA) issues Industrial Development Bonds to small-to-medium sized manufacturers to assist in land acquisition, construction, expansion, equipment and other needs. CEDA is sponsored by the California Association for Local Economic Development. For more information and to learn about eligibility requirements, visit <https://ceda.caled.org/manufacturing>.



Talent

If you can't find the talent you need, you won't be able to grow your business successfully. The city recognizes that talent is a growth driver and often a stronger determining factor than location or operational costs. The strategic goal of the city's talent attraction brand focuses on making sure you can access the talent you need, when you need it.

Life in Action®

While Carlsbad is known in Southern California and is the second largest high-tech hub in San Diego County, when you need to attract talent from outside the region, it may be difficult to explain what an amazing place Carlsbad is to live, work and play. Life in Action® is the city's talent attraction brand, capturing the truth that in Carlsbad, you can work for world changing companies while pursuing the most active personal life imaginable. Our employees are not just high performers in the office. They wake up at 5 a.m. to catch the morning surf or clock in miles on their bikes while training for endurance events like marathons and triathlons.

How can you leverage Life in Action®?

- Direct potential candidates to www.CarlsbadLifeInAction.com
- Insert the Carlsbad Life in Action button on your company's HR pages so that jobseekers can link directly from your website
- Reach out to Economic Development staff to get print materials and products to help you recruit top talent to your company
- Encourage employees that embody Life in Action® to become Active Ambassadors so they can promote both the brand and your business while they explore life's fullest potential in Carlsbad

MiraCosta Technology Career Institute

MiraCosta Technology Career Institute (TCI) is located in the heart of the city's business community. Located at 2075 Las Palmas Dr., TCI offers intensive classes and certificates in the areas of advanced manufacturing including:

- Welding
- Machining
- Engineering Technician
- CNC Operation and Programming

MiraCosta will work directly with businesses to access their graduating students, help train incumbent workers and even develop company-specific training to meet your needs. Contact tci@miracosta.edu or call [760-795-6820](tel:760-795-6820) for more information. Visit tci.miracosta.edu to explore the campus online.





More Training Programs

There are a variety of ways to fund training of new employees, especially in manufacturing or creating higher paying jobs here in the San Diego region.

San Diego Workforce Partnership (www.workforce.org) runs the region's job centers and offers training reimbursement to companies that employ jobseekers in their programs.

The Employment Training Panel (www.etp.ca.gov) provides funding to employers to assist in advancing skills or training new workers in well-paying, long-term jobs.

Downsizing? Reach Out for Assistance

The city understands that sometimes businesses need to downsize. We can be a resource partner to help you mitigate the effects on your company and employees. Economic Development staff can connect you with the rapid response resources of the San Diego Workforce Partnership who can help discuss options for your restructuring. Their team will come on-site and provide information about:

- Health insurance
- Unemployment benefits
- Upcoming job fairs
- Independent financial advisors
- Retraining programs that might help reintegrate employees in a different role

Business Fundamentals

Making sure your business has a good foundation, is on the right track or is realizing operational efficiencies are baseline measures to ensure long term success. These resources will help you check in regularly to access information about tapping into new markets, getting questions answered and growing your business effectively and efficiently.

Business Licenses

Anyone conducting business in Carlsbad (whether your office is located in the city or not) requires a business license. Business licenses are issued by the city's Finance Department. All information about applying or renewing business licenses can be found on the city's Finance website www.carlsbadca.gov/services/depts/finance/licenses. Staff can also be reached by calling 760-602-2495.

Are You a Small Business? Great!

Understanding whether the government considers you to be a small business is an important first step to accessing federal programs. Size determinations vary by industry and are usually based on the North American Industry Classification System (NAICS) code. The Small Business Administration's (SBA) main website (www.sba.gov) is a great way to search all of the federal resources for small businesses. The website also offers a useful tool to determine small business eligibility <https://goo.gl/ym6mS8>.

The SBA San Diego District Office (www.sba.gov/offices/district/ca/san-diego) has a program called Winning Work, which is designed to streamline the government contracting process for small businesses. The program helps small businesses qualify for admission into the SBA's 8(a) Business Development program, which aids socially and economically disadvantaged small business owners.

Small Business Development Center & Veteran Business Outreach Center

Carlsbad is also home to North County's Small Business Development Center (SBDC) and the regional Veteran Business Outreach Center (VBOC). Both operate at the same location as the MiraCosta TCI campus. Feel free to stop by 2075 Las Palmas Dr. and set up a time to speak with a small business consultant or attend one of the hundreds of classes and workshops they hold to help elevate the success of small businesses in the region, many of which are free of charge. Visit <http://sandiegosmallbiz.com> to tap into this invaluable resource.

California Manufacturing Technology Consulting (CMTC)

CMTC is a non-profit consulting company with funds dedicated to help California's manufacturing companies improve efficiency and ultimately, return on investment. They offer help with implementing lean business methods, food manufacturing, exporting opportunities and a host of other services to help your manufacturing business grow. Check out www.cmtc.com to set up a conversation on how their services can help your business at little or no cost to you.

Human Resources Hotline

Did you know the San Diego Workforce Partnership also runs a human resources hotline? Businesses with personnel issues can call [866-441-9399](tel:866-441-9399) and get free human resources advice. The hotline is active Mon. – Fri., 8 a.m. to 5 p.m.



Get Connected

It's important to feel that you are connected to the business community here at Carlsbad. There are plenty of ways for you to create a network of business associates that will be as invested in your company's success as you are.

Local & Regional Organizations

- Carlsbad Chamber of Commerce (www.carlsbad.org)
- Carlsbad Village Association (www.carlsbad-village.com)
- San Diego North Economic Development Council (www.sdnedc.org)
- San Diego Regional Economic Development Corporation (www.sandiegobusiness.org)

Industry Associations

Industry associations offer opportunities to connect with similar businesses in your industry and often offer policy and advocacy assistance to issues affecting your industry as well as networking opportunities. Below are some of the associations that may be of interest to you:

- Startup San Diego (<https://startupsd.org>)
- San Diego Venture Group (<https://www.sdv.org>)
- Clean Tech San Diego (<http://cleantechsandiego.org>)
- BIOCOM (<https://www.biocom.org>)
- CONNECT (<https://www.connect.org>)
- Tech San Diego (<http://techsandiego.org>)
- San Diego Sports Innovators (SDSI) (<http://www.sdsportinnovators.org>)
- San Diego Brewers Guild (<http://www.sdbbeer.com>)

Higher Education Institutions

Our local higher education institutions engage with our businesses to make sure their programs fit the needs of a fast-changing technological and scientific environment. Serve on an advisory committee for a program or help develop curriculum, and you will be sure to run into other top companies in the field. The region's closest institutions include:

- MiraCosta College
- Palomar College
- California State University San Marcos
- University of California San Diego

If you are interested, reach out to us at business@carlsbadca.gov and we would be happy to refer you to the right people.



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