

# Love what you do *Love Carlsbad*

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 the region's second largest tech hub. Together with our charming downtown village, Carlsbad offers a unique Southern California coastal experience.

90%



Positive Quality of Life Rating

90%



Satisfaction With City Services

80%



Confidence in Local Government

115,000



Residents

39



Square Miles

38%



Open Space

7



Miles of Coastline

67+



Miles of Trails

3



Lagoons

\$342 M



Annual Operating Budget

\$43 M



Capital Improvement Program

\$115 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 \$115 million. Nearly 800 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.

## Employee centered benefits

In addition to healthcare and retirement, Carlsbad offers valuable benefits to full-time employees, including a flexible work schedule, telecommute options, generous tuition reimbursement and many professional training opportunities.

## A regional player

Home to a regional airport, 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.



**CITYLAB**

**Sunset**

**INSIDER**

## How Does Carlsbad Rank?

- One of the best beach towns in the United States, *Stacker.com*, 2021
- One of the top 10 digital cities, *Center for Digital Government*, 2020
- One of the top 10 west coast cities, *TheTravel.com*, 2019
- One of the best places to live in California, *ChamberofCommerce.org*, 2019
- One of the best places to live in the United States, *Insider*, 2019
- Top game changing place to live, *Sunset Magazine*, 2018
- Top safest cities to live in, *Business Insider*, 2017
- One of the most charming towns in California, *Travel Magazine*, 2017
- One of the happiest cities in the United States, *National Geographic*, 2017
- One of America's most sustainable cities, *City Lab*, 2017