



Life in *Action*[®]

Carlsbad, CA

Where the Southern California lifestyle blends seamlessly with a corporate community that is changing the world.





Welcome to Carlsbad, CA and a **Life in Action**.®

What makes for a beautiful life? Is it personal fulfillment? A career that could change the world? A healthy and active lifestyle in a stunning environment?

We believe all of those elements matter. In fact, they are at the very core of what makes *Life in Action* a reality in Carlsbad, California.





Located on the majestic Pacific Ocean in northern San Diego County, Carlsbad is a quintessential Southern California coastal community that blends natural beauty with some of the country's most cutting-edge corporations.

Our more than 113,000 residents include some of the brightest minds in life sciences, action sports, information and communications technology (ICT), and clean technology.

Employment by industry includes:

- Life Sciences: 5,415
- Action Sports: 1,969
- Clean Technology: 523
- ICT: 8,777

5 public colleges or universities within 30 miles

13 of 15 elementary schools score a 9 -10 out of 10 rating

3 airports within 50 miles including McClellan-Palomar Airport in Carlsbad

3 major ports within 1/2 day truck drive

Average seasonal temperatures between 65 and 75 year round

Average household income of \$149,293

Imagine your life activated 365 days a year in Carlsbad's perfect-weather environment built for outdoor experiences, scenic beauty and a strong sense of community.

A place where important scientific innovations are made during the day, and the latest craft beer is discovered at night. Where the next new product design comes on the heels of a morning trail run or peaceful paddleboard session.

That's *Life in Action* in Carlsbad. A perfect blend of beauty and brains. Where corporate partners are nestled together in unmatched scenic beauty.





Carlsbad's *Life in Action*® is constantly moving, growing and fulfilling its promise to inspire and re-energize at every level, bringing out the very best in each endeavor.

There are plenty of enchanting open spaces for our hard working scientists, engineers, designers and managers to recharge their batteries every day. Carlsbad boasts more than 25 parks and 46 miles of trails in the rolling hills and along its coastline. Surfing year-round is possible with an average ocean temperature of 64° F to 72° F. Our arts, theater and music scene, enhanced by a burgeoning foodie experience, will stimulate your creativity in Carlsbad Village.

Carlsbad on the World Stage

Carlsbad is home to a variety of world-class companies, many of which are leaders in their fields. Their employees break through industry ceilings, create new life-changing products, make incredible discoveries, and redefine the standards for a better future for all.

Continued innovation in Carlsbad's thriving companies depends on both seasoned and new professionals, who seek world-changing difference-making careers.

In Carlsbad you can be a part of tomorrow's innovations and discoveries while doing the important work that builds your reputation among internationally recognized companies.



Success in Life Sciences

Carlsbad is home to several of the top life sciences, biomedical and genetics research and development companies in the country. Renowned employers like Thermo Fisher Scientific, Genoptix, Optum RX, Medtronic, and Ionis Pharmaceuticals offer outstanding career opportunities.

Surround yourself with exceptional people who share your passion and commitment to making important discoveries, innovations and improving lives.

- Almost a quarter of San Diego region's life sciences jobs are located in Carlsbad
- Approximately 74 life sciences companies and 5,415 jobs in Carlsbad
- 1,923 patents issued to Carlsbad life sciences companies between 2008-2017
- Average annual salary for a life sciences job in Carlsbad is \$125,171



Image courtesy of Air Products and Chemicals, Inc.

Real Career Action in Action Sports

Carlsbad is also home to the best Action Sports companies. We have all the biggest names that manufacture and/or distribute outdoor apparel, gear, equipment, and footwear, for surfing, skateboarding, snowboarding, yoga, running, swimming, and youth sports. Headquarters of major golf companies drive innovation in the industry while our quality road network is attracting a growing cycling industry.

Names like GoPro, Taylor Made, Callaway, Cobra PUMA Golf, SKLZ, PrAna, Reef, and SpyOptic cultivate exciting, nurturing and empowering environments to learn, grow and excel.

- The concentration of Carlsbad jobs in action sports manufacturing is nearly 50 times the national average.
- This innovative industry has secured 1,607 patents issued to Carlsbad action sports companies between 2008-2017.
- The average salary for an action sports manufacturing job in Carlsbad is \$112,549.

ICT Careers Keep You Connected

One of the fastest growing industries in Carlsbad is Information and Communications Technology. Top employers in this industry include ViaSat, Nortek Security & Controls, Verve, NTN Buzztime, HM Electronics, Walmart Labs, and MaxLinear.

Design, development, and manufacturing of software, video games, electronic devices, and robotics are just a few examples of the work being done by Carlsbad ICT companies. Several of our companies have successfully secured contracts in the defense industry.

- Carlsbad's ICT industry is comprised of 208 firms and 8,777 jobs
- Over 1,298 patents have been issued to Carlsbad ICT companies between 2008-2017
- The average salary for ICT jobs in Carlsbad is \$141,925

California Leads the Nation

California is ranked #1 in:

Private sector job creation	Biotech
Venture capital	Hi-tech
Direct foreign investment	Agriculture
	Entertainment
	Tourism

California has:

More Fortune 500 companies than any other state	The 8th largest economy in the world
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...and San Diego County Leads in Sun, Surf and Smarts

Average of 3,055 hours of sunshine per year

Less than 12 inches of precipitation annually

70 miles of coastline

Ranked in top four U.S. life sciences markets

Ranked #2 in percentage of college graduates
with science or engineering majors (47.9%)

Ranked #2 in patents per 1,000 workers (2.3)

Largest concentration of military in the
world (represents one in four jobs)

\$18.6 billion export industry

Over \$1 billion received in venture
capital dollars annually

Get to Know Carlsbad.

ATTRACTIONS

LEGOLAND California

SEA LIFE Aquarium at LEGOLAND California

Museum of Making Music

The Flower Fields at Carlsbad Ranch

Gemological Institute of America

La Costa Film Festival

Exquisite award winning resorts

4 PGA Championship Golf Courses

Marathon/Triathlon

TAX PROFILE:

Property tax base rate: 1%

Sales tax rate: 7.75%

ENTERTAINMENT, RECREATION AND TOURISM:

Annual visitors: 3.5 million

Hotel rooms: 4,800



Join us — We Can Never Have too Much Brain Power.

If your ambition is balanced with a desire for a well-lived life, then Carlsbad is the perfect place for you. Just 30 minutes from San Diego, 90 minutes from Los Angeles and 20 minutes from the mountains, this seaside village has a world-class corporate portfolio and a lifestyle environment beyond your wildest imagination

This is Carlsbad. This is *Life in Action*.



Top 10 Reasons to Work in Carlsbad



10.

Easily add some color to your life.



9.

Cut a rug at TGIF Summer Concerts..

8.

Work on the cutting edge of new technology.



7.

Plenty of room to roam (if you want to).



6.

Ambition is balanced with a desire for a well-lived life.



5.

Trade your rain umbrella for a beach umbrella.

4.

Commute on two wheels instead of four.



3.

Live where others vacation.



2.

Innovation is applied to everything from biotech to brewery breakthroughs.






1.

Early morning board meetings.

**City of Carlsbad
Community &
Economic Development**

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