

A Great Place *to Make a Living ... and a Life*

The City of Carlsbad is ideally situated in north San Diego County where a great climate, beautiful beaches and lagoons, and abundant natural open space combine with world-class resorts, family attractions, well-planned neighborhoods, excellent schools and a charming village atmosphere to create the ideal California experience.

90%



Positive Quality of Life Rating

90%



Satisfaction With City Services

80%



Confidence in Local Government

113,000



Residents

40



Square Miles

37%



Open Space

7



Miles of Coastline

50+



Miles of Trails

3



Lagoons

\$256 M



Annual Operating Budget

\$54 M



Capital Improvement Program

\$90 M



General Fund Reserves



City Government

The City of Carlsbad is a charter city under the council-manager form of government. Four City Council members are elected by district and serve staggered four-year terms, along with an elected Mayor City Clerk and City Treasurer serving at large. The City Council appoints a City Attorney and City Manager. A full-service city, Carlsbad has its own police and fire departments, a water district, parks, recreation, library and cultural art departments, in addition to standard administrative and public works functions.

Known for its financial stability, the city maintains an AAA credit rating and has a general fund reserve balance exceeding \$61 million. Nearly 700 full-time staff are led by a leadership team that includes the City Manager, Chief Operations Officer, City Attorney, Assistant City Manager and the heads of major departments/divisions.

Strong Economy

Carlsbad draws top talent from throughout the country. The city's diverse economy is centered around action sports manufacturing, life sciences, information and communication technology, clean tech, and hospitality and tourism.

A Regional Player

Home to a regional airport, power plant, desalination plant, wastewater treatment facility and trash transfer station, Carlsbad plays a leading role in regional issues. The city also partners with surrounding cities on the award winning "Innovate 78" economic development program and works closely with the state of California on the management of its beaches and lagoons. The only north San Diego County city with an approved Habitat Management Plan, Carlsbad works hand in hand with state and federal resource agencies to protect critical wildlife corridors and sensitive species. The city's latest partnership, a pilot program with the California Coastal Commission, provides dedicated staff time at this critical regulatory agency so that Carlsbad projects can receive expedited review

How Does Carlsbad Rank?



- Named one of the "Best Places to Live" *Men's Journal*, 2016
- "Digital Capital of California," eCity award, Google, 2013
- One of the top 5 cities for fast-growth companies, *Inc*, 2014
- "Golf's Ultimate Playground," Golf.com, 2014
- #4 in the top 10 ZIP codes for Venture Capital Investment in San Diego, *Atlantic Cities*, 2013
- Top 10 Best Beaches for Families, Family Vacation Critic, 2015
- One of the "20 Hottest Startup Hubs In America," *Business Insider*, 2013
- #7 in the "Best City for Job Seekers in California," Nerd Wallet, 2014