



The City of Carlsbad is in north San Diego County where abundant natural open space meets an impeccably designed built environment. Beautiful beaches, lagoons and world class resorts combine seamlessly with well-planned neighborhoods and the region’s second largest tech hub. Together with our charming downtown village, Carlsbad offers a unique Southern California coastal experience.

Population and area

Population 115,326
Total area 39 sq. miles

Educational attainment (Carlsbad/USA)

Population over 25
Bachelor’s degree..... 34.1% / 19.7%
Graduate or professional degree..... 28.6% / 12.3%

Income

Carlsbad avg. household income..... \$134,602
San Diego County avg. household income..... \$96,153

Top business clusters (# employees)

Hospitality and tourism..... 13,840
Information and communications technology 8,862
Life sciences 6,366
Action sports manufacturing..... 1,888
Clean technology 659

Universities and school districts

Colleges and universities within 30 miles

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

Elementary schools - greatschools.org ratings

Carlsbad has 15 elementary schools and is serviced by four top ranking school districts
Thirteen schools score 9 or 10 out of 10



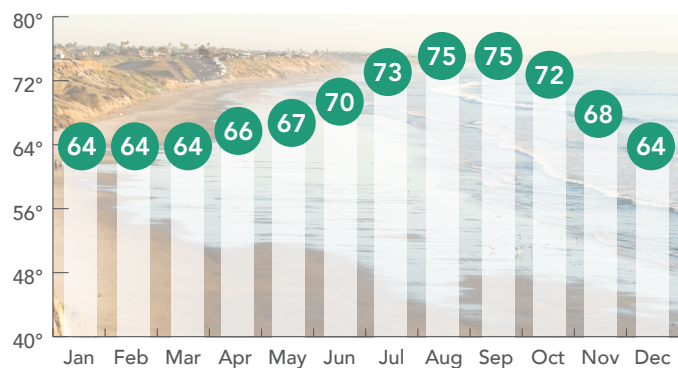
Carlsbad at a Glance

Top 20 employers in 2018

Carlsbad Unified School District
City of Carlsbad
Costco Wholesale
Gemological Institute of America
Genoptix
Great Call
HM Electronics
Ionis Pharmaceuticals
La Costa Glen Carlsbad
LEGOLAND California
Nordson Corporation
Nortek Security & Control
Omni La Costa
OptumRx
Park Hyatt Aviara
TaylorMade Golf
Thermo Fisher Scientific
Toyota Carlsbad
Viasat
Zodiac Pool Systems

Weather

Average high temperature (°F)



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City budget (fiscal year 2019-2020)

Total operating budget	\$297.0 million
Total operating revenues	\$291.8 million
Total general fund revenues	\$170.5 million
General fund budgeted expenditures	\$167.1 million

Tax profile

Property tax base rate	1.07%
Sales tax.....	7.75%

Entertainment, recreation and tourism

Annual visitors	3.5 million+
Hotel rooms.....	4,900+

Attractions

LEGOLAND California
SEA LIFE Aquarium at LEGOLAND California
Museum of Making Music
The Flower Fields at Carlsbad Ranch
Carlsbad 5000
Carlsbad Village

Outdoor recreation

Parks	40
Beaches and coastline	7 miles
Hiking trails	60+ miles
Open space	9,500 acres
18-Hole golf courses	5
Beach side camping	Carlsbad State Beach

Transportation

Air

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) train
NCTD Breeze Bus System
Carlsbad Connector

Sources: U.S. Census Bureau, 2017 ACS-1 year estimates; Greatschools.org; usclimatedata.com; City of Carlsbad Budget FY 19-20 2019; Carlsbad Business Report