



# Life in *Action*<sup>®</sup>

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 115,000 residents include some of the brightest minds in life sciences, action sports, information and communications technology (ICT), and clean technology.

Employment by industry includes:

- ICT: 8,862
- Life Sciences: 6,366
- Action Sports: 1,888
- Clean Technology: 659

Five public colleges or universities within 30 miles

Thirteen of fifteen elementary schools score a 9 or 10 out of 10 rating

Easy access to Los Angeles and San Diego markets

Three major ports within a half day truck drive

Average seasonal temperatures between 65° F and 75° F year-round

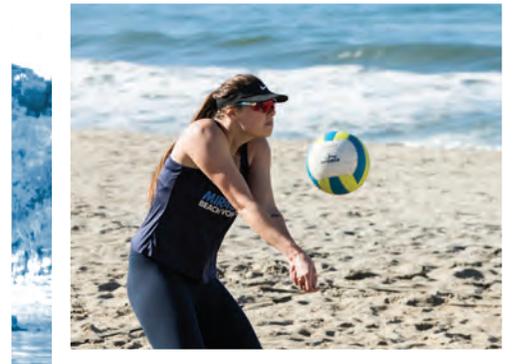
Average household income of \$134,602



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 40 parks and over 60 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, and make incredible discoveries.

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, MilliporeSigma, 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 111 life sciences companies and 6,366 jobs in Carlsbad
- 2,176 patents issued to Carlsbad life sciences companies between 2009-2018
- Average annual earnings for a life sciences job in Carlsbad is \$130,258



Image courtesy of Air Products and Chemicals, Inc.

## Exciting Careers 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 Taylor Made, Callaway, Cobra PUMA Golf, PrAna, Reef, Blast Motion and SpyOptic cultivate exciting, nurturing and empowering environments to learn, grow and excel.

- The concentration of Carlsbad jobs in action sports manufacturing is 37.4 times the national average.
- This innovative industry has secured 1,695 patents issued to Carlsbad action sports companies between 2009-2018.
- The average annual earnings for an action sports manufacturing job in Carlsbad is \$107,481.

## 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 & Control, Verve, Buzztime, HM Electronics, Airspace Technologies, Walmart Labs, and Proficio.

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 258 firms and 8,862 jobs
- Over 1,546 patents have been issued to Carlsbad ICT companies between 2009-2018
- The average annual earnings for an ICT job in Carlsbad is \$132,250



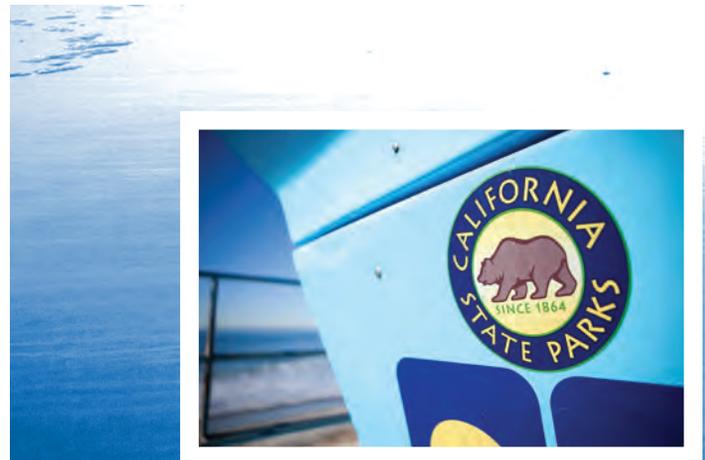
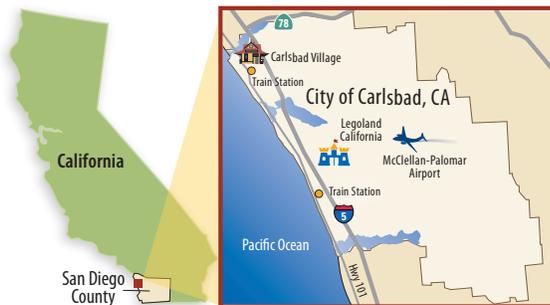
## California Leads the Nation

### 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 5th 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 #4 in percentage of college graduates  
with science or engineering majors (47.9%)

Largest concentration of military in the  
world (represents one in four jobs)  
\$18.1 billion export industry  
\$1.3 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  
Carlsbad Music Festival  
Downtown Carlsbad Village  
Four PGA Championship Golf Courses  
Carlsbad 5000 and Carlsbad Marathon  
Leo Carillo Historical Park  
Three beautiful lagoons

### TAX PROFILE:

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

### ENTERTAINMENT, RECREATION AND TOURISM:

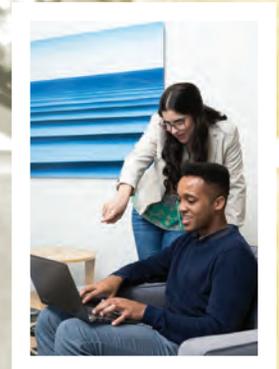
Annual visitors: 3.5 million+  
Hotel rooms: 4,900+



## Ride The Wave With 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 45 minutes from San Diego, two hours from Los Angeles and one hour 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.

Meet your future business partner while coworking.



7.

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



6.

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



5.

Trade in 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**

Business@carlsbadca.gov  
www.CarlsbadLifeInAction.com  
760 602 2732



-  @carlsbadbiz
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