Carlsbad *at a glance*

CITY OF CARLSBAD

The City of Carlsbad is 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, a diverse business sector and a charming village atmosphere to create the ideal California experience.

Population and area

Population **106,895***

Total area ..... **39 Sq. Miles**

Educational attainment (Carlsbad/USA)

Population over 25 ..... **74,592/204,471,670**

Bachelor's degree 51.6%/28.5%

Graduate or professional degree 21.6%/10.69%

Income

Carlsbad avg. household income $97,305

San Diego County avg. household income $78,835

*Top business clusters (# employees)***

Hospitality 11,941

Life sciences 7,033

Action sports manufacturing 2,773

Information and communications technology ... 9,203

Universities and school districts

Colleges and universities within 30 miles

California State University, San Marcos

University of California, San Diego

University of San Diego

Mira Costa College

Miramar College

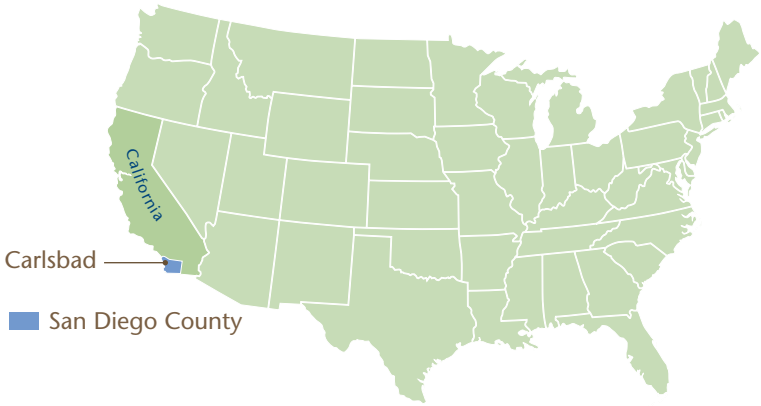
Palomar College

Elementary schools - greatschools.org ratings

Carlsbad has 16 elementary schools and is serviced by 4 top ranking school districts

# of schools scoring 9 or 10 out of 10 12

# of schools scoring 8, 9, or 10 out of 10 17



*US Census Bureau 2011 ACS 1-year estimate

***City of Carlsbad Business Survey Report*, BW Research Partnership, February 2013

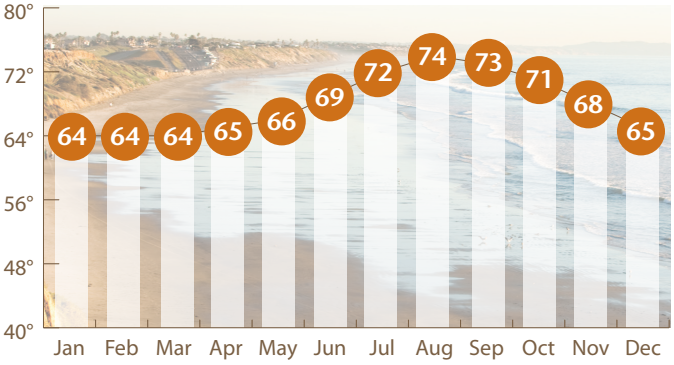
Top 20 employers

Employer - product/service

1) **Life Technologies Corporation** - *biotechnology*
2) **ViaSat, Inc.** - *communications*
3) **LEGOLAND California** - *family theme park*
4) **Callaway Golf** - *golf equipment*
5) **Carlsbad Unified School District** - *government*
6) **La Costa Resort & Spa** - *resort*
7) **TaylorMade - Adidas Golf** - *golf equipment*
8) **City of Carlsbad** - *government*
9) **SGN Acquisition Company LLC** - *nutrition*
10) **Gemological Institute of America** - *training*
11) **Park Hyatt Aviara Resort** - *resort*
12) **Genoptix, Inc.** - *biotechnology*
13) **OptrumRx** - *biotechnology*
14) **Alphatec Spine** - *biotechnology*
15) **Zimmer Dental** - *biotechnology*
16) **Continuing Life Communities** - *retirement*
17) **Costco Wholesale Corporation** - *retail*
18) **ISIS Pharmaceuticals** - *biotechnology*
19) **Macy's Department Stores, Inc.** - *retail*
20) **Synteract** - *biotechnology*

Weather

Average high temperature (°F)



City budget (fiscal year 2012-2013)

City budget	$232 million
Projected revenues (all funds)	$241 million
Projected revenues (General Fund)	$116 million
Adopted expenditures (General Fund)	$115 million

Tax profile

Property tax base rate	1%
State sales tax	8.75%

Entertainment, recreation and tourism

Annual visitors	2.9 - 3.5 million
Hotel rooms	3,817

Attractions

LEGOLAND California
SEA LIFE Aquarium at LEGOLAND California
Museum of Making Music
The Flower Fields at Carlsbad Ranch
Carlsbad Annual Music Festival

Outdoor recreation

Parks	25
Beaches and coastline	7 miles
Hiking trails	45 miles
Open space	9,300 acres
18-Hole golf courses	5
Beach side camping	Carlsbad State Beach

Transportation

Air

McClellan-Palomar Airport (United Airlines)	in Carlsbad
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)
North County Transit District Bus System

CITY OF CARLSBAD
www.carlsbadca.gov

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