



# September 2019

## Cultural Facilities Needs Assessment

### Appendix

Prepared for the City of Carlsbad, CA

- a. Study Participants
- b. Market Data
- c. Carlsbad Visitor Characteristics
- d. Facility Inventories
- e. City of Carlsbad Planning Document Literature Review

# appendix a: study participants

# Study Participants

## Arts Commissioners

Laurenn Barker - Chair  
Michaela Chamberlain  
Emma Jadhav  
Joan Markovits  
Tina Schmidt  
Bryan Snyder – Vice Chair  
Scot White

## City of Carlsbad Staff

Diane Bednarski- Deputy Library Director  
Scott Chadwich- City Manager  
Laurette Garner – Community Arts Coordinator  
Megan Gilby- Community Arts Coordinator  
Paz Gomez – Deputy City Manager  
David Graham – Chief Innovation Officer  
Claudia Huerta – Senior Program Manager  
Curtis Jackson – Real Estate Manager  
Kyle Lancaster- Parks & Recreation Director  
Karen McGuire- Gallery Curator  
Jessica Padilla-Bowen – Community Relations Manager  
Heather Pizzuto- Library & Cultural Arts Director  
Kristina Ray- Communications Director  
Sandra Riggins- Senior Office Specialist  
Richard Shultz – Cultural Arts Manager  
Viktor Sjoberg – Principle Librarian  
Craddock Stropes – Management Analyst Public Works

## City Council

Priya Bhat-Patel – Mayor Pro Tem  
Keith Blackburn  
Matt Hall - Mayor  
Barbara Hamilton  
Cori Schumacher

## Friends of the Arts

Aaron Alter  
Amanda Ecoff

## Historic Preservation Commission

Chad Majer- Chair

## Library Board of Trustees

Beth Hulsart

## Parks & Recreation Commission

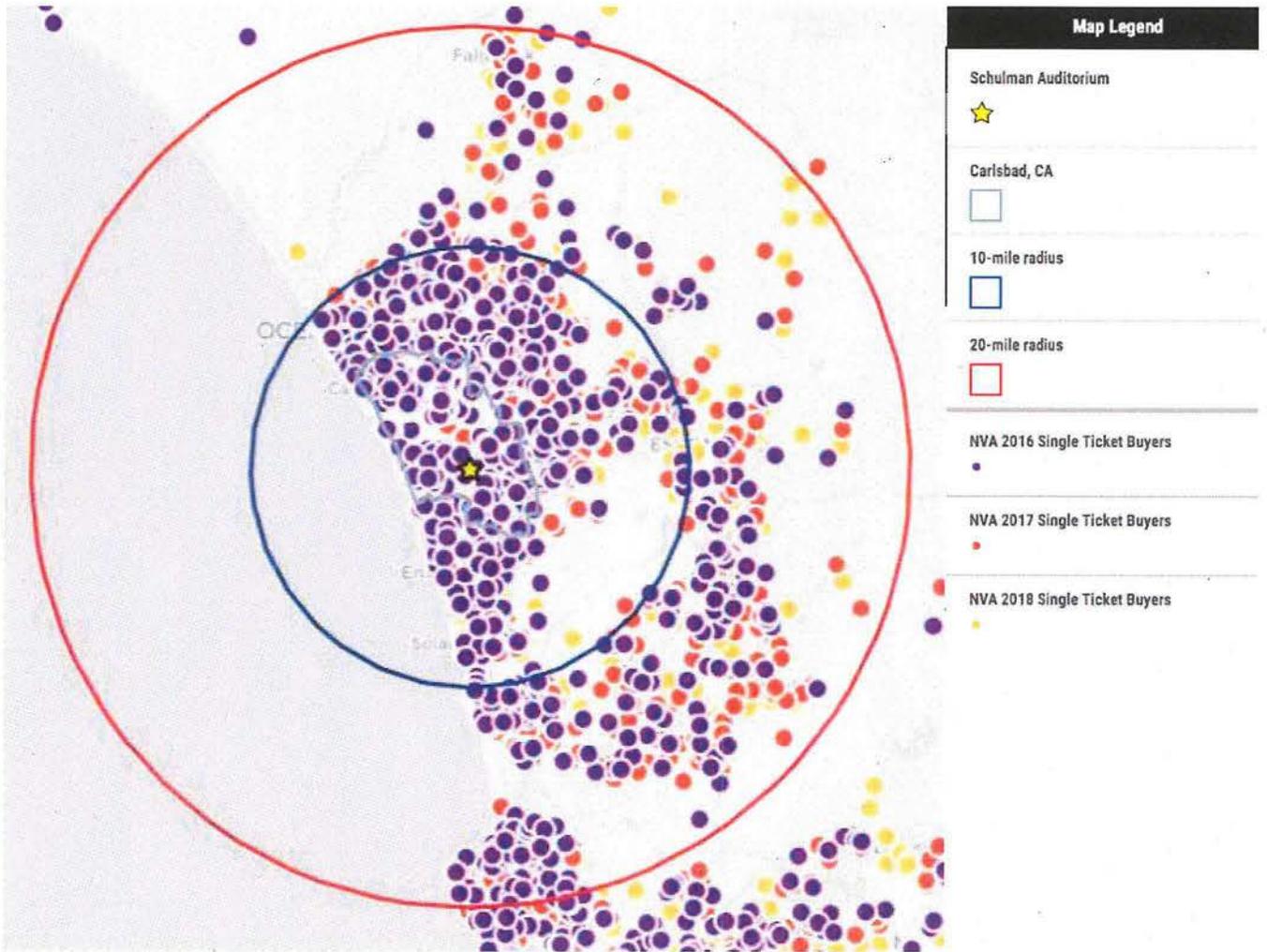
Ron Withall

## Organizations

Sara Blodgett – Carlsbad Performing Arts Academy – Managing Director  
Matt Carney – San Diego Ballet – Producing Director  
Dr. Ben Churchill – Carlsbad Unified School District – Superintendent  
Joan Cumming – San Diego Symphony – Vice President  
Christine Davis- Carlsbad Village Association- Executive Director  
Steven Dziekonski- Pacific Ridge – Director of Arts Programs  
David Ellenstein- North Coast Repertory Theatre – Artistic Director  
Brett Farrow – Architect  
Jonathan Fohrman – Mira Costa College – Dean of Arts  
Jim Gilliam – City of Encinitas – Arts Program Administrator  
Becky Goodman – Carlsbad Music Festival – Managing Director  
Carolyn Grant – Museum of Making Music – Managing Director  
Peter Hoeffner - North Coast Symphony Orchestra  
Peter Kalivas – The PGK Project, Inc. - Director  
Shandra Knight – Carlsbad Community Theatre – Vice President  
Genevieve Koesling – Carlsbad Community Theatre – Board Member  
Kristianne Kurner – New Village Arts – Executive Artistic Director  
Diana Kutlow – Hands of Peace – Director of Development  
John Lash – Carlsbad Community Theatre – President  
Bob Lin- New Village Arts Board of Directors – President  
Melba Novoa – Novoa Communications - Owner  
Jana Romaine – Carlsbad Dance Centre – Owner  
Sam Ross – Visit Carlsbad- Executive Director  
Frank and Linda Ruscetti – Carlsbad Library and Arts Foundation  
Mark Rudyk – Visit Carlsbad – Director of Marketing & Communications  
Doran Stambaugh – St. Michael's by-the-Sea Episcopal Church – Rector  
Sadie Weinberg – Litvak Dance - Owner

## appendix b: market data

Appendix B – New Village Arts Ticket Buyers (2016-2018)



# Pop-Facts® Demographic Trend | Summary



Trade Area: 1/ Carlsbad, CA(city)

	2000	2010	2019	2024
	Census	Census	Estimate	Projection
Population	80,854	105,328	121,137	129,109
Households	32,474	41,196	46,546	49,348
Families	21,648	28,028	31,730	33,673
Housing Units	34,755	44,485	49,907	52,767
Group Quarters Population	761	825	882	885

Benchmark: USA

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# Pop-Facts® Demographic Trend | Percent Change



Trade Area: 1/ Carlsbad, CA(city)

	2000-2010	2010-2019	2019-2024
	%	%	%
Population Count Change (%)	30.27	15.01	6.58
Household Count Change (%)	26.86	12.99	6.02
Family Count Change (%)	29.47	13.21	6.12
Housing Unit Count Change (%)	28.00	12.19	5.73
Group Quarters Population Change (%)	8.41	6.91	0.34

Benchmark: USA

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# Pop-Facts® Demographic Trend | Population & Household



Trade Area: 1/ Carlsbad, CA(city)

	2000* / 2010**		2019		2024	
	Census	%	Estimate	%	Projection	%
<b>Population by Age**</b>						
Age 0 - 4	6,283	5.96	7,019	5.79	7,349	5.69
Age 5 - 9	7,293	6.92	7,260	5.99	7,674	5.94
Age 10 - 14	7,373	7.00	7,565	6.25	7,825	6.06
Age 15 - 17	4,384	4.16	4,777	3.94	4,998	3.87
Age 18 - 20	2,846	2.70	4,341	3.58	4,584	3.55
Age 21 - 24	3,942	3.74	5,665	4.68	6,160	4.77
Age 25 - 34	12,270	11.65	14,085	11.63	15,890	12.30
Age 35 - 44	15,806	15.01	14,402	11.89	13,870	10.74
Age 45 - 54	17,350	16.47	17,468	14.42	16,724	12.95
Age 55 - 64	13,419	12.74	17,140	14.15	18,260	14.14
Age 65 - 74	7,172	6.81	12,388	10.23	15,096	11.69
Age 75 - 84	4,789	4.55	5,923	4.89	7,549	5.85
Age 85 and over	2,401	2.28	3,104	2.56	3,140	2.43
Age 15 and over	84,379	80.11	99,293	81.97	106,261	82.30
Age 16 and over	82,927	78.73	97,725	80.67	104,612	81.03
Age 18 and over	79,995	75.95	94,516	78.02	101,263	78.43
Age 21 and over	77,149	73.25	90,175	74.44	96,679	74.88
Age 25 and over	73,207	69.50	84,510	69.76	90,519	70.11
Age 65 and over	14,362	13.64	21,415	17.68	25,785	19.97
Median Age	-	40.43	-	41.99	-	42.35
<b>Population by Sex**</b>						
Male	51,575	48.97	59,240	48.90	63,070	48.85
Female	53,753	51.03	61,897	51.10	66,039	51.15
<b>Households by Age of Householder**</b>						
Householder Under 25 Years	999	2.42	1,035	2.22	1,099	2.23
Householder Age 25 - 34	5,347	12.98	5,668	12.18	6,115	12.39
Householder Age 35 - 44	8,095	19.65	7,328	15.74	6,992	14.17
Householder Age 45 - 54	9,858	23.93	9,701	20.84	9,308	18.86
Householder Age 55 - 64	7,816	18.97	9,717	20.88	10,239	20.75
Householder Age 65 - 74	4,408	10.70	7,396	15.89	8,918	18.07
Householder Age 75 - 84	3,116	7.56	3,737	8.03	4,694	9.51
Householder Age 85 Years and Over	1,557	3.78	1,964	4.22	1,983	4.02
Median Age of Householder	-	51.18	-	54.54	-	56.15
<b>Pop. by Single-Class, Race by Hispanic/Latino**</b>						
Hispanic/Latino	14,035	13.32	17,564	14.50	19,586	15.17
White Alone	8,333	7.91	10,122	8.36	11,117	8.61
Black/African American Alone	143	0.14	196	0.16	224	0.17
American Indian/Alaskan Native Alone	245	0.23	329	0.27	372	0.29
Asian Alone	123	0.12	165	0.14	185	0.14
Native Hawaiian/Pacific Islander Alone	15	0.01	14	0.01	16	0.01
Some Other Race Alone	3,986	3.78	5,202	4.29	5,934	4.60
Two or More Races	1,190	1.13	1,536	1.27	1,738	1.35
Not Hispanic/Latino	91,293	86.67	103,573	85.50	109,523	84.83
White Alone	78,894	74.90	85,941	70.94	88,737	68.73
Black/African American Alone	1,197	1.14	1,669	1.38	1,937	1.50
American Indian/Alaskan Native Alone	272	0.26	330	0.27	354	0.27
Asian Alone	7,311	6.94	10,373	8.56	12,223	9.47
Native Hawaiian/Pacific Islander Alone	175	0.17	215	0.18	231	0.18
Some Other Race Alone	236	0.22	279	0.23	291	0.23
Two or More Races	3,208	3.05	4,766	3.93	5,750	4.45

Benchmark: USA

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# Pop-Facts® Demographic Trend | Income



Trade Area: 1/ Carlsbad, CA(city)

	2000		2019		2024	
	Census	%	Estimate	%	Projection	%
<b>Households by Household Income</b>						
Income Less Than \$15,000	2,384	7.34	2,607	5.60	2,407	4.88
Income \$15,000 - \$24,999	2,549	7.85	1,921	4.13	1,625	3.29
Income \$25,000 - \$34,999	2,901	8.93	1,833	3.94	1,817	3.68
Income \$35,000 - \$49,999	4,300	13.24	3,179	6.83	2,818	5.71
Income \$50,000 - \$74,999	6,317	19.45	5,529	11.88	5,000	10.13
Income \$75,000 - \$99,999	4,810	14.81	5,293	11.37	5,024	10.18
Income \$100,000 - \$124,999	3,360	10.35	4,995	10.73	4,834	9.80
Income \$125,000 - \$149,999	1,983	6.11	4,296	9.23	4,479	9.08
Income \$150,000 - \$199,999	1,670	5.14	5,478	11.77	6,331	12.83
Income \$200,000 - \$249,999	796	2.45	3,495	7.51	4,333	8.78
Income \$250,000 - \$499,999	759	2.34	4,799	10.31	6,129	12.42
Income \$500,000 or more	482	1.48	3,121	6.71	4,551	9.22
Median Household Income	-	65,286.92	-	114,245.45	-	131,136.58
Average Household Income	-	87,105.00	-	158,104.00	-	180,148.00
<b>Median HH Inc. by Single-Classification Race</b>						
White Alone	-	66,784.89	-	114,323.19	-	131,310.81
Black/African American Alone	-	56,882.59	-	103,632.60	-	121,505.03
American Indian/Alaskan Native Alone	-	28,305.25	-	65,671.26	-	73,326.77
Asian Alone	-	77,095.91	-	133,171.13	-	177,968.50
Native Hawaiian/Pacific Islander Alone	-	33,856.95	-	77,216.64	-	79,554.17
Some Other Race Alone	-	36,711.36	-	79,690.24	-	96,183.75
Two or More Races	-	58,443.63	-	103,747.13	-	118,095.67
Hispanic/Latino	-	46,391.64	-	94,724.22	-	111,689.67
Not Hispanic/Latino	-	67,280.18	-	116,383.65	-	133,397.30

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Summary



Trade Area: 1/ Carlsbad, CA (city)

Population	
2000 Census	80,854
2010 Census	105,328
2019 Estimate	121,137
2024 Projection	129,109
Population Growth	
Percent Change: 2000 to 2010	30.27
Percent Change: 2010 to 2019	15.01
Percent Change: 2019 to 2024	6.58
Households	
2000 Census	32,474
2010 Census	41,196
2019 Estimate	46,546
2024 Projection	49,348
Household Growth	
Percent Change: 2000 to 2010	26.86
Percent Change: 2010 to 2019	12.99
Percent Change: 2019 to 2024	6.02
Family Households	
2000 Census	21,648
2010 Census	28,028
2019 Estimate	31,730
2024 Projection	33,673
Family Household Growth	
Percent Change: 2000 to 2010	29.47
Percent Change: 2010 to 2019	13.21
Percent Change: 2019 to 2024	6.12

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Population & Race



Trade Area: 1/ Carlsbad, CA(city)

Total Population: 121,137 | Total Households: 46,546

	Count	%
<b>2019 Est. Population by Single-Classification Race</b>		
White Alone	96,063	79.30
Black/African American Alone	1,865	1.54
American Indian/Alaskan Native Alone	659	0.54
Asian Alone	10,538	8.70
Native Hawaiian/Pacific Islander Alone	229	0.19
Some Other Race Alone	5,481	4.53
Two or More Races	6,302	5.20
<b>2019 Est. Population by Hispanic or Latino Origin</b>		
Not Hispanic or Latino	103,573	85.50
Hispanic or Latino	17,564	14.50
Mexican Origin	13,319	75.83
Puerto Rican Origin	579	3.30
Cuban Origin	289	1.65
All Other Hispanic or Latino	3,377	19.23
<b>2019 Est. Pop by Race, Asian Alone, by Category</b>		
Chinese, except Taiwanese	1,904	18.07
Filipino	1,532	14.54
Japanese	1,349	12.80
Asian Indian	2,341	22.21
Korean	776	7.36
Vietnamese	1,538	14.60
Cambodian	160	1.52
Hmong	2	0.02
Lactian	3	0.03
Thai	0	0.00
All Other Asian Races Including 2+ Category	933	8.85
<b>2019 Est. Population by Ancestry</b>		
Arab	700	0.58
Czech	325	0.27
Danish	486	0.40
Dutch	864	0.71
English	11,542	9.53
French (Excluding Basque)	2,105	1.74
French Canadian	482	0.40
German	11,788	9.73
Greek	980	0.81
Hungarian	574	0.47
Irish	10,856	8.96
Italian	6,929	5.72
Lithuanian	209	0.17
Norwegian	1,573	1.30
Polish	2,308	1.91
Portuguese	521	0.43
Russian	1,957	1.62
Scotch-Irish	888	0.73
Scottish	1,964	1.62
Slovak	156	0.13
Sub-Saharan African	315	0.26
Swedish	1,235	1.02
Swiss	619	0.51
Ukrainian	419	0.35
United States or American	3,707	3.06
Welsh	804	0.66
West Indian (Excluding Hispanic groups)	200	0.17
Other ancestries	40,612	33.53
Ancestries Unclassified	16,019	13.22
<b>2019 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	93,616	82.03
Speak Asian/Pacific Isl. Lang. at Home	4,698	4.12
Speak Indo-European Language at Home	4,883	4.28
Speak Spanish at Home	10,527	9.22
Speak Other Language at Home	394	0.34
<b>2019 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
White Alone	10,122	57.63
Black/African American Alone	196	1.12
American Indian/Alaskan Native Alone	329	1.87
Asian Alone	165	0.94
Native Hawaiian/Pacific Islander Alone	14	0.08
Some Other Race Alone	5,202	29.62
Two or More Races	1,536	8.74

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Population & Race



Trade Area: 1/ Carlsbad, CA(city)

Total Population: 121,137 | Total Households: 46,546

	Count	%
<b>2019 Est. Population by Sex</b>		
Male	59,240	48.90
Female	61,897	51.10
<b>2019 Est. Population by Age</b>		
Age 0 - 4	7,019	5.79
Age 5 - 9	7,260	5.99
Age 10 - 14	7,565	6.25
Age 15 - 17	4,777	3.94
Age 18 - 20	4,341	3.58
Age 21 - 24	5,665	4.68
Age 25 - 34	14,085	11.63
Age 35 - 44	14,402	11.89
Age 45 - 54	17,468	14.42
Age 55 - 64	17,140	14.15
Age 65 - 74	12,388	10.23
Age 75 - 84	5,923	4.89
Age 85 and over	3,104	2.56
Age 16 and over	97,725	80.67
Age 18 and over	94,516	78.02
Age 21 and over	90,175	74.44
Age 65 and over	21,415	17.68
Median Age	-	41.99
Average Age	-	41.00
<b>2019 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	27,022	27.21
Male, Never Married	15,222	15.33
Female, Never Married	11,800	11.88
Married, Spouse Present	53,518	53.90
Married, Spouse Absent	2,894	2.92
Widowed	4,481	4.51
Male, Widowed	807	0.81
Female, Widowed	3,674	3.70
Divorced	11,378	11.46
Male, Divorced	4,156	4.19
Female, Divorced	7,222	7.27
<b>2019 Est. Male Population by Age</b>		
Male: Age 0 - 4	3,618	6.11
Male: Age 5 - 9	3,675	6.20
Male: Age 10 - 14	3,887	6.56
Male: Age 15 - 17	2,487	4.20
Male: Age 18 - 20	2,295	3.87
Male: Age 21 - 24	2,944	4.97
Male: Age 25 - 34	7,313	12.35
Male: Age 35 - 44	6,843	11.55
Male: Age 45 - 54	8,433	14.23
Male: Age 55 - 64	8,206	13.85
Male: Age 65 - 74	5,752	9.71
Male: Age 75 - 84	2,621	4.42
Male: Age 85 and over	1,166	1.97
Median Age, Male	-	40.07
Average Age, Male	-	39.80
<b>2019 Est. Female Population by Age</b>		
Female: Age 0 - 4	3,401	5.50
Female: Age 5 - 9	3,585	5.79
Female: Age 10 - 14	3,678	5.94
Female: Age 15 - 17	2,290	3.70
Female: Age 18 - 20	2,046	3.31
Female: Age 21 - 24	2,721	4.40
Female: Age 25 - 34	6,772	10.94
Female: Age 35 - 44	7,559	12.21
Female: Age 45 - 54	9,035	14.60
Female: Age 55 - 64	8,934	14.43
Female: Age 65 - 74	6,636	10.72
Female: Age 75 - 84	3,302	5.33
Female: Age 85 and over	1,938	3.13
Median Age, Female	-	43.64
Average Age, Female	-	42.20

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Housing & Households

Trade Area: 1/ Carlsbad, CA(city)

Total Population: 121,137 | Total Households: 46,546

	Count	%
<b>2019 Est. Households by Household Type</b>		
Family Households	31,730	68.17
NonFamily Households	14,816	31.83
<b>2019 Est. Group Quarters Population</b>		
2019 Est. Group Quarters Population	882	0.73
<b>2019 HHs By Ethnicity, Hispanic/Latino</b>		
2019 HHs By Ethnicity, Hispanic/Latino	4,864	10.45
<b>2019 Est. Family HH Type by Presence of Own Child.</b>		
Married Couple Family, own children	11,984	37.77
Married Couple Family, no own children	13,774	43.41
Male Householder, own children	888	2.80
Male Householder, no own children	836	2.63
Female Householder, own children	2,377	7.49
Female Householder, no own children	1,871	5.90
<b>2019 Est. Households by Household Size</b>		
1-Person Household	10,872	23.36
2-Person Household	16,087	34.56
3-Person Household	8,005	17.20
4-Person Household	7,072	15.19
5-Person Household	3,010	6.47
6-Person Household	1,032	2.22
7-or-more-person	468	1.01
2019 Est. Average Household Size	-	2.58
<b>2019 Est. Households by Number of Vehicles</b>		
No Vehicles	1,263	2.71
1 Vehicle	13,027	27.99
2 Vehicles	21,586	46.38
3 Vehicles	7,517	16.15
4 Vehicles	2,181	4.69
5 or more Vehicles	972	2.09
2019 Est. Average Number of Vehicles	-	2.00
<b>2019 Est. Occupied Housing Units by Tenure</b>		
Housing Units, Owner-Occupied	30,490	65.50
Housing Units, Renter-Occupied	16,056	34.49
<b>2019 Owner Occ. HUs: Avg. Length of Residence</b>		
2019 Owner Occ. HUs: Avg. Length of Residence	-	14.00
<b>2019 Renter Occ. HUs: Avg. Length of Residence</b>		
2019 Renter Occ. HUs: Avg. Length of Residence	-	5.90
<b>2019 Est. Owner-Occupied Housing Units by Value</b>		
Value Less Than \$20,000	107	0.35
Value \$20,000 - \$39,999	26	0.09
Value \$40,000 - \$59,999	32	0.10
Value \$60,000 - \$79,999	60	0.20
Value \$80,000 - \$99,999	59	0.19
Value \$100,000 - \$149,999	96	0.32
Value \$150,000 - \$199,999	86	0.28
Value \$200,000 - \$299,999	334	1.09
Value \$300,000 - \$399,999	965	3.17
Value \$400,000 - \$499,999	1,592	5.22
Value \$500,000 - \$749,999	7,956	26.09
Value \$750,000 - \$999,999	9,397	30.82
Value \$1,000,000 - \$1,499,999	7,361	24.14
Value \$1,500,000 - \$1,999,999	1,739	5.70
Value \$2,000,000 or more	680	2.23
2019 Est. Median All Owner-Occupied Housing Value	-	851,928.50

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Housing & Households

Trade Area: 1/ Carlsbad, CA(city)

Total Population: 121,137 | Total Households: 46,546

	Count	%
<b>2019 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	6,985	14.00
1 Unit Detached	27,558	55.22
2 Units	627	1.26
3 to 4 Units	1,833	3.67
5 to 19 Units	6,542	13.11
20 to 49 Units	2,702	5.41
50 or More Units	2,239	4.49
Mobile Home or Trailer	1,391	2.79
Boat, RV, Van, etc.	30	0.06
<b>2019 Est. Housing Units by Year Structure Built</b>		
Built 2014 or Later	3,913	7.84
Built 2010 to 2013	987	1.98
Built 2000 to 2009	10,193	20.42
Built 1990 to 1999	8,105	16.24
Built 1980 to 1989	11,904	23.85
Built 1970 to 1979	10,114	20.27
Built 1960 to 1969	2,185	4.38
Built 1950 to 1959	1,320	2.65
Built 1940 to 1949	695	1.39
Built 1939 or Earlier	491	0.98
<b>2019 Housing Units by Year Structure Built</b>		
2019 Est. Median Year Structure Built	-	1,988.40
<b>2019 Est. Households by Presence of People Under 18</b>		
2019 Est. Households with Presence of People Under 18	15,974	34.32
<b>Households with 1 or More People under Age 18</b>		
Married Couple Family	12,286	76.91
Other Family, Male Householder	982	6.15
Other Family, Female Householder	2,625	16.43
NonFamily Household, Male Householder	66	0.41
NonFamily Household, Female Householder	15	0.09
<b>2019 Est. Households with No People under Age 18</b>		
Households with No People under Age 18	30,572	65.68
<b>Households with No People under Age 18</b>		
Married Couple Family	13,478	44.09
Other Family, Male Householder	737	2.41
Other Family, Female Householder	1,620	5.30
NonFamily, Male Householder	6,550	21.43
NonFamily, Female Householder	8,187	26.78

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Affluence & Education



Trade Area: 1/ Carlsbad, CA (city)

Total Population: 121,137 | Total Households: 46,546

	Count	%
<b>2019 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th Grade	1,632	1.93
Some High School, No Diploma	2,025	2.40
High School Graduate (or GED)	9,101	10.77
Some College, No Degree	17,098	20.23
Associate's Degree	7,367	8.72
Bachelor's Degree	28,062	33.21
Master's Degree	12,496	14.79
Professional Degree	4,028	4.77
Doctorate Degree	2,701	3.20
<b>2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
High School Diploma	2,168	22.04
High School Graduate	1,552	15.78
Some College or Associate's Degree	2,685	27.30
Bachelor's Degree or Higher	3,432	34.89
<b>2019 Est. Households by HH Income</b>		
Income < \$15,000	2,607	5.60
Income \$15,000 - \$24,999	1,921	4.13
Income \$25,000 - \$34,999	1,833	3.94
Income \$35,000 - \$49,999	3,179	6.83
Income \$50,000 - \$74,999	5,529	11.88
Income \$75,000 - \$99,999	5,293	11.37
Income \$100,000 - \$124,999	4,965	10.73
Income \$125,000 - \$149,999	4,296	9.23
Income \$150,000 - \$199,999	5,478	11.77
Income \$200,000 - \$249,999	3,495	7.51
Income \$250,000 - \$499,999	4,799	10.31
Income \$500,000+	3,121	6.71
2019 Est. Average Household Income	-	158,104.00
2019 Est. Median Household Income	-	114,245.45
<b>2019 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	-	114,323.19
Black or African American Alone	-	103,632.60
American Indian and Alaskan Native Alone	-	65,671.26
Asian Alone	-	133,171.13
Native Hawaiian and Other Pacific Islander Alone	-	77,216.64
Some Other Race Alone	-	79,690.24
Two or More Races	-	103,747.13
Hispanic or Latino	-	94,724.22
Not Hispanic or Latino	-	116,383.65
<b>2019 Est. Families by Poverty Status</b>		
2019 Families at or Above Poverty	29,969	94.45
2019 Families at or Above Poverty with children	13,329	42.01
2019 Families Below Poverty	1,761	5.55
2019 Families Below Poverty with children	1,175	3.70

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Education & Occupation



Trade Area: 1/ Carlsbad, CA(city)

Total Population: 121,137 | Total Households: 46,546

	Count	%
<b>2019 Est. Employed Civilian Population 16+ by Occupation Classification</b>		
White Collar	44,957	77.00
Blue Collar	5,034	8.62
Service and Farming	8,392	14.37
<b>2019 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	12,435	24.39
15 - 29 Minutes	16,401	32.17
30 - 44 Minutes	12,202	23.93
45 - 59 Minutes	4,827	9.47
60 or more Minutes	5,123	10.05
2019 Est. Avg Travel Time to Work in Minutes	-	31.00
<b>2019 Est. Workers Age 16+ by Transp. to Work</b>		
2019 Est. Workers Age 16+ by Transp. to Work	57,994	100.00
Drove Alone	44,751	77.17
Carpooled	3,452	5.95
Public Transport	1,003	1.73
Walked	1,020	1.76
Bicycle	231	0.40
Other Means	721	1.24
Worked at Home	6,816	11.75
<b>2019 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
2019 Est. Civ. Employed Pop 16+ by Class of Worker	58,383	100.00
For-Profit Private Workers	40,279	68.99
Non-Profit Private Workers	2,876	4.93
Local Government Workers	3,338	5.72
State Government Workers	1,454	2.49
Federal Government Workers	1,165	2.00
Self-Employed Workers	9,145	15.66
Unpaid Family Workers	126	0.22
<b>2019 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architecture/Engineering	2,192	3.75
Arts/Design/Entertainment/Sports/Media	1,920	3.29
Building/Grounds Cleaning/Maintenance	1,262	2.16
Business/Financial Operations	5,113	8.76
Community/Social Services	681	1.17
Computer/Mathematical	2,427	4.16
Construction/Extraction	1,186	2.03
Education/Training/Library	3,370	5.77
Farming/Fishing/Forestry	122	0.21
Food Preparation/Serving Related	2,973	5.09
Healthcare Practitioner/Technician	2,986	5.12
Healthcare Support	554	0.95
Installation/Maintenance/Repair	821	1.41
Legal	985	1.69
Life/Physical/Social Science	1,075	1.84
Management	10,501	17.99
Office/Administrative Support	5,491	9.40
Production	1,399	2.40
Protective Services	1,106	1.89
Sales/Related	8,216	14.07
Personal Care/Service	2,375	4.07
Transportation/Material Moving	1,628	2.79
<b>2019 Est. Pop Age 16+ by Employment Status</b>		
In Armed Forces	579	0.59
Civilian - Employed	59,810	61.20
Civilian - Unemployed	3,078	3.15
Not in Labor Force	34,258	35.06

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Map

ENVIRONICS  
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Trade Area: 1/ Carlsbad, CA (city)

Total Population: 121,137 | Total Households: 46,546



Leaflet (<http://leafletjs.com>) | TomTom | Powered by Esri (<https://www.esri.com>) | USGS, NOAA

Benchmark: USA

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# Pop-Facts® Demographic Trend | Summary

Trade Area: 2/ Dove Library 10mile radius - 10 mi Radius

	2000	2010	2019	2024
	Census	Census	Estimate	Projection
Population	490,824	561,957	623,805	657,159
Households	178,922	203,572	223,824	235,136
Families	122,299	138,790	152,698	160,461
Housing Units	188,598	219,145	239,725	251,274
Group Quarters Population	5,579	6,112	6,298	6,326

Benchmark: USA

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# Pop-Facts® Demographic Trend | Percent Change



Trade Area: 2/ Dove Library 10mile radius - 10 mi Radius

	2000-2010	2010-2019	2019-2024
	%	%	%
Population Count Change (%)	14.49	11.01	5.35
Household Count Change (%)	13.78	9.95	5.05
Family Count Change (%)	13.48	10.02	5.08
Housing Unit Count Change (%)	16.20	9.39	4.82
Group Quarters Population Change (%)	9.55	3.04	0.45

Benchmark: USA

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# Pop-Facts® Demographic Trend | Population & Household

Trade Area: 2/ Dove Library 10mile radius - 10 mi Radius

	2000* / 2010**		2019		2024	
	Census	%	Estimate	%	Projection	%
<b>Population by Age**</b>						
Age 0 - 4	37,721	6.71	40,401	6.48	41,308	6.29
Age 5 - 9	37,124	6.61	39,923	6.40	42,320	6.44
Age 10 - 14	37,084	6.60	38,710	6.21	41,617	6.33
Age 15 - 17	23,111	4.11	23,733	3.81	24,949	3.80
Age 18 - 20	22,426	3.99	22,523	3.61	23,278	3.54
Age 21 - 24	31,178	5.55	30,389	4.87	30,469	4.64
Age 25 - 34	76,570	13.63	87,435	14.02	84,598	12.87
Age 35 - 44	77,597	13.81	81,736	13.10	88,601	13.48
Age 45 - 54	82,217	14.63	80,107	12.84	80,420	12.24
Age 55 - 64	64,434	11.47	78,492	12.58	81,627	12.42
Age 65 - 74	35,447	6.31	57,167	9.16	68,097	10.36
Age 75 - 84	24,479	4.36	28,526	4.57	35,323	5.38
Age 85 and over	12,570	2.24	14,663	2.35	14,551	2.21
Age 15 and over	450,029	80.08	504,771	80.92	531,914	80.94
Age 16 and over	442,406	78.73	497,009	79.67	523,713	79.69
Age 18 and over	426,918	75.97	481,038	77.11	506,965	77.14
Age 21 and over	404,491	71.98	458,515	73.50	483,687	73.60
Age 25 and over	373,314	66.43	428,126	68.63	453,218	68.97
Age 65 and over	72,497	12.90	100,356	16.09	117,971	17.95
Median Age	-	37.05	-	38.47	-	39.50
<b>Population by Sex**</b>						
Male	277,170	49.32	307,851	49.35	324,024	49.31
Female	284,787	50.68	315,954	50.65	333,135	50.69
<b>Households by Age of Householder**</b>						
Householder Under 25 Years	9,091	4.47	7,789	3.48	7,896	3.36
Householder Age 25 - 34	29,720	14.60	31,428	14.04	29,470	12.53
Householder Age 35 - 44	38,001	18.67	38,885	17.37	41,427	17.62
Householder Age 45 - 54	44,402	21.81	41,909	18.72	41,810	17.78
Householder Age 55 - 64	36,523	17.94	42,789	19.12	43,851	18.65
Householder Age 65 - 74	21,371	10.50	33,244	14.85	39,037	16.60
Householder Age 75 - 84	16,078	7.90	18,213	8.14	22,177	9.43
Householder Age 85 Years and Over	8,386	4.12	9,568	4.28	9,468	4.03
Median Age of Householder	-	50.58	-	53.10	-	54.29
<b>Pop. by Single-Class, Race by Hispanic/Latino**</b>						
Hispanic/Latino	162,639	28.94	194,155	31.12	212,753	32.38
White Alone	76,682	13.64	90,575	14.52	98,847	15.04
Black/African American Alone	1,502	0.27	1,709	0.27	1,830	0.28
American Indian/Alaskan Native Alone	2,378	0.42	2,886	0.46	3,195	0.49
Asian Alone	944	0.17	1,164	0.19	1,280	0.20
Native Hawaiian/Pacific Islander Alone	243	0.04	269	0.04	297	0.04
Some Other Race Alone	70,329	12.52	84,563	13.56	92,854	14.13
Two or More Races	10,562	1.88	12,989	2.08	14,452	2.20
Not Hispanic/Latino	399,318	71.06	429,650	68.88	444,406	67.63
White Alone	330,141	58.75	340,825	54.64	343,627	52.29
Black/African American Alone	12,726	2.27	14,286	2.29	15,143	2.30
American Indian/Alaskan Native Alone	1,807	0.32	1,951	0.31	1,981	0.30
Asian Alone	34,494	6.14	46,244	7.41	53,477	8.14
Native Hawaiian/Pacific Islander Alone	2,770	0.49	3,117	0.50	3,283	0.50
Some Other Race Alone	1,251	0.22	1,458	0.23	1,545	0.23
Two or More Races	16,128	2.87	21,768	3.49	25,351	3.86

Benchmark: USA

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# Pop-Facts® Demographic Trend | Income



Trade Area: 2/ Dove Library 10mile radius - 10 mi Radius

	2000		2019		2024	
	Census	%	Estimate	%	Projection	%
<b>Households by Household Income</b>						
Income Less Than \$15,000	17,290	9.66	16,944	7.57	15,734	6.69
Income \$15,000 - \$24,999	19,121	10.69	12,938	5.78	11,155	4.74
Income \$25,000 - \$34,999	20,326	11.36	14,995	6.70	13,877	5.90
Income \$35,000 - \$49,999	28,219	15.77	20,884	9.33	19,575	8.32
Income \$50,000 - \$74,999	36,236	20.25	35,004	15.64	32,935	14.01
Income \$75,000 - \$99,999	22,591	12.63	27,000	12.06	27,393	11.65
Income \$100,000 - \$124,999	13,689	7.65	22,401	10.01	23,066	9.81
Income \$125,000 - \$149,999	7,020	3.92	17,761	7.93	19,396	8.25
Income \$150,000 - \$199,999	6,550	3.66	21,115	9.43	24,946	10.61
Income \$200,000 - \$249,999	3,183	1.78	11,971	5.35	15,671	6.67
Income \$250,000 - \$499,999	2,919	1.63	14,164	6.33	18,811	8.00
Income \$500,000 or more	1,911	1.07	8,649	3.86	12,578	5.35
Median Household Income	-	52,703.39	-	84,608.13	-	96,942.73
Average Household Income	-	75,767.45	-	122,184.08	-	139,076.50
<b>Median HH Inc. by Single-Classification Race</b>						
White Alone	-	55,089.28	-	86,670.30	-	99,378.04
Black/African American Alone	-	41,321.64	-	76,292.57	-	88,420.77
American Indian/Alaskan Native Alone	-	38,081.14	-	71,323.99	-	79,181.69
Asian Alone	-	59,175.18	-	108,987.13	-	123,053.77
Native Hawaiian/Pacific Islander Alone	-	50,219.89	-	75,289.74	-	85,970.07
Some Other Race Alone	-	38,605.15	-	63,628.65	-	71,630.05
Two or More Races	-	45,771.93	-	86,955.62	-	98,689.75
Hispanic/Latino	-	39,336.82	-	63,534.94	-	72,415.18
Not Hispanic/Latino	-	55,905.88	-	92,948.49	-	106,679.30

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Summary



Trade Area: 2/ Dove Library 10mile radius - 10 mi Radius

Population	
2000 Census	490,824
2010 Census	561,957
2019 Estimate	623,805
2024 Projection	657,159
Population Growth	
Percent Change: 2000 to 2010	14.49
Percent Change: 2010 to 2019	11.01
Percent Change: 2019 to 2024	5.35
Households	
2000 Census	178,922
2010 Census	203,572
2019 Estimate	223,824
2024 Projection	235,136
Household Growth	
Percent Change: 2000 to 2010	13.78
Percent Change: 2010 to 2019	9.95
Percent Change: 2019 to 2024	5.05
Family Households	
2000 Census	122,299
2010 Census	138,790
2019 Estimate	152,698
2024 Projection	160,461
Family Household Growth	
Percent Change: 2000 to 2010	13.48
Percent Change: 2010 to 2019	10.02
Percent Change: 2019 to 2024	5.08

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Population & Race



Trade Area: 2/ Dove Library 10mile radius - 10 mi Radius

Total Population: 623,805 | Total Households: 223,824

	Count	%
<b>2019 Est. Population by Single-Classification Race</b>		
White Alone	431,400	69.16
Black/African American Alone	15,995	2.56
American Indian/Alaskan Native Alone	4,837	0.78
Asian Alone	47,407	7.60
Native Hawaiian/Pacific Islander Alone	3,387	0.54
Some Other Race Alone	86,022	13.79
Two or More Races	34,757	5.57
<b>2019 Est. Population by Hispanic or Latino Origin</b>		
Not Hispanic or Latino	429,650	68.88
Hispanic or Latino	194,155	31.12
Mexican Origin	167,865	86.46
Puerto Rican Origin	4,162	2.14
Cuban Origin	1,231	0.63
All Other Hispanic or Latino	20,898	10.76
<b>2019 Est. Pop by Race, Asian Alone, by Category</b>		
Chinese, except Taiwanese	7,557	15.94
Filipino	15,760	33.24
Japanese	4,053	8.55
Asian Indian	5,928	12.50
Korean	3,158	6.66
Vietnamese	6,435	13.57
Cambodian	498	1.05
Hmong	3	0.01
Laotian	376	0.79
Thai	337	0.71
All Other Asian Races Including 2+ Category	3,303	6.97
<b>2019 Est. Population by Ancestry</b>		
Arab	3,432	0.55
Czech	1,277	0.20
Danish	1,697	0.27
Dutch	5,001	0.80
English	55,792	8.94
French (Excluding Basque)	9,976	1.60
French Canadian	1,773	0.28
German	48,010	7.70
Greek	2,692	0.43
Hungarian	1,989	0.32
Irish	40,501	6.49
Italian	24,806	3.98
Lithuanian	714	0.11
Norwegian	6,303	1.01
Polish	9,013	1.45
Portuguese	2,062	0.33
Russian	5,637	0.90
Scotch-Irish	3,950	0.63
Scottish	8,001	1.28
Slovak	394	0.06
Sub-Saharan African	2,100	0.34
Swedish	5,135	0.82
Swiss	1,448	0.23
Ukrainian	1,286	0.21
United States or American	15,114	2.42
Welsh	2,058	0.33
West Indian (Excluding Hispanic groups)	768	0.12
Other ancestries	286,758	45.97
Ancestries Unclassified	76,117	12.20
<b>2019 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	416,898	71.46
Speak Asian/Pacific Isl. Lang. at Home	25,175	4.32
Speak Indo-European Language at Home	17,895	3.07
Speak Spanish at Home	120,418	20.64
Speak Other Language at Home	3,018	0.52
<b>2019 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
White Alone	90,575	46.65
Black/African American Alone	1,709	0.88
American Indian/Alaskan Native Alone	2,886	1.49
Asian Alone	1,164	0.60
Native Hawaiian/Pacific Islander Alone	269	0.14
Some Other Race Alone	84,563	43.55
Two or More Races	12,989	6.69

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Population & Race



Trade Area: 2/ Dove Library 10mile radius - 10 mi Radius

Total Population: 623,805 | Total Households: 223,824

	Count	%
<b>2019 Est. Population by Sex</b>		
Male	307,851	49.35
Female	315,954	50.65
<b>2019 Est. Population by Age</b>		
Age 0 - 4	40,401	6.48
Age 5 - 9	39,923	6.40
Age 10 - 14	38,710	6.21
Age 15 - 17	23,733	3.81
Age 18 - 20	22,523	3.61
Age 21 - 24	30,389	4.87
Age 25 - 34	87,435	14.02
Age 35 - 44	81,736	13.10
Age 45 - 54	80,107	12.84
Age 55 - 64	78,492	12.58
Age 65 - 74	57,167	9.16
Age 75 - 84	28,526	4.57
Age 85 and over	14,663	2.35
Age 18 and over	497,009	79.67
Age 21 and over	481,038	77.11
Age 25 and over	458,515	73.50
Age 65 and over	100,356	16.09
Median Age	—	38.47
Average Age	—	39.38
<b>2019 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	155,436	30.79
Male, Never Married	86,777	17.19
Female, Never Married	68,659	13.60
Married, Spouse Present	242,080	47.96
Married, Spouse Absent	24,398	4.83
Widowed	27,401	5.43
Male, Widowed	5,877	1.16
Female, Widowed	21,525	4.26
Divorced	55,455	10.99
Male, Divorced	20,910	4.14
Female, Divorced	34,546	6.84
<b>2019 Est. Male Population by Age</b>		
Male: Age 0 - 4	20,690	6.72
Male: Age 5 - 9	20,363	6.62
Male: Age 10 - 14	19,752	6.42
Male: Age 15 - 17	12,182	3.96
Male: Age 18 - 20	11,712	3.80
Male: Age 21 - 24	15,929	5.17
Male: Age 25 - 34	45,181	14.68
Male: Age 35 - 44	40,915	13.29
Male: Age 45 - 54	39,289	12.76
Male: Age 55 - 64	37,859	12.30
Male: Age 65 - 74	26,306	8.54
Male: Age 75 - 84	12,226	3.97
Male: Age 85 and over	5,448	1.77
Median Age, Male	—	36.92
Average Age, Male	—	38.34
<b>2019 Est. Female Population by Age</b>		
Female: Age 0 - 4	19,712	6.24
Female: Age 5 - 9	19,561	6.19
Female: Age 10 - 14	18,958	6.00
Female: Age 15 - 17	11,551	3.66
Female: Age 18 - 20	10,811	3.42
Female: Age 21 - 24	14,460	4.58
Female: Age 25 - 34	42,254	13.37
Female: Age 35 - 44	40,821	12.92
Female: Age 45 - 54	40,818	12.92
Female: Age 55 - 64	40,633	12.86
Female: Age 65 - 74	30,861	9.77
Female: Age 75 - 84	16,300	5.16
Female: Age 85 and over	9,215	2.92
Median Age, Female	—	40.04
Average Age, Female	—	40.37

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Housing & Households

Trade Area: 2/ Dove Library 10mile radius - 10 mi Radius

Total Population: 623,805 | Total Households: 223,824

	Count	%
<b>2019 Est. Households by Household Type</b>		
Family Households	152,698	68.22
NonFamily Households	71,126	31.78
<b>2019 Est. Group Quarters Population</b>		
2019 Est. Group Quarters Population	6,298	1.01
<b>2019 HHs By Ethnicity, Hispanic/Latino</b>		
2019 HHs By Ethnicity, Hispanic/Latino	46,545	20.80
<b>2019 Est. Family HH Type by Presence of Own Child.</b>		
Married Couple Family, own children	53,609	35.11
Married Couple Family, no own children	64,798	42.44
Male Householder, own children	5,463	3.58
Male Householder, no own children	5,527	3.62
Female Householder, own children	12,292	8.05
Female Householder, no own children	11,009	7.21
<b>2019 Est. Households by Household Size</b>		
1-Person Household	51,886	23.18
2-Person Household	72,994	32.61
3-Person Household	36,899	16.49
4-Person Household	31,902	14.25
5-Person Household	15,871	7.09
6-Person Household	7,344	3.28
7-or-more-person	6,927	3.10
2019 Est. Average Household Size	-	2.76
<b>2019 Est. Households by Number of Vehicles</b>		
No Vehicles	7,965	3.56
1 Vehicle	64,047	28.61
2 Vehicles	96,008	42.89
3 Vehicles	38,672	17.28
4 Vehicles	11,278	5.04
5 or more Vehicles	5,854	2.62
2019 Est. Average Number of Vehicles	-	2.02
<b>2019 Est. Occupied Housing Units by Tenure</b>		
Housing Units, Owner-Occupied	137,227	61.31
Housing Units, Renter-Occupied	86,597	38.69
<b>2019 Owner Occ. HUs: Avg. Length of Residence</b>		
2019 Owner Occ. HUs: Avg. Length of Residence	-	14.51
<b>2019 Renter Occ. HUs: Avg. Length of Residence</b>		
2019 Renter Occ. HUs: Avg. Length of Residence	-	5.90
<b>2019 Est. Owner-Occupied Housing Units by Value</b>		
Value Less Than \$20,000	1,079	0.79
Value \$20,000 - \$39,999	877	0.64
Value \$40,000 - \$59,999	1,097	0.80
Value \$60,000 - \$79,999	1,260	0.92
Value \$80,000 - \$99,999	1,263	0.92
Value \$100,000 - \$149,999	2,299	1.68
Value \$150,000 - \$199,999	1,870	1.36
Value \$200,000 - \$299,999	5,141	3.75
Value \$300,000 - \$399,999	11,333	8.26
Value \$400,000 - \$499,999	15,840	11.54
Value \$500,000 - \$749,999	36,264	26.43
Value \$750,000 - \$999,999	26,207	19.10
Value \$1,000,000 - \$1,499,999	19,138	13.95
Value \$1,500,000 - \$1,999,999	6,306	4.59
Value \$2,000,000 or more	7,253	5.29
2019 Est. Median All Owner-Occupied Housing Value	-	677,125.15

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Housing & Households



Trade Area: 2/ Dove Library 10mile radius - 10 mi Radius

Total Population: 623,805 | Total Households: 223,824

	Count	%
<b>2019 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	27,460	11.46
1 Unit Detached	130,652	54.50
2 Units	4,229	1.76
3 to 4 Units	10,645	4.44
5 to 19 Units	33,389	13.93
20 to 49 Units	9,404	3.92
50 or More Units	10,686	4.46
Mobile Home or Trailer	13,122	5.47
Boat, RV, Van, etc.	138	0.06
<b>2019 Est. Housing Units by Year Structure Built</b>		
Built 2014 or Later	17,285	7.21
Built 2010 to 2013	3,473	1.45
Built 2000 to 2009	34,696	14.47
Built 1990 to 1999	32,932	13.74
Built 1980 to 1989	60,814	25.37
Built 1970 to 1979	55,113	22.99
Built 1960 to 1969	17,056	7.12
Built 1950 to 1959	11,219	4.68
Built 1940 to 1949	3,566	1.49
Built 1939 or Earlier	3,572	1.49
<b>2019 Housing Units by Year Structure Built</b>		
2019 Est. Median Year Structure Built	-	1,984.61
<b>2019 Est. Households by Presence of People Under 18</b>		
2019 Est. Households by Presence of People Under 18	78,093	34.89
<b>Households with 1 or More People under Age 18</b>		
Married Couple Family	56,647	72.54
Other Family, Male Householder	6,522	8.35
Other Family, Female Householder	14,281	18.29
NonFamily Household, Male Householder	462	0.59
NonFamily Household, Female Householder	181	0.23
<b>2019 Est. Households with No People under Age 18</b>		
Households with No People under Age 18	145,731	65.11
<b>Households with No People under Age 18</b>		
Married Couple Family	61,757	42.38
Other Family, Male Householder	4,449	3.05
Other Family, Female Householder	9,028	6.20
NonFamily, Male Householder	32,050	21.99
NonFamily, Female Householder	38,447	26.38

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Affluence & Education



Trade Area: 2/ Dove Library 10mile radius - 10 mi Radius

Total Population: 623,805 | Total Households: 223,824

	Count	%
<b>2019 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th Grade	27,111	6.33
Some High School, No Diploma	21,344	4.99
High School Graduate (or GED)	72,514	16.94
Some College, No Degree	91,224	21.31
Associate's Degree	42,732	9.98
Bachelor's Degree	108,124	25.25
Master's Degree	42,781	9.99
Professional Degree	13,408	3.13
Doctorate Degree	8,889	2.08
<b>2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
High School Diploma	39,635	36.52
High School Graduate	25,022	23.05
Some College or Associate's Degree	27,871	25.68
Bachelor's Degree or Higher	16,016	14.76
<b>2019 Est. Households by HH Income</b>		
Income < \$15,000	16,944	7.57
Income \$15,000 - \$24,999	12,938	5.78
Income \$25,000 - \$34,999	14,995	6.70
Income \$35,000 - \$49,999	20,884	9.33
Income \$50,000 - \$74,999	35,004	15.64
Income \$75,000 - \$99,999	27,000	12.06
Income \$100,000 - \$124,999	22,401	10.01
Income \$125,000 - \$149,999	17,761	7.93
Income \$150,000 - \$199,999	21,115	9.43
Income \$200,000 - \$249,999	11,971	5.35
Income \$250,000 - \$499,999	14,164	6.33
Income \$500,000+	8,649	3.86
2019 Est. Average Household Income	-	122,184.08
2019 Est. Median Household Income	-	84,608.13
<b>2019 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	-	86,670.30
Black or African American Alone	-	76,292.57
American Indian and Alaskan Native Alone	-	71,323.99
Asian Alone	-	108,987.13
Native Hawaiian and Other Pacific Islander Alone	-	75,289.74
Some Other Race Alone	-	63,628.65
Two or More Races	-	86,955.62
Hispanic or Latino	-	63,534.94
Not Hispanic or Latino	-	92,948.49
<b>2019 Est. Families by Poverty Status</b>		
2019 Families at or Above Poverty	140,644	92.11
2019 Families at or Above Poverty with children	63,924	41.86
2019 Families Below Poverty	12,054	7.89
2019 Families Below Poverty with children	7,893	5.17

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Education & Occupation

ENVIRONICS  
ANALYTICS

Trade Area: 2/ Dove Library 10mile radius - 10 mi Radius

Total Population: 623,805 | Total Households: 223,824

	Count	%
<b>2019 Est. Employed Civilian Population 16+ by Occupation Classification</b>		
White Collar	188,037	64.91
Blue Collar	45,759	15.80
Service and Farming	55,883	19.29
<b>2019 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	59,617	22.52
15 - 29 Minutes	103,165	38.96
30 - 44 Minutes	55,962	21.14
45 - 59 Minutes	22,883	8.64
60 or more Minutes	23,162	8.75
2019 Est. Avg Travel Time to Work in Minutes	-	29.62
<b>2019 Est. Workers Age 16+ by Transp. to Work</b>		
2019 Est. Workers Age 16+ by Transp. to Work	288,952	100.00
Drove Alone	226,462	78.37
Carpooled	22,564	7.81
Public Transport	5,520	1.91
Walked	4,865	1.68
Bicycle	1,107	0.38
Other Means	4,505	1.56
Worked at Home	23,928	8.28
<b>2019 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
2019 Est. Civ. Employed Pop 16+ by Class of Worker	289,678	100.00
For-Profit Private Workers	201,070	69.41
Non-Profit Private Workers)	16,731	5.78
Local Government Workers	15,605	5.39
State Government Workers	7,538	2.60
Federal Government Workers	7,082	2.44
Self-Employed Workers	41,262	14.24
Unpaid Family Workers	390	0.14
<b>2019 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architecture/Engineering	8,099	2.80
Arts/Design/Entertainment/Sports/Media	8,407	2.90
Building/Grounds Cleaning/Maintenance	12,703	4.38
Business/Financial Operations	16,129	5.57
Community/Social Services	3,531	1.22
Computer/Mathematical	9,931	3.43
Construction/Extraction	12,189	4.21
Education/Training/Library	15,323	5.29
Farming/Fishing/Forestry	2,517	0.87
Food Preparation/Serving Related	18,357	6.34
Healthcare Practitioner/Technician	14,852	5.13
Healthcare Support	4,671	1.61
Installation/Maintenance/Repair	7,616	2.63
Legal	3,656	1.26
Life/Physical/Social Science	4,085	1.41
Management	36,414	12.57
Office/Administrative Support	33,025	11.40
Production	14,672	5.07
Protective Services	4,189	1.45
Sales/Related	34,585	11.94
Personal Care/Service	13,446	4.64
Transportation/Material Moving	11,281	3.89
<b>2019 Est. Pop Age 16+ by Employment Status</b>		
In Armed Forces	3,663	0.74
Civilian - Employed	295,756	59.51
Civilian - Unemployed	15,946	3.21
Not in Labor Force	181,644	36.55

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Map

Trade Area: 2/ Dove Library 10mile radius - 10 mi Radius

Total Population: 623,805 | Total Households: 223,824



Leaflet (http://leafletjs.com) | TomTom | Powered by Esri (https://www.esri.com) | USGS, NOAA

Benchmark: USA

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# Pop-Facts® Demographic Trend | Summary



Trade Area: 3/ Dove Library 20mi radius - 20 mi Radius

	2000	2010	2019	2024
	Census	Census	Estimate	Projection
Population	1,137,327	1,296,477	1,431,364	1,503,744
Households	402,108	454,478	498,008	522,274
Families	281,060	317,712	348,425	365,417
Housing Units	421,174	485,705	529,954	554,714
Group Quarters Population	32,617	35,254	35,915	35,885

Benchmark: USA

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# Pop-Facts® Demographic Trend | Percent Change



Trade Area: 3/ Dove Library 20mi radius - 20 mi Radius

	2000-2010	2010-2019	2019-2024
	%	%	%
Population Count Change (%)	13.99	10.40	5.06
Household Count Change (%)	13.02	9.58	4.87
Family Count Change (%)	13.04	9.67	4.88
Housing Unit Count Change (%)	15.32	9.11	4.67
Group Quarters Population Change (%)	8.09	1.88	-0.08

Benchmark: USA

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# Pop-Facts® Demographic Trend | Population & Household



Trade Area: 3/ Dove Library 20mi radius - 20 mi Radius

	2000* / 2010**		2019		2024	
	Census	%	Estimate	%	Projection	%
<b>Population by Age**</b>						
Age 0 - 4	86,792	6.69	92,163	6.44	93,763	6.24
Age 5 - 9	84,514	6.52	90,008	6.29	94,499	6.28
Age 10 - 14	84,881	6.55	86,613	6.05	93,121	6.19
Age 15 - 17	53,342	4.11	53,384	3.73	56,305	3.74
Age 18 - 20	62,126	4.79	62,503	4.37	63,610	4.23
Age 21 - 24	84,079	6.49	84,118	5.88	81,436	5.42
Age 25 - 34	177,758	13.71	202,464	14.14	199,127	13.24
Age 35 - 44	177,049	13.66	183,995	12.86	197,882	13.16
Age 45 - 54	187,455	14.46	181,510	12.68	181,892	12.10
Age 55 - 64	143,416	11.06	177,041	12.37	184,463	12.27
Age 65 - 74	78,719	6.07	126,887	8.87	151,905	10.10
Age 75 - 84	50,786	3.92	60,819	4.25	75,914	5.05
Age 85 and over	25,561	1.97	29,858	2.09	29,827	1.98
Age 15 and over	1,040,289	80.24	1,162,580	81.22	1,222,361	81.29
Age 16 and over	1,022,593	78.88	1,145,121	80.00	1,203,917	80.06
Age 18 and over	986,947	76.13	1,109,196	77.49	1,166,055	77.54
Age 21 and over	924,822	71.33	1,046,693	73.13	1,102,445	73.31
Age 25 and over	840,743	64.85	962,575	67.25	1,021,009	67.90
Age 65 and over	155,066	11.96	217,565	15.20	257,645	17.13
Median Age	-	35.84	-	37.35	-	38.50
<b>Population by Sex**</b>						
Male	647,908	49.98	715,449	49.98	750,588	49.91
Female	648,568	50.02	715,915	50.02	753,157	50.09
<b>Households by Age of Householder**</b>						
Householder Under 25 Years	21,962	4.83	18,919	3.80	18,405	3.52
Householder Age 25 - 34	69,314	15.25	72,331	14.52	68,965	13.21
Householder Age 35 - 44	87,363	19.22	88,656	17.80	93,476	17.90
Householder Age 45 - 54	100,588	22.13	94,883	19.05	94,597	18.11
Householder Age 55 - 64	80,489	17.71	95,936	19.26	98,777	18.91
Householder Age 65 - 74	46,137	10.15	71,459	14.35	84,273	16.14
Householder Age 75 - 84	32,060	7.05	36,977	7.42	45,132	8.64
Householder Age 85 Years and Over	16,566	3.65	18,847	3.78	18,650	3.57
Median Age of Householder	-	49.80	-	52.31	-	53.51
<b>Pop. by Single-Class, Race by Hispanic/Latino**</b>						
<b>Hispanic/Latino</b>						
White Alone	152,089	11.73	175,526	12.26	189,540	12.61
Black/African American Alone	3,077	0.24	3,568	0.25	3,851	0.26
American Indian/Alaskan Native Alone	4,450	0.34	5,150	0.36	5,594	0.37
Asian Alone	2,466	0.19	3,000	0.21	3,278	0.22
Native Hawaiian/Pacific Islander Alone	475	0.04	548	0.04	586	0.04
Some Other Race Alone	139,777	10.78	171,856	12.01	190,934	12.70
Two or More Races	22,020	1.70	26,222	1.83	28,747	1.91
<b>Not Hispanic/Latino</b>						
White Alone	972,123	74.98	1,045,495	73.04	1,081,214	71.90
Black/African American Alone	725,426	55.95	732,316	51.16	728,154	48.42
American Indian/Alaskan Native Alone	29,787	2.30	33,293	2.33	35,240	2.34
Asian Alone	4,640	0.36	4,780	0.33	4,783	0.32
Native Hawaiian/Pacific Islander Alone	163,854	12.64	213,516	14.92	243,437	16.19
Some Other Race Alone	5,183	0.40	5,592	0.39	5,786	0.39
Two or More Races	2,880	0.22	3,171	0.22	3,290	0.22
Two or More Races	40,353	3.11	52,828	3.69	60,524	4.03

Benchmark: USA

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# Pop-Facts® Demographic Trend | Income



Trade Area: 3/ Dove Library 20mi radius - 20 mi Radius

	2000		2019		2024	
	Census	%	Estimate	%	Projection	%
<b>Households by Household Income</b>						
Income Less Than \$15,000	35,858	8.92	32,484	6.52	29,985	5.74
Income \$15,000 - \$24,999	38,602	9.60	27,320	5.49	23,887	4.57
Income \$25,000 - \$34,999	42,473	10.56	29,784	5.98	27,740	5.31
Income \$35,000 - \$49,999	59,904	14.90	45,395	9.12	41,307	7.91
Income \$50,000 - \$74,999	82,361	20.48	72,153	14.49	69,142	13.24
Income \$75,000 - \$99,999	54,538	13.56	59,018	11.85	58,733	11.25
Income \$100,000 - \$124,999	34,358	8.54	51,622	10.37	51,830	9.92
Income \$125,000 - \$149,999	18,109	4.50	42,156	8.46	45,044	8.63
Income \$150,000 - \$199,999	17,001	4.23	52,319	10.51	60,223	11.53
Income \$200,000 - \$249,999	8,017	1.99	29,791	5.98	38,384	7.35
Income \$250,000 - \$499,999	7,262	1.81	34,876	7.00	45,842	8.78
Income \$500,000 or more	3,941	0.98	21,089	4.24	30,157	5.77
Median Household Income	-	56,682.31	-	92,313.20	-	104,734.73
Average Household Income	-	79,716.46	-	129,708.46	-	146,623.05
<b>Median HH Inc. by Single-Classification Race</b>						
White Alone	-	58,980.11	-	93,475.27	-	106,126.09
Black/African American Alone	-	45,432.48	-	77,368.48	-	88,394.54
American Indian/Alaskan Native Alone	-	39,485.92	-	69,410.29	-	76,678.82
Asian Alone	-	64,302.97	-	118,920.99	-	133,298.85
Native Hawaiian/Pacific Islander Alone	-	47,097.43	-	76,736.91	-	87,603.53
Some Other Race Alone	-	38,051.51	-	63,221.68	-	70,902.18
Two or More Races	-	47,065.06	-	85,565.74	-	96,964.83
Hispanic/Latino	-	39,934.63	-	63,841.81	-	72,634.51
Not Hispanic/Latino	-	59,903.96	-	101,175.87	-	115,057.02

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Summary



Trade Area: 3/ Dove Library 20mi radius - 20 mi Radius

Population	
2000 Census	1,137,327
2010 Census	1,296,477
2019 Estimate	1,431,364
2024 Projection	1,503,744
Population Growth	
Percent Change: 2000 to 2010	13.99
Percent Change: 2010 to 2019	10.40
Percent Change: 2019 to 2024	5.06
Households	
2000 Census	402,108
2010 Census	454,478
2019 Estimate	498,008
2024 Projection	522,274
Household Growth	
Percent Change: 2000 to 2010	13.02
Percent Change: 2010 to 2019	9.58
Percent Change: 2019 to 2024	4.87
Family Households	
2000 Census	281,060
2010 Census	317,712
2019 Estimate	348,425
2024 Projection	365,417
Family Household Growth	
Percent Change: 2000 to 2010	13.04
Percent Change: 2010 to 2019	9.67
Percent Change: 2019 to 2024	4.88

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Population & Race



Trade Area: 3/ Dove Library 20mi radius - 20 mi Radius

Total Population: 1,431,364 | Total Households: 498,008

	Count	%
<b>2019 Est. Population by Single-Classification Race</b>		
White Alone	907,841	63.42
Black/African American Alone	36,861	2.58
American Indian/Alaskan Native Alone	9,930	0.69
Asian Alone	216,516	15.13
Native Hawaiian/Pacific Islander Alone	6,139	0.43
Some Other Race Alone	175,027	12.23
Two or More Races	79,049	5.52
<b>2019 Est. Population by Hispanic or Latino Origin</b>		
Not Hispanic or Latino	1,045,495	73.04
Hispanic or Latino	385,869	26.96
Mexican Origin	327,546	84.89
Puerto Rican Origin	9,017	2.34
Cuban Origin	2,589	0.67
All Other Hispanic or Latino	46,716	12.11
<b>2019 Est. Pop by Race, Asian Alone, by Category</b>		
Chinese, except Taiwanese	47,816	22.08
Filipino	61,756	28.52
Japanese	11,544	5.33
Asian Indian	31,678	14.63
Korean	15,455	7.14
Vietnamese	28,252	13.05
Cambodian	994	0.46
Hmong	567	0.26
Laotian	2,324	1.07
Thai	1,596	0.74
All Other Asian Races Including 2+ Category	14,532	6.71
<b>2019 Est. Population by Ancestry</b>		
Arab	11,389	0.80
Czech	3,276	0.23
Danish	4,304	0.30
Dutch	10,920	0.76
English	97,056	6.78
French (Excluding Basque)	20,000	1.40
French Canadian	3,680	0.26
German	105,711	7.38
Greek	5,510	0.39
Hungarian	4,156	0.29
Irish	81,904	5.72
Italian	51,572	3.60
Lithuanian	1,553	0.11
Norwegian	13,738	0.96
Polish	19,209	1.34
Portuguese	5,639	0.39
Russian	14,119	0.99
Scotch-Irish	8,837	0.62
Scottish	17,492	1.22
Slovak	1,060	0.07
Sub-Saharan African	5,860	0.41
Swedish	12,381	0.86
Swiss	3,091	0.22
Ukrainian	3,221	0.23
United States or American	33,402	2.33
Welsh	4,212	0.29
West Indian (Excluding Hispanic groups)	1,792	0.13
Other ancestries	709,548	49.57
Ancestries Unclassified	176,731	12.35
<b>2019 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	899,919	67.20
Speak Asian/Pacific Isl. Lang. at Home	125,822	9.39
Speak Indo-European Language at Home	61,494	4.59
Speak Spanish at Home	240,534	17.96
Speak Other Language at Home	11,431	0.85
<b>2019 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
White Alone	175,526	45.49
Black/African American Alone	3,568	0.93
American Indian/Alaskan Native Alone	5,150	1.33
Asian Alone	3,000	0.78
Native Hawaiian/Pacific Islander Alone	548	0.14
Some Other Race Alone	171,856	44.54
Two or More Races	26,222	6.80

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Population & Race



Trade Area: 3/ Dove Library 20mi radius - 20 mi Radius

Total Population: 1,431,364 | Total Households: 498,008

	Count	%
<b>2019 Est. Population by Sex</b>		
Male	715,449	49.98
Female	715,915	50.02
<b>2019 Est. Population by Age</b>		
Age 0 - 4	92,163	6.44
Age 5 - 9	90,008	6.29
Age 10 - 14	86,613	6.05
Age 15 - 17	53,384	3.73
Age 18 - 20	62,503	4.37
Age 21 - 24	84,118	5.88
Age 25 - 34	202,464	14.14
Age 35 - 44	183,995	12.86
Age 45 - 54	181,510	12.68
Age 55 - 64	177,041	12.37
Age 65 - 74	126,887	8.87
Age 75 - 84	60,819	4.25
Age 85 and over	29,858	2.09
Age 16 and over	1,145,121	80.00
Age 18 and over	1,109,196	77.49
Age 21 and over	1,046,693	73.13
Age 65 and over	217,565	15.20
Median Age	--	37.35
Average Age	--	38.74
<b>2019 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	365,926	31.48
Male, Never Married	208,336	17.92
Female, Never Married	157,590	13.55
Married, Spouse Present	570,225	49.05
Married, Spouse Absent	57,621	4.96
Widowed	56,431	4.85
Male, Widowed	12,266	1.05
Female, Widowed	44,165	3.80
Divorced	112,377	9.67
Male, Divorced	41,679	3.58
Female, Divorced	70,698	6.08
<b>2019 Est. Male Population by Age</b>		
Male: Age 0 - 4	47,142	6.59
Male: Age 5 - 9	45,941	6.42
Male: Age 10 - 14	44,217	6.18
Male: Age 15 - 17	27,405	3.83
Male: Age 18 - 20	34,432	4.81
Male: Age 21 - 24	47,412	6.63
Male: Age 25 - 34	106,041	14.82
Male: Age 35 - 44	91,845	12.84
Male: Age 45 - 54	88,813	12.41
Male: Age 55 - 64	85,421	11.94
Male: Age 65 - 74	59,057	8.26
Male: Age 75 - 84	26,492	3.70
Male: Age 85 and over	11,229	1.57
Median Age, Male	--	35.53
Average Age, Male	--	37.80
<b>2019 Est. Female Population by Age</b>		
Female: Age 0 - 4	45,021	6.29
Female: Age 5 - 9	44,067	6.16
Female: Age 10 - 14	42,396	5.92
Female: Age 15 - 17	25,978	3.63
Female: Age 18 - 20	28,071	3.92
Female: Age 21 - 24	36,706	5.13
Female: Age 25 - 34	96,423	13.47
Female: Age 35 - 44	92,149	12.87
Female: Age 45 - 54	92,697	12.95
Female: Age 55 - 64	91,620	12.80
Female: Age 65 - 74	67,830	9.47
Female: Age 75 - 84	34,327	4.79
Female: Age 85 and over	18,629	2.60
Median Age, Female	--	39.24
Average Age, Female	--	39.64

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Housing & Households



Trade Area: 3/ Dove Library 20mi radius - 20 mi Radius

Total Population: 1,431,364 | Total Households: 498,008

	Count	%
<b>2019 Est. Households by Household Type</b>		
Family Households	348,425	69.96
NonFamily Households	149,583	30.04
<b>2019 Est. Group Quarters Population</b>		
2019 Est. Group Quarters Population	35,915	2.51
<b>2019 HHs By Ethnicity, Hispanic/Latino</b>		
2019 HHs By Ethnicity, Hispanic/Latino	92,264	18.53
<b>2019 Est. Family HH Type by Presence of Own Child.</b>		
Married Couple Family, own children	129,586	37.19
Married Couple Family, no own children	146,339	42.00
Male Householder, own children	11,203	3.21
Male Householder, no own children	11,916	3.42
Female Householder, own children	25,992	7.46
Female Householder, no own children	23,389	6.71
<b>2019 Est. Households by Household Size</b>		
1-Person Household	107,543	21.59
2-Person Household	158,865	31.90
3-Person Household	86,612	17.39
4-Person Household	76,881	15.44
5-Person Household	37,387	7.51
6-Person Household	16,434	3.30
7-or-more-person	14,287	2.87
2019 Est. Average Household Size	-	2.80
<b>2019 Est. Households by Number of Vehicles</b>		
No Vehicles	17,781	3.57
1 Vehicle	139,111	27.93
2 Vehicles	214,764	43.13
3 Vehicles	85,872	17.24
4 Vehicles	27,102	5.44
5 or more Vehicles	13,377	2.69
2019 Est. Average Number of Vehicles	-	2.04
<b>2019 Est. Occupied Housing Units by Tenure</b>		
Housing Units, Owner-Occupied	306,195	61.48
Housing Units, Renter-Occupied	191,812	38.52
<b>2019 Owner Occ. HUs: Avg. Length of Residence</b>		
2019 Owner Occ. HUs: Avg. Length of Residence	-	14.50
<b>2019 Renter Occ. HUs: Avg. Length of Residence</b>		
2019 Renter Occ. HUs: Avg. Length of Residence	-	5.94
<b>2019 Est. Owner-Occupied Housing Units by Value</b>		
Value Less Than \$20,000	2,369	0.77
Value \$20,000 - \$39,999	1,665	0.54
Value \$40,000 - \$59,999	1,956	0.64
Value \$60,000 - \$79,999	2,014	0.66
Value \$80,000 - \$99,999	1,873	0.61
Value \$100,000 - \$149,999	3,534	1.15
Value \$150,000 - \$199,999	3,190	1.04
Value \$200,000 - \$299,999	10,441	3.41
Value \$300,000 - \$399,999	23,281	7.60
Value \$400,000 - \$499,999	33,466	10.93
Value \$500,000 - \$749,999	86,468	28.24
Value \$750,000 - \$999,999	63,179	20.63
Value \$1,000,000 - \$1,499,999	43,788	14.30
Value \$1,500,000 - \$1,999,999	13,748	4.49
Value \$2,000,000 or more	15,223	4.97
2019 Est. Median All Owner-Occupied Housing Value	-	696,697.50

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Housing & Households



Trade Area: 3/ Dove Library20mi radius - 20 mi Radius

Total Population: 1,431,364 | Total Households: 498,008

	Count	%
<b>2019 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	55,036	10.38
1 Unit Detached	296,352	55.92
2 Units	8,739	1.65
3 to 4 Units	24,938	4.71
5 to 19 Units	70,898	13.38
20 to 49 Units	21,241	4.01
50 or More Units	32,689	6.17
Mobile Home or Trailer	19,749	3.73
Boat, RV, Van, etc.	312	0.06
<b>2019 Est. Housing Units by Year Structure Built</b>		
Built 2014 or Later	36,333	6.86
Built 2010 to 2013	8,603	1.62
Built 2000 to 2009	79,827	15.06
Built 1990 to 1999	82,915	15.65
Built 1980 to 1989	123,334	23.27
Built 1970 to 1979	117,506	22.17
Built 1960 to 1969	41,590	7.85
Built 1950 to 1959	26,149	4.93
Built 1940 to 1949	6,482	1.22
Built 1939 or Earlier	7,216	1.36
<b>2019 Housing Units by Year Structure Built</b>		
2019 Est. Median Year Structure Built	-	1,985.16
<b>2019 Est. Households by Presence of People Under 18</b>		
2019 Est. Households by Presence of People Under 18	181,229	36.39
<b>Households with 1 or More People under Age 18</b>		
Married Couple Family	136,287	75.20
Other Family, Male Householder	13,387	7.39
Other Family, Female Householder	30,184	16.66
NonFamily Household, Male Householder	961	0.53
NonFamily Household, Female Householder	410	0.23
<b>2019 Est. Households with No People under Age 18</b>		
Households with No People under Age 18	316,779	63.61
<b>Households with No People under Age 18</b>		
Married Couple Family	139,632	44.08
Other Family, Male Householder	9,719	3.07
Other Family, Female Householder	19,200	6.06
NonFamily, Male Householder	68,723	21.69
NonFamily, Female Householder	79,505	25.10

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Affluence & Education

Trade Area: 3/ Dove Library 20mi radius - 20 mi Radius

Total Population: 1,431,364 | Total Households: 498,008

	Count	%
<b>2019 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th Grade	55,310	5.75
Some High School, No Diploma	43,896	4.56
High School Graduate (or GED)	148,462	15.42
Some College, No Degree	194,552	20.21
Associate's Degree	82,370	8.56
Bachelor's Degree	259,595	26.97
Master's Degree	114,711	11.92
Professional Degree	34,274	3.56
Doctorate Degree	29,405	3.06
<b>2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
High School Diploma	75,441	35.35
High School Graduate	48,160	22.56
Some College or Associate's Degree	53,967	25.29
Bachelor's Degree or Higher	35,868	16.80
<b>2019 Est. Households by HH Income</b>		
Income < \$15,000	32,484	6.52
Income \$15,000 - \$24,999	27,320	5.49
Income \$25,000 - \$34,999	29,784	5.98
Income \$35,000 - \$49,999	45,395	9.12
Income \$50,000 - \$74,999	72,153	14.49
Income \$75,000 - \$99,999	59,018	11.85
Income \$100,000 - \$124,999	51,622	10.37
Income \$125,000 - \$149,999	42,156	8.46
Income \$150,000 - \$199,999	52,319	10.51
Income \$200,000 - \$249,999	29,791	5.98
Income \$250,000 - \$499,999	34,876	7.00
Income \$500,000+	21,089	4.24
2019 Est. Average Household Income	-	129,708.46
2019 Est. Median Household Income	-	92,313.20
<b>2019 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	-	93,475.27
Black or African American Alone	-	77,368.48
American Indian and Alaskan Native Alone	-	69,410.29
Asian Alone	-	118,920.99
Native Hawaiian and Other Pacific Islander Alone	-	76,736.91
Some Other Race Alone	-	63,221.68
Two or More Races	-	85,565.74
Hispanic or Latino	-	63,841.81
Not Hispanic or Latino	-	101,175.87
<b>2019 Est. Families by Poverty Status</b>		
2019 Families at or Above Poverty	324,109	93.02
2019 Families at or Above Poverty with children	154,696	44.40
2019 Families Below Poverty	24,315	6.98
2019 Families Below Poverty with children	16,468	4.73

Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Education & Occupation



Trade Area: 3/ Dove Library 20mi radius - 20 mi Radius

Total Population: 1,431,364 | Total Households: 498,008

	Count	%
<b>2019 Est. Employed Civilian Population 16+ by Occupation Classification</b>		
White Collar	455,570	68.35
Blue Collar	93,348	14.01
Service and Farming	117,571	17.64
<b>2019 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	144,656	23.04
15 - 29 Minutes	252,732	40.25
30 - 44 Minutes	143,151	22.80
45 - 59 Minutes	45,287	7.21
60 or more Minutes	42,121	6.71
2019 Est. Avg Travel Time to Work in Minutes	-	28.37
<b>2019 Est. Workers Age 16+ by Transp. to Work</b>		
2019 Est. Workers Age 16+ by Transp. to Work	682,164	100.00
Drove Alone	524,673	76.91
Carpooled	56,138	8.23
Public Transport	13,604	1.99
Walked	19,752	2.90
Bicycle	4,018	0.59
Other Means	9,930	1.46
Worked at Home	54,048	7.92
<b>2019 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
2019 Est. Civ. Employed Pop 16+ by Class of Worker	666,489	100.00
For-Profit Private Workers	453,308	68.01
Non-Profit Private Workers	43,531	6.53
Local Government Workers	36,154	5.42
State Government Workers	23,914	3.59
Federal Government Workers	20,254	3.04
Self-Employed Workers	88,480	13.28
Unpaid Family Workers	848	0.13
<b>2019 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architecture/Engineering	25,691	3.85
Arts/Design/Entertainment/Sports/Media	17,728	2.66
Building/Grounds Cleaning/Maintenance	25,673	3.88
Business/Financial Operations	41,632	6.25
Community/Social Services	8,399	1.26
Computer/Mathematical	33,532	5.03
Construction/Extraction	25,129	3.77
Education/Training/Library	37,191	5.58
Farming/Fishing/Forestry	5,787	0.87
Food Preparation/Serving Related	37,375	5.61
Healthcare Practitioner/Technician	39,043	5.86
Healthcare Support	10,166	1.52
Installation/Maintenance/Repair	15,499	2.33
Legal	9,838	1.48
Life/Physical/Social Science	15,703	2.36
Management	83,974	12.60
Office/Administrative Support	71,488	10.73
Production	29,269	4.39
Protective Services	9,337	1.40
Sales/Related	71,350	10.71
Personal Care/Service	29,032	4.36
Transportation/Material Moving	23,451	3.52
<b>2019 Est. Pop Age 16+ by Employment Status</b>		
In Armed Forces	26,158	2.28
Civilian - Employed	681,137	59.48
Civilian - Unemployed	36,792	3.21
Not in Labor Force	401,034	35.02

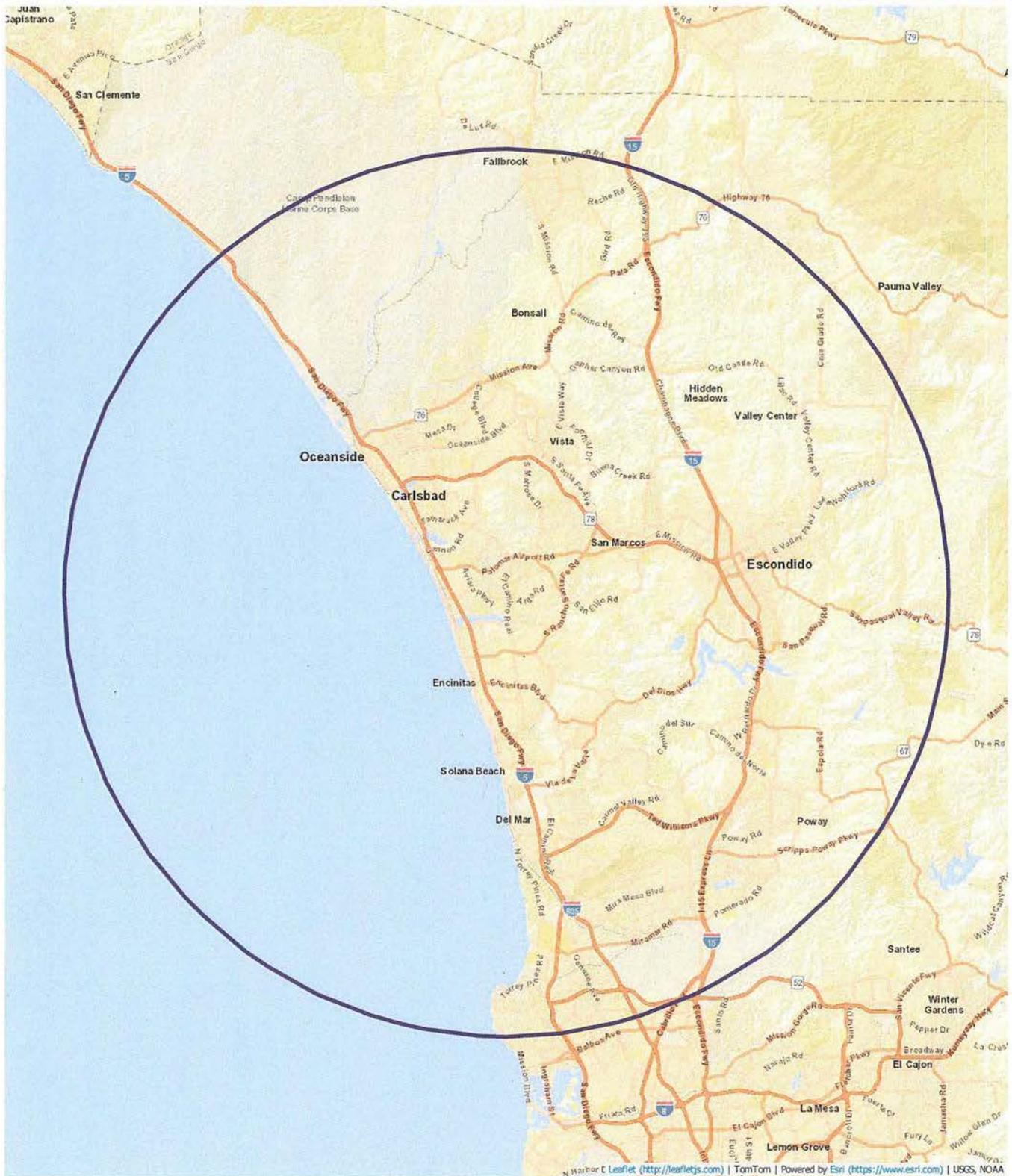
Benchmark: USA

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# Pop-Facts® Demographic Snapshot | Map

Trade Area: 3/ Dove Library 20mi radius - 20 mi Radius

Total Population: 1,431,364 | Total Households: 498,008



Benchmark: USA

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## appendix c: carlsbad visitor characteristics

## Characteristics of Carlsbad Visitors Year Over Year Trends

Trip & Traveler Characteristics	2013 (n=467)	2015 (n=403)	2017 (n=400)
<b>Primary Purpose of Trip</b>			
Vacation/holidays	69%	59%	65%
Visit friends/relatives	19%	31%	24%
Business	1%	3%	3%
Convention/conference	4%	2%	3%
Other Purpose	6%	5%	5%
<b>Travel Party</b>			
Average travel party size	3.1	2.7	2.8
Median travel party size	3.0	2.0	2.0
Children in group (% yes)	55%	53%	44%
<b>Region of Residence</b>			
<b>United States</b>	<b>93%</b>	<b>88%</b>	<b>91%</b>
Southern California	35%	38%	40%
Northern California	7%	14%	12%
Other Pacific States	3%	4%	3%
Arizona	15%	12%	6%
Other Mountain States	18%	10%	14%
South Central	4%	3%	4%
Midwest	6%	5%	5%
Atlantic	4%	2%	6%
Northeast	1%	0%	1%
<b>International</b>	<b>7%</b>	<b>12%</b>	<b>9%</b>
Mexico	1%	6%	5%
Canada	3%	2%	2%
Other International	3%	4%	2%
<b>Advance Planning for Trip</b>			
Less than one week	13%	12%	15%
One - two weeks	22%	23%	26%
Three - four weeks	11%	20%	16%
Five - eight weeks	27%	28%	26%
Nine weeks or more	27%	17%	16%
Average planning time in weeks	9.3	6.5	5.0

\*\* Multiple response question. Table may add to more than 100%.  
Source: CIC Research, Inc., 2017 Survey of Visitors to San Diego County.

## Characteristics of Carlsbad Visitors Year Over Year Trends

Trip & Traveler Characteristics	2013 (n=467)	2015 (n=403)	2017 (n=400)
<b>Type of Lodging</b>			
Hotel/motel	41%	36%	39%
Private home	26%	33%	25%
Day Trip	27%	27%	31%
Other	7%	4%	6%
<b>Length of Stay (Overnight Visitors)</b>			
Mean nights away from home	7.1	4.0	3.8
Mean nights in San Diego	3.5	3.3	3.2
SD was the only destination	79%	80%	71%
<b>Transportation to San Diego**</b>			
Personal vehicle	67%	56%	59%
Air	25%	32%	25%
Rental car/RV	4%	2%	2%
Train	4%	4%	8%
<b>Transportation While in San Diego**</b>			
Personal vehicle	61%	49%	50%
Rental car	19%	19%	16%
Company/friends auto	12%	26%	23%
Local/public bus/trolley	5%	2%	0%
Uber/Lyft, etc	0%	1%	2%
Tour bus	4%	7%	6%
Walking	5%	2%	9%
Taxi	0%	0%	0%
Shuttle	1%	0%	0%
Bicycle	4%	0%	0%
<b>Activities While in San Diego**</b>			
Shopping	36%	38%	44%
Sightseeing	9%	5%	6%
Relaxing at the beach	64%	68%	63%
Urban/city nightlife & dining	34%	18%	20%
Water sports & activities	16%	18%	17%
Amusement/theme parks	79%	69%	64%
Hiking/climbing/biking	8%	3%	3%
Spectator at a sporting event	7%	6%	5%
Arts & cultural activities	14%	8%	3%
Wine tasting	6%	2%	1%
Festivals/parades	5%	2%	1%
Local craft beer tasting tours	7%	3%	2%

\*\* Multiple response question. Table may add to more than 100%.  
Source: CIC Research, Inc., 2017 Survey of Visitors to San Diego County.

## Characteristics of Carlsbad Visitors Year Over Year Trends

Trip & Traveler Characteristics	2013 (n=467)	2015 (n=403)	2017 (n=400)
<b>Prior Visitation to San Diego</b>			
First trip to SD (% yes)	12%	9%	8%
Average trips to SD per year	1.8	1.7	1.3
<b>Visitor Spending</b>			
Per visitor per trip	\$328	\$329	\$335
Per visitor per day	\$86	\$91	\$96
<b>Spending by Category</b>			
Accommodations	\$85	\$81	\$92
Meals/beverage	\$74	\$75	\$83
Transportation (ground)	\$17	\$18	\$18
Amusement/attractions	\$44	\$47	\$47
Grocery/other	\$21	\$17	\$18
Air transportation	\$23	\$40	\$29
<b>Age</b>			
Median age - head of household	44	40	41
Median age - males	33	23	31
Median age - females	31	36	37
<b>Annual Household Income</b>	\$77,600	\$80,200	\$92,700
<b>Ethnicity**</b>			
Caucasian	74%	60%	59%
Hispanic/Latino	14%	20%	28%
Asian	8%	18%	23%
African American	1%	2%	1%
Native American	2%	0%	1%

\*\* Multiple response question. Table may add to more than 100%.

Source: CIC Research, Inc., 2017 Survey of Visitors to San Diego County.

# appendix d: facility inventories

# performing arts facility inventory methodology and definitions

## methodology

In order to understand the existing supply of performance facilities, and the competitive situation for performing arts programming and space, we have developed an inventory of local and regional spaces that are used four or more times a year for performances. The inventory details the physical features and types of activity hosted within each space. The overall quality of each facility has been rated using eight variables:

1. Facility Condition
2. Staff + Support
3. Theatrical Functionality
4. Acoustics
5. Customer Amenities
6. User Amenities
7. Atmosphere + Character
8. Suitability for Users

Variables are rated on a scale of 1 to 4, with 4 being the best possible score. In our experience, the 'facility condition' and quality of the 'staff and support' greatly impact the overall quality and effectiveness of the facility. Therefore, these variables carry the most weight in our rating system. Some of these facilities were visited by the consulting team while other ratings are based on information from facility managers and users. Because of that, this exercise is somewhat subjective, but provides a good basis to compare and contrast facilities and identify gaps in programs, amenities, and features.

Following is an explanation of how facilities are rated, as well as detailed definitions of each 'activity', 'amenity', 'feature', and 'availability' category.

## rating facilities

Facility rating guidelines for each of the eight variables are below. Every facility in the inventory receives a final rating based on the summation of the eight variables recorded. The best possible score possible is a 4.

Facility Condition:

1. Poor: The building is in poor condition, may have structural issues, and requires significant upkeep and repairs. The condition of the building affects its ability to be used.
2. Fair: The building is in fair condition and does not have structural issues, but could greatly benefit from capital repairs and renovations. The building condition does not affect the user's ability to use it, but it might not fulfill all user needs.

3. Good: The building is in good condition. It may be several years old, but has been well taken care of, although it could benefit from minor capital repairs or cosmetic upgrades.
4. Excellent: The building is in excellent condition (like new or brand new) or has recently undergone significant renovations to make it like new.

#### Staff + Support:

1. Poor: There are no staff involved in the operations or production of the theater. Users must bring in outside staff.
2. Fair: There are limited staff. There is someone responsible for scheduling and overseeing theater operations and a theater technician is available.
3. Good: There are sufficient administrative and program staff, a facilities manager/operations manager, marketing coordinator, theater technicians, box office staff, and so on available to assist users.
4. Excellent: There are full administrative and production staff, a facilities manager/operations manager, marketing coordinator, theater technicians, house management, and box office staff, etc., available to assist users.

#### Theatrical Functionality:

1. Poor: Facilities that are insufficient for live performance and do not suit the user or the patron. There is no stage, lighting equipment, etc. Such spaces might include churches, conference centers, multipurpose rooms or cafeterias in schools, meeting or event spaces, open fields, etc.
2. Fair: Facilities that have a stage, limited lighting and sound, and fixed seating. These spaces might include school auditoriums, lecture halls, studio theaters, or black box spaces.
3. Good: Facilities that have a good quality stage with some wingspace, full lighting and sound systems, and maybe a partial fly system. Such spaces might include community theaters, community arts centers, historic theaters, and so on.
4. Excellent: Facilities that have a large stage, fly system, wing space/backstage space, a booth, soft goods, state-of-the-art lighting and sound systems, projection capabilities, and so on. Such spaces include performing arts centers, roadhouses, Broadway houses, etc.

#### Acoustics:

1. Poor: Typically include outdoor venues without shells, community centers, cafeterias, and adapted spaces. Facilities with poor acoustics are unsuitable for live music or performance, but are sufficient for lectures and public gatherings.
2. Fair: Might include outdoor venues with a partial shell, churches, school auditoriums, and sports arenas. Facilities with fair acoustics are useable for live performance, but users/patrons complain about the sound.
3. Good: Venues that have been designed for live performance, although the sound is not perfect. Facilities with good acoustics include community arts centers, nightclubs, historic theaters, and outdoor amphitheaters with a full shell that have been specifically designed for live performances.
4. Excellent: Facilities in which the acoustics were designed by an acoustician specializing in theaters and performance venues. Facilities with excellent acoustics include concert halls, state-of-the-art performing arts centers, etc.

#### Customer Amenities:

1. Poor: The facility lacks the following things: parking/public transit, a box office, sufficient bathrooms, ADA compliance.
2. Fair: The facility has limited parking/public transit, a box office with limited access (e.g. might not be able to purchase online or has short operating hours), etc.
3. Good: The facility has sufficient parking, a box office, and sufficient bathrooms. There are handicap/special needs seating areas and concessions/merchandise are available.
4. Excellent: The facility is close to public transit or has/is close to a parking lot or garage with parking for all patrons. It has a well-staffed box office with online/phone/in-person sales, it is able to fulfill needs of all special needs patrons (including the listening challenged and handicapped). There are multiple concessions and merchandising areas.

#### User Amenities:

1. Poor: There is no backstage or dressing rooms. The facility is completely lacking support for performers.
2. Fair: There is a limited backstage. There are spaces that can be "turned into dressing rooms" or dressing rooms that cannot support user's cast size.
3. Good: There is a backstage and multiple dressing rooms for groups and stars.
4. Excellent: There is a backstage, multiple dressing rooms for groups and stars, warmup/rehearsal studios, a production office, and so on.

#### Atmosphere + Character:

1. Poor: The facility is in an undesirable location and feel and is aesthetically unpleasing.
2. Fair: The facility is functional but might not be desirable.
3. Good: The facility has an appealing atmosphere and might have heritage or charm.
4. Excellent: The facility is in a scenic location and/or is a renovated historic theater or dazzling PAC.

#### Suitability for Users:

1. Poor: The facility is unsuitable for users and was not intended to be used for live performance. It might be an adaptive re-use (without renovation) or creative use of space, and it may be too big or too small for users. Such spaces include churches, conference centers, meeting and event spaces, school cafeterias, etc.
2. Fair: The facility can partially fulfill the overall needs of the user, although size or lack of technical features might be an issue. It might be expensive to rent.
3. Good: The facility is sufficient for users, somewhat cost effective, around the right size in terms of audience capacity and stage/backstage areas, and fulfills the technical and space needs of most performing arts organizations.
4. Excellent: The facility is perfect for users. It is cost effective and has all the facilities and staffing a user requires. It also fulfills all technical production needs.

## definitions

### Presenting Activity

Presenting activity takes place when a facility pays an artist or arts group, or contracts a show that already exists, to perform at the facility. The presenter pays the artist fee and other related costs and takes responsibility for promoting the show locally. Additionally, the presenter collects the box office proceeds from the event.

Each definition provides a brief description of the list presenting activity and, when appropriate, an example of the type of artist, style, or organization we tend to associate with that activity. For this analysis, presenting categories include the following:

**Theatre:** Live performers portraying a real or imagined scenario or event before a live audience, often on a stage. The performers may communicate this experience to the audience through combinations of gesture, speech, song, music, and dance. Examples of theatre performance include one acts or full productions by a local theater company, touring plays or musicals, and so on.

**Broadway:** A subcategory of Theatre, Broadway refers to touring productions of shows that have been performed in one of New York City's 41, Theater District theaters. These shows are adapted for tour and then are presented in venues for engagements that can range from one night to years. Examples of touring Broadway titles include Rent, Lion King, Phantom of the Opera, and Les Misérables.

**Dance:** Performance that consists of purposefully selected sequences of human movement. These acts may be national touring companies or local/regional dancers or dance entities. Examples of dance activity include the Alvin Ailey American Dance Theater (or Ailey II, a secondary touring company of less experienced dancers), Pilobolus, Alonzo King LINES Ballet, and Momix.

**Film:** The presentation of first- and second-run, local, regional, international, and/or classic films.

**Music:** The presentation of live music of any genre but world music. These acts may include local musicians and regional tours by classical, rock, jazz, or folk artists or groups.

**World Music:** The presentation of live music from around the globe, including many genres and forms of ethnic music, indigenous music, neotraditional music, and music where more than one cultural tradition, such as ethnic music and Western popular music, intermingle. Namely, these are forms of non-Western, traditional music. Examples of this musical styles include Afro-Latino, Klezmer, Celtic, Balkan, and Maihar gharanas (Indian singing style).

**Popular/Headliner Music:** This subcategory of Music includes performances by Headliner acts that are high-profile, well-known artists or groups. These are nationally touring artists or groups performing Rock, Rap/Hip Hop, R&B, Country, Jazz, or Folk music.

**Family + Youth Programming:** Touring performances and groups appropriate for children and their parents, or caregivers. Examples of family acts include TheatreWorks productions of Charlotte's Web or Pete the Cat, Minnesota Children's Theater's production of Mr. Popper's Penguins, and Sesame Street Live, Disney Live!, PBS Kids, etc.

Comedy: An individual or group reciting a set of humorous stories, jokes, and one-liners or improvising scenes and scenarios based on audience suggestions. These acts may be national touring shows, improvisations, sketch-comedy, or local/regional comedians. Examples of comedic acts may include Jerry Seinfeld, The Second City, Capital Steps, John Mulaney, and Dave Chappelle.

Entertainment: The presentation of game shows, amateur or professional wrestling, boxing, and magic shows. Examples of entertainment acts may include The Price is Right Live!, WWE Wrestling, and David Blaine.

Streaming: The screening of a live production either in real-time or as a recording to cinemas, theaters, or other venues with a large viewing screen. Examples of streaming include London's National Theatre Live, New York City's Metropolitan Opera, or Moscow's Bolshoi Ballet.

Lectures: An individual or group of people reading or discussing a particular subject. Lectures can be academic, educational, informative, or an inspirational story. Examples of events in this category include the Moth Mainstage, TED talks, David Sedaris, or members from the business community, scientific scholars, and political figures.

Cultural: Presentations of dance, theatre, music, or other art forms that are specific to a certain country and/or culture. Examples might include the Chinese Warriors of Peking, Grupo Corpo, Noh Theater, Indian Puppet Theatre, and so on.

### **Producing Activity**

---

Producing activity occurs when a facility is responsible for the creation of a performance from the ground up. It is organized into the following categories:

Performing Arts: The facility produces theatrical, dance, musical, or other performance from scratch—from auditioning performers and hiring artistic staff to rehearsals and live performances.

Academic + Educational: The facility develops or accommodates academic and educational performing arts offerings that are created from scratch. These events include school or university performing arts groups producing their art, such as a university theatre production or dance club performance. This does not include presented events or paid rentals.

Festivals: The facility organizes a festival or event that includes multiple performing arts presentations. This might include a combination of produced and presented events. Examples include the Kennedy Center's American College Theater Festival, Lincoln Center's Mostly Mozart Festival, and the Durham Performing Arts Center's American Dance Festival.

Cultural: The facility produces programming that is outside of the performing arts. This may include ethnically- or culturally-specific events and food-focused programs.

## **Rental Activity**

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Rental activity occurs when an outside organization rents a facility for a private or public event, such as a live performance or reception. This includes non-profit arts organizations that rent space to perform. Sometime these organizations are classified as “resident groups” because they bring a high volume of activity and perform regularly at the venue. This also includes entities (sometimes non-profit but often commercial) that rent the facility to present a touring artist that they have contracted to perform in the space (e.g. Live Nation or AEG Live).

Categories of rental activity include:

**Performing Arts Organizations:** An independent organization that produces performing arts rents the facility to perform there. This can include local non-profit arts organizations or touring acts.

**School + College:** A local school district or college/university rents the facility for private or public purposes. For example, a high school concert band rents a venue for a performance or a university’s physics department rents a concert hall for a conference or lecture.

**Private Events:** An outside organization or individual rents the facility for a private event. This includes receptions/parties, conferences, and meetings. Renters might include individuals, businesses, or government entities.

**Commercial Promoters:** A promoter is an individual or company that is a third-party presenter of live performance, usually commercially oriented with a focus on live music. The promoter contracts the artist, books the venue, markets the show and makes all other arrangements not provided by the venue. The promoter may retain all or a portion of the box office, merchandise, or food and beverage revenues, depending on its contract with the facility.

## **Facility Features**

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This section of the inventory relates to physical features inherent within performing arts facilities that might make it distinct or of value to artists, arts groups, and other users.

**Flexible Seating:** A seating arrangement where the seats are not affixed to the floor and are easily moved or rearranged into a variety of configurations, including tables and chairs, theater-in-the-round, or reduced or no seating capacity.

**Kitchen Facilities:** Facilities are on-site to handle the warming or cooling of food. Typically this includes access to water, electricity, a sink, a refrigerator and/or a stove/microwave.

**Rehearsal + Program Space:** The facility includes a space (separate from the stage) that accommodates rehearsals, classes, and other programs. For example, a classroom space for education programs, a dance studio, or a rehearsal room.

**Sizeable Wingspace:** The wings of the main stage have sufficient room for performers, sets, and storage. Wingspace is considered sizeable if it does not inhibit the facility’s ability to accommodate particular arts disciplines or live performances of certain scale.

Fly Space: A theatrical rigging system of rope lines, blocks, counterweights, and related devices that allows sets, backdrops, acoustical tools, and other technical features to fly in/ out and sometimes be temporarily "stored" in the height above the stage. Rigging systems often consist of hemp rigging, counterweight rigging, or automated rigging.

Orchestra Pit: The area in a theater (usually located in a lowered area in front of or off stage) in which musicians play to accompany performers, often for musical theatre or opera productions.

## **Amenities**

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This section of the inventory relates to amenities that are sometimes included in performing arts facilities to augment the audience or user experience.

Alcohol Service: The facility sells or offers alcohol to patrons. The facility may also allow a renter to provide or sell alcohol at their event.

Dedicated Parking: The facility has a dedicated parking lot or garage with parking for patrons.

Café + Concessions: There are designated areas within the facility where food and beverage may be purchased.

Lighting Equipment: The facility has in-house lighting equipment available to facility users.

Sound Equipment: The facility has in-house sound equipment available to facility users.

Film/Projection Equipment: The facility has in-house film and projection equipment available to users

Ticketing Services: The facility has a box office and/or online ticketing service. Facility renters may have access to ticketing services.

## **Availability**

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This section of the inventory clarifies how busy performing arts facilities are—and more specifically, the nature of their availability to potential renters.

Not Available: The facility is not available for rent or has very limited availability for outside rentals on prime nights of the week (Thursday, Friday, or Saturday).

Low: The facility is available 1-4 prime nights each month (Thursday, Friday, or Saturday).

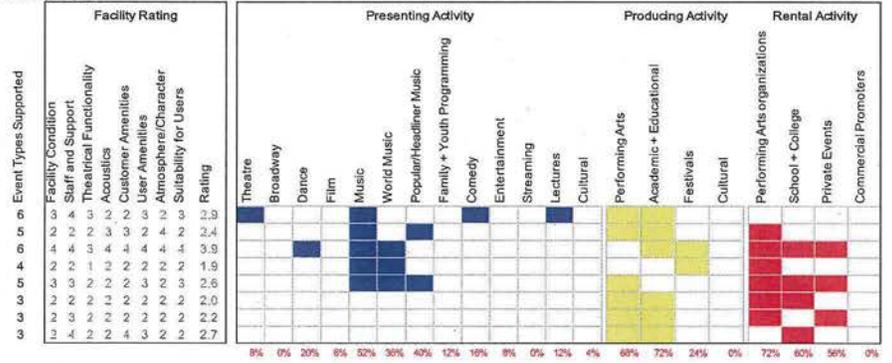
Medium: The facility is available 5-9 prime nights each month (Thursday, Friday, or Saturday).

High: The facility is available 10+ prime nights each month (Thursday, Friday, or Saturday).



Permanent indoor facilities within 20-miles of Schulman Auditorium, Carlsbad, CA

Regional Facilities	Type	Facility	Capacity
	Performance	North Coast Rep Theatre	194
	Performance	Sunshine Brooks Theatre	194
	Performance	Conrad Prebys Performing Arts Center - The Jail	180
	Performance	Encinitas Library - Community Room	170
	School/Univ.	Palomar College - Studio Theatre	150
	School/Univ.	Miracosta College - Black Box	120
	Performance	STAR Repertory Theater	101
	Performance	La Jolla Playhouse - Shank Theatre	98

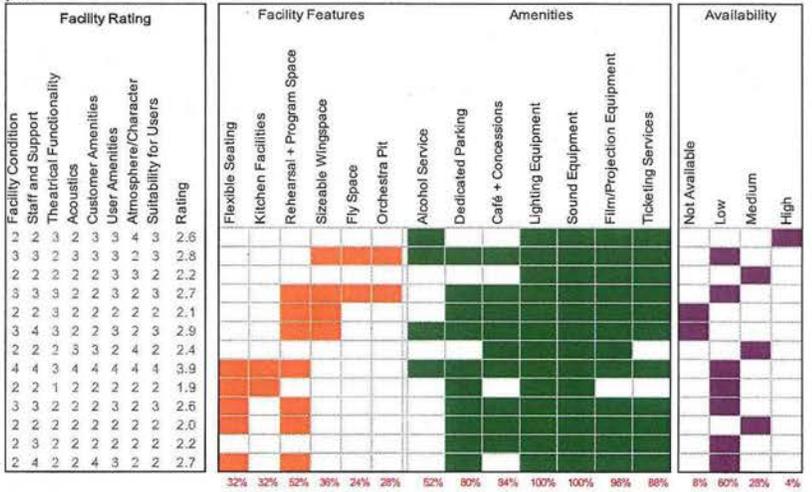




Permanent indoor facilities within 20-miles of Schulman Auditorium, Carlsbad, CA

Regional Facilities

Type	Facility	Capacity	Event Types Supported
Performance	AVO Playhouse	385	4
Performance	Lawrence Welk Theater	309	3
Performance	Mission Theatre Playhouse	301	2
School/Univ.	Palomar College- Brubeck Theatre	261	5
School/Univ.	Miracosta College - Theater	247	2
Performance	North Coast Rep Theatre	194	6
Performance	Sunshine Brooks Theatre	194	5
Performance	Conrad Prebys Performing Arts Center - The Jai	180	6
Performance	Enginitas Library - Community Room	170	4
School/Univ.	Palomar College-Studio Theatre	150	5
School/Univ.	Miracosta College - Black Box	120	3
Performance	STAR Repertory Theater	101	3
Performance	La Jolla Playhouse - Shank Theatre	98	3



Outdoor Performing Arts Sites: 10-mile radius around Carlsbad, CA

Site Name	City	Type	Events	Capacity
California Center for the Arts - Great Green	Escondido	Lawn - Temporary Stage - Lawn Seating	Music Concerts, Civic Events, Private Events	10,000
Alga Norte Community Park	Carlsbad	Park - Temporary Stage - Lawn Seating	TGIF Concerts in the Park, Family Open Studios workshops	4,000
Poinsettia Community Park	Carlsbad	Park - Temporary Stage - Lawn Seating	TGIF Concerts in the Park, Family Open Studios workshops	4,000
Stagecoach Community Park	Carlsbad	Park - Temporary Stage - Lawn Seating	TGIF Concerts in the Park, Family Open Studios workshops	3,000
Calavera Hills Community Park	Carlsbad	Park - Temporary Stage - Lawn Seating	TGIF Concerts in the Park, Family Open Studios workshops	3,000
Rancho Del Oro Park	Oceanside	Park - Temporary Stage - Lawn Seating	Concerts in the Park, Movies in the Park	3,000
Mance Buchanan Park	Oceanside	Park - Temporary Stage - Lawn Seating	Concerts in the Park, Movies in the Park	3,000
Junior Seau Oceanside Pier Amphitheatre	Oceanside	Amphitheater - Permanent Stage - Lawn Seating	Supergirl Pro Festival, Movies in the Amphitheater, Graduation / Civic Events	2,500
Moonlight Amphitheater	Vista	Amphitheater - Permanent Stage - Stadium + Lawn Seating	Produced Theater, Presented Music Concerts, Film	2,000
California Center for the Arts - Lyric Court	Escondido	Lawn - Temporary Stage - Lawn Seating	Music Concerts, Independence Day Celebration, Civic Events, Private Events	500
St. Michael's by the Sea Episcopal Church - Lawn	Carlsbad	Lawn - Temporary Stage - Lawn Seating	Carlsbad Music Festival	350
Leo Carrillo Ranch	Carlsbad	Park - Temporary Screen - Lawn Seating	Leo Carrillo Film Festival, Holiday at the Rancho, Day of the Dead	300
Aviara Park Amphitheater (In-Development)	Carlsbad	Park - Permanent Stage - Lawn Seating	In-Development	200
The Flower Fields at Carlsbad Ranch	Carlsbad	Park - Temporary Stage - Lawn Seating	Music Concerts, Arts + Craft Vendors, Basket Weaving, Food Truck, Wine Tasting, Visual Art Workshop, Yoga	50

**Carlsbad, CA: Meeting + Event Facilities Inventory**  
Meeting and event facilities within Carlsbad, CA

Type	Facility	Capacities			Event Types Supported					Attributes										Total			
		Theater	Reception	Banquet	National Conferences	Local/Regional Conferences	Private Events	Community Events	Unique/Historic Venue	Outdoor Venue	Full Stage Available	Dance Floor Available	On-site Accommodations	Lighting Equipment	Sound Equipment	Projection Equipment	Equipment Available for Rent	Internet/Wi-Fi	Alcohol Permitted		On-site Catering	Outside Catering Allowed	Available Commercial Kitchen
Community	Harding Community Center - Auditorium	250	250	180																			6
Community	Harding Community Center - Recreation Hall	100	100	80																			5
Community	Harding Community Center - Community Room	20	20	20																			3
Community	Carlsbad City Library - Schulman Auditorium	215	215	-																			9
Community	Carlsbad City Library - George + Patricia Gowland Meeting Room	-	67	67																			6
Community	Senior Center - Dining Room	135	152	135																			5
Community	Senior Center - Auditorium	140	140	100																			6
Community	Senior Center - Multipurpose Room	20	20	20																			3
Community	Senior Center - Dance Studio	50	50	36																			4
Community	Senior Center - Art Studio	50	27	27																			4
Community	Senior Center - Activity Room 111	74	40	40																			4
Community	Senior Center - Activity Room 118	60	38	38																			4
Community	Magee Park - Heritage Hall	85	85	85																			4
Community	Magee Park - Granary	25	25	25																			3
Community	Pine Avenue Community Center - Activity Room	95	95	40																			5
Community	Calavera Hills Community Center Activity Room	85	85	60																			4
Community	Calavera Hills Community Center Meeting Room 1	25	25	22																			4
Community	Calavera Hills Community Center Meeting Room 2	25	25	22																			4
Community	Georgina Cole Library Community Room	75	75	75																			6
Community	Stagecoach Community Center - Activity Room	75	25	25																			3
Community	Stagecoach Community Center - Meeting Room 1	25	20	22																			3
Community	Stagecoach Community Center - Meeting Room 2	25	20	22																			3
Community	Alga Norte Community Park Meeting Room	40	40	25																			4
Hotel	Omni La Costa Resort - Costa del Sol Ballroom	1,600	1,700	1,225																			13
Hotel	Omni La Costa Resort - Terrace Lawn (Upper)	-	850	700																			14
Hotel	Omni La Costa Resort - Poinsettia Ballroom	1,000	800	540																			13
Hotel	Omni La Costa Resort - Vista Terrace	-	800	600																			14
Hotel	Omni La Costa Resort - Plaza	-	800	540																			14
Hotel	Omni La Costa Resort - Costa del Sol Side Lawn	-	500	360																			14
Hotel	Omni La Costa Resort - Terrace Lawn (Lower)	-	425	350																			14
Hotel	Omni La Costa Resort - Veranda	350	400	240																			13
Hotel	Omni La Costa Resort - Costa del Sol Terrace	-	400	240																			14
Hotel	Omni La Costa Resort - Valley Promenade	-	400	275																			14
Hotel	Omni La Costa Resort - Orchid Terrace	-	350	288																			14
Hotel	Omni La Costa Resort - Iris/Marigold/Azalea Terrace	-	350	288																			14
Hotel	Omni La Costa Resort - Parlor	250	220	200																			13
Hotel	Omni La Costa Resort - Las Palmas	160	160	120																			13
Hotel	Omni La Costa Resort - Iris	175	160	160																			13
Hotel	Omni La Costa Resort - Legends Lawn	-	150	120																			14
Hotel	Omni La Costa Resort - Gardenia	160	120	140																			13
Hotel	Omni La Costa Resort - Orchid	160	120	140																			13
Hotel	Omni La Costa Resort - Marigold	100	100	80																			13
Hotel	Omni La Costa Resort - Carnation	64	60	48																			13
Hotel	Omni La Costa Resort - Las Palmas Terrace	-	50	48																			14
Hotel	Omni La Costa Resort - Camellia	50	30	40																			13
Hotel	Park Hyatt Aviara - Grand Ballroom	100	1,200	840																			12
Hotel	Park Hyatt Aviara - Upper Palm Courtyard	-	1,200	1,000																			13
Hotel	Park Hyatt Aviara - Aviara Salon	380	500	240																			12
Hotel	Park Hyatt Aviara - Lower Courtyard	-	400	210																			13
Hotel	Park Hyatt Aviara - Avalon	320	390	210																			12
Hotel	Park Hyatt Aviara - Laviana	238	290	160																			12
Hotel	Park Hyatt Aviara - Kingfisher	212	250	130																			12
Hotel	Park Hyatt Aviara - Avocet	120	130	110																			12
Hotel	Park Hyatt Aviara - Fillary	38	80	20																			12
Hotel	Park Hyatt Aviara - Blue Heron	30	58	65																			12
Hotel	Park Hyatt Aviara - Goldfinch	40	40	20																			12
Hotel	Park Hyatt Aviara - Osprey	40	40	20																			12
Hotel	Park Hyatt Aviara - Egret	40	40	20																			12
Hotel	Park Hyatt Aviara - Pelican	40	35	20																			12
Hotel	Westin + Sheraton Carlsbad Resort - Pacific Lawn	1,200	1,200	800																			12
Hotel	Westin + Sheraton Carlsbad Resort - Ocean Blue Lawn	1,000	1,000	800																			12
Hotel	Westin + Sheraton Carlsbad Resort - Grand Pacific Ballroom	950	900	600																			11
Hotel	Westin + Sheraton Carlsbad Resort - Atrium Courtyard	850	850	420																			12
Hotel	Westin + Sheraton Carlsbad Resort - Sunset Ballroom	550	600	330																			11
Hotel	Westin + Sheraton Carlsbad Resort - Atrium	500	550	280																			11
Hotel	Westin + Sheraton Carlsbad Resort - Palm Courtyard	515	515	380																			12
Hotel	Westin + Sheraton Carlsbad Resort - Sunset Terrace	390	390	130																			12
Hotel	Westin + Sheraton Carlsbad Resort - Grand Terrace	390	390	130																			12
Hotel	Westin + Sheraton Carlsbad Resort - Carlsbad Terrace	300	300	100																			12
Hotel	Westin + Sheraton Carlsbad Resort - Rooftop	250	250	150																			11
Hotel	Westin + Sheraton Carlsbad Resort - Carlsbad	200	200	150																			11
Hotel	Westin + Sheraton Carlsbad Resort - Cardiff Terrace	180	180	60																			12
Hotel	Westin + Sheraton Carlsbad Resort - Cardiff	200	175	120																			11
Hotel	Westin + Sheraton Carlsbad Resort - Terramar Ballroom	110	110	110																			11
Hotel	Westin + Sheraton Carlsbad Resort - Solana	70	70	50																			11
Hotel	Westin + Sheraton Carlsbad Resort - Del Mar	70	70	50																			11

**Carlsbad, CA: Meeting + Event Facilities Inventory**  
Meeting and event facilities within Carlsbad, CA

Type	Facility	Capacities			Event Types Supported				Attributes														Total			
		Theater	Reception	Banquet	National Conferences	Local/Regional Conferences	Private Events	Community Events	Unique/Historic Venue	Outdoor Venue	Full Stage Available	Dance Floor Available	On-site Accommodations	Lighting Equipment	Sound Equipment	Projection Equipment	Equipment Available for Rent	Internet/Wi-Fi	Alcohol Permitted	On-site Catering	Outside Catering Allowed	Available Commercial Kitchen		Available Warming Kitchen		
Hotel	Westin + Sheraton Carlsbad Resort - Leucadia	75	65	50																					11	
Hotel	Westin + Sheraton Carlsbad Resort - Encinitas	75	65	50																						11
Hotel	Cape Rey - Hilton Resort - Shearwater Ballroom	690	650	480																						10
Hotel	Cape Rey - Hilton Resort - Pool Terrace	-	650	500																						11
Hotel	Cape Rey - Hilton Resort - Shearwater Terrace	240	400	192																						11
Hotel	Cape Rey - Hilton Resort - Shearwater Lawn	400	300	288																						11
Hotel	Cape Rey - Hilton Resort - Shearwater East Patio	-	100	72																						11
Hotel	Cape Rey - Hilton Resort - Pelican Watch Ballroom	120	70	96																						10
Hotel	Cape Rey - Hilton Resort - Pelican Watch Terrace	-	70	60																						11
Hotel	Cape Rey - Hilton Resort - Sandpiper Ballroom	81	50	60																						10
Hotel	Cape Rey - Hilton Resort - Sandpiper Terrace	-	50	40																						11
Hotel	Cape Rey - Hilton Resort - Surfbird Room	60	35	48																						10
Hotel	Holiday Inn Carlsbad - Horizon Ballroom	400	367	275																						7
Hotel	Holiday Inn Carlsbad - Executive Lounge	50	50	40																						7
Hotel	Hilton Garden Inn Carlsbad Beach - Wavcrest Ballroom	300	300	260																						12
Hotel	Hilton Garden Inn Carlsbad Beach - Garden Terrace	-	200	120																						11
Hotel	Hilton Garden Inn Carlsbad Beach - Garden Ballroom	100	132	80																						12
Hotel	Hilton Garden Inn Carlsbad Beach - Gazebo	-	100	40																						10
Hotel	Hilton Garden Inn Carlsbad Beach - Bistro Patio	-	50	30																						10
Hotel	Beach Terrace Inn - Ocean Lounge	50	50	50																						6
Hotel	Beach Terrace Inn - Ocean Terrace	50	50	50																						7
Hotel	Four Seasons Residence Club - Seasons Private Dining Room	32	32	32																						7
Meeting/Event	Flower Fields of Carlsbad - Paul Ecke Barn	200	500	200																						7
Meeting/Event	The Crossings at Carlsbad - Canyons	250	400	250																						7
Meeting/Event	The Crossings at Carlsbad - Fireside Room	80	150	80																						7
Meeting/Event	The Crossings at Carlsbad - Roston Room	120	120	60																						7
Meeting/Event	The Crossings at Carlsbad - Board Room	30	50	30																						7
Meeting/Event	Leo Carrillo Ranch - Hacienda Courtyard	240	300	240																						5
Meeting/Event	Leo Carrillo Ranch - Stable + Corral	110	150	110																						4
Meeting/Event	Dave + Busters - Dining Room	-	210	210																						4
Meeting/Event	Dave + Busters - Meeting Room 2	-	120	120																						9
Meeting/Event	Dave + Busters - Game Room	-	100	100																						4
Meeting/Event	Dave + Busters - Meeting Room 1	-	36	36																						9
Meeting/Event	Museum of Making Music - Classroom	150	180	100																						5
Meeting/Event	Museum of Making Music - Museum Galleries	-	150	-																						5
Meeting/Event	Museum of Making Music - Boardroom	-	30	-																						5
Meeting/Event	Chuvao Chocolaters	40	80	40																						2
Restaurant/Bar	Green Dragon Tavern + Museum - Pilgrims Room	100	75	64																						7
Restaurant/Bar	Green Dragon Tavern + Museum - Patriots Room	100	75	64																						7
Restaurant/Bar	Green Dragon Tavern + Museum - Presidents Room	74	60	56																						7
Restaurant/Bar	Green Dragon Tavern + Museum - Upstairs Tavern	-	50	-																						7

\*Capacities and/or features are estimated.

47% 48% 99% 56% 19% 26% 60% 61% 64% 59% 61% 82% 77% 81% 94% 73% 63% 19% 46%

**Visual Art Studio Inventory: Carlsbad, CA**  
 Studio spaces within 10-miles of Carlsbad, CA

Visual Arts Facilities

- The Foundry
- ArtHatch
- Barrio Glassworks (In-development)
- Gallery 262
- Ship in the Woods
- Lux Art Institute

	Medium										Activity								Facility Features						Total Facility Features	
	Sewing + Needle Work	Painting + Drawing	Sculpture	Metalworking	Glassblowing	Woodworking	Photography + Digital Media	Print Making	Ceramics	Jewelry	School + Youth Programs	Adult Programs + Events	Summer Camps	University + Academic	Festivals + Major Events	Events	Residencies	Incubator	Auditorium + Lecture Space	Classroom + Work Space	Meeting + Reception Space	Retail Space	Gallery	Artist Housing		Kitchen Access
# of Studios	0	5	2	0	1	1	3	1	2	1	2	3	1	1	1	4	2	1	0	3	0	2	5	2	2	1
Total	0	5	2	0	1	1	3	1	2	1	2	3	1	1	1	4	2	1	0	3	0	2	5	2	2	1
Percent	0%	83%	33%	0%	17%	17%	50%	17%	33%	17%	33%	50%	17%	17%	17%	67%	33%	17%	0%	50%	0%	33%	83%	33%	53%	100%

appendix e: city of carlsbad  
planning document  
literature review

# Literature Review

A review of City of Carlsbad planning documents provides evidence of other citywide planning efforts that have identified the positive benefits of a performing and visual arts venue for Carlsbad's residents and visitors. Dedicated cultural venues for Carlsbad can support a number of Council approved goals and policies as well. The document review included the following which are described in more specific detail below:

- Cultural Plan for Carlsbad (1990)
- Arts and Culture Master Plan (2018)
- Envision Carlsbad Existing Conditions and Issues Exploration, Working Paper 4: History, the Arts and Cultural Resources; High Quality Education and Community Services (2010)
- Envision Carlsbad General Plan Update Elements (2015)
  - Arts, History, Culture, and Education (AHCE)
  - Economy, Business Diversity, and Tourism (EBDT)
- Parks & Recreation Department Master Plan (2015)
  - Multigenerational Community Recreation Center Feasibility Study (2017)
  - Outdoor Adventure Park Feasibility Study (2017)
- Carlsbad Village and Barrio Master Plan (2018)

## Cultural Plan for Carlsbad, 1990

Documenting the need for new arts and cultural venues in Carlsbad dates back to the City's Cultural Plan for Carlsbad in 1990 which identifies this issue as Task 1:

### *Task 1 Prepare Cultural Facilities Recommendations to Buildout*

*Identify cultural facilities recommendations for Carlsbad to buildout with recommended sources of funding. Those recommended in the cultural plan for future study are: a community cultural center with visual, performing, and classroom space, an amphitheater and Carrillo Ranch.*

## Arts and Culture Master Plan, 2018

In the 2018 Arts and Culture Master Plan, the first of the Top Ten Action Items is

*Research and development of venue feasibility plan.*

The Action Matrix – Physical Realm Item P.R. 1.1 further calls for

*Launch[ing] a feasibility study to explore the creation of a City of Carlsbad cultural arts facility that responds to the regional interest for a larger performance venue for professional theatre and can provide classrooms, rehearsal space and production studios.*

## Community Feedback

Hundreds of open-ended online community survey responses provide feedback indicate a strong desire for cultural “gathering spaces” and performing arts venues that make it easy for people to experience the arts. They desire venues that support all types of performances as well as the visual arts and those that encourage direct involvement in creative and cultural activities. Many want to stay in Carlsbad for their arts and cultural participation, rather than going to neighboring cities such as Oceanside, Vista and Encinitas as well as downtown San Diego.

## Current Popular Venues

The survey also showed that both English and Spanish speaking respondents primarily attend arts and culture events in Carlsbad Village, at the library, and in the parks. The Rose G. Schulman

Auditorium and William D. Cannon Art Gallery are popular venues among English speaking respondents (60% or more) but far less so for Spanish speaking respondents (less than 20%).

#### **Envision Carlsbad Existing Condition and Issues Exploration Working Paper 4: History, the Arts and Cultural Resources; High Quality Education and Community Services**

The Envision Carlsbad Existing Condition and Issues Exploration Working Paper 4: History, the Arts and Cultural Resources; High Quality Education and Community Services report preceded the Envision Carlsbad General Plan Update and informed the two Elements described here in more detail. In addition, it notes areas of the city that are in greater need for new cultural spaces and the concerns about future buildout that could constrain new development.

Section 3.4 of Working Paper 4 which notes that "The city takes pride in providing art and other cultural venues for the community; however, most of the existing cultural art institutions and organizations are located in the northwestern portion of Carlsbad." It states that the General Plan Update "presents an opportunity for the City to encourage the development of new cultural art venues in the eastern and southern portions of the city to provide balanced opportunities for the entire community to appreciate, learn, perform and enjoy cultural arts."

It goes on to suggest that "The potential for new multi-use venues capable of hosting large indoor and outdoor performances could enhance the city's ability to draw local and regional crowds." It also notes that "... a broader strategy for funding is needed in order to deliver a similar or enhanced level of cultural arts services and facilities as the community reaches buildout." It suggests that there are opportunities to "think creatively" about partnerships between agencies and organizations as well as new uses for existing facilities and sharing resources for greater efficiencies.

#### **Impacts**

1. New cultural venues are recognized as an important community asset; however, they tend to be sited in the city's northwestern quadrant which is not conducive to citywide use and accessibility.
2. Concerns about buildout has implications for decisions about creating new or adapting existing developments for future cultural facilities and venues.

#### **Envision Carlsbad General Plan Update**

Envision Carlsbad General Plan Update's AHCE and EBDT Elements each include both goals and policies that reference the benefits associated with cultural venues and facilities.

#### **AHCE Element**

The AHCE Element has ties with Core Value 7 of the Carlsbad Community Vision:

*Core Value 7: Emphasize the arts by promoting a multitude of events and productions year-round, cutting edge venues to host world-class performances, and celebrate Carlsbad's cultural heritage in dedicated facilities and programs*

It aligns with the Land Use and Community Design Element:

*...enhancing livability in Carlsbad and creating an overall physical image for the city through the arts and presentation of cultural and historic resources.*

It also aligns with the Open Space Conservation and Recreation Element:

*...all new parks include a public art component and address community needs for arts programming.*

Related Goals include:

7-6-3 Integrate the arts, public art and art education as a vital aspect of community life, with a wide range of facilities and public programs designed to engage the city's diverse audiences as active participants and patrons.

7-6-5 Enhance cultural and generational diversity and social connections through opportunities for volunteerism and civic engagement; more public gathering spaces, family-friendly activities, and public art; and more events that connect residents to one another and keep them active in the community.

Related Policies include

- 7-P.12 Explore opportunities and fundraising strategies for developing dedicated arts-oriented gathering places and venues that ensure wide availability and accessibility to arts and arts education opportunities. Where possible, provide interim spaces within other facilities for arts and arts education opportunities.
- 7-P.13 Explore feasibility of new multi-purpose venue(s) capable of hosting large indoor and outdoor performances, and the provision of affordable spaces for local artists to produce and display their work.
- 7-P.22 Develop programs that invest in and contribute to the enhancement of arts and cultural programs, services, organizations, and artists to foster ongoing cultural tourism efforts and creative economic development in the city.

**Impacts**

- 1. Dedicated cultural venues can provide not only places for presentation of performing or visual arts but also contain additional areas for public gathering and social connections, multigenerational participation in cultural activities.
- 2. A performing arts venue enables residents to attend performances within the city of Carlsbad, rather than in neighboring cities with existing venues, creating economic impacts as well as other social and community benefits.
- 3. A venue with spaces for arts creation and production or educational programming increases the City's ability to meet goals for investment in and enhancement of arts and culture programs and services.
- 4. Venues that support visual and performing arts presentation and production as well as those that allow for residents, visitors, and artists to have opportunities to participate directly in the creative process can provide economic, social, creative and tourism benefits for the city as well.

**EBDT Element**

The EBDT Element has ties with Core Value 4 of the Carlsbad Community Vision:

*Core Value 4: Strengthen the city's strong and diverse economy and its position as an employment hub in North San Diego County. Promote business diversity, increased specialty retail and dining opportunities, and Carlsbad's tourism.*

Related Goals include:

- 8-P.3 Lead and promote business outreach and collaborative initiatives among business leaders and economic stakeholders. Such outreach and collaboration shall include partnering with local businesses and economic development and employment organizations to identify strategies for local business retention and expansion, talent attraction and regional branding.
- 8-P.5 Encourage increased year-round tourism through such means as working with the Carlsbad Tourism Business Improvement District to help market Carlsbad as a complete multi-day, year-round destination, and by working with other organizations to promote and develop Carlsbad as an ecotourism destination.

**Impacts**

- 1. Visual and performing arts venues and other cultural facilities have a significant impact on cultural tourism which in turn increase transient occupancy tax revenues.
- 2. A venue that supports year-round arts programming can be a draw for cultural tourists and encourage longer stays with music, dance, theatre, film and visual arts festivals or other multi-day events – particularly in slower months.
- 3. Enabling the city's already vibrant cultural offerings to expand through new arts and culture facilities also aids in the recruitment of new businesses and corporate headquarters to Carlsbad as well as their ability to attract and retain employees.

**Parks & Recreation Department Master Plan**

There are several areas of the Parks & Recreation Master Plan that call out the need for some type of facility to support cultural activities.

### Section 1.7.2 Program Priority Rankings

The community identified “cultural arts programs” as their fifth highest priority for the Parks and Recreation Department.

### Section 1.8.6 Big Ideas

The plan describes two “Big Ideas” based on community program priorities and the philosophy that “programs determine facility design.

Apropos to the cultural venue study Big Idea #1 proposes a multiuse, multigenerational community recreation center that can “cover the gamut of programming needs” including cultural arts, dance and special events. Relevant to this study, the plan suggests that specialized activities such as arts and crafts classes or performing arts spaces could be amenities provided through the proposed multiuse facility.

Further the plan notes that “these types of programs also lend themselves well to partnership models with public, private or nonprofit providers for design, development and operation.”

Big Idea #2 is an Outdoor Adventure Park that includes a variety of programming, from fitness and wellness, adventure and environmental education programs, youth summer camps, and special events.

While neither of these spaces are specifically for cultural arts uses they are included here because of the outcomes of subsequent feasibility studies and their potential implications for development of a performing and visual arts venue.

### **Multigenerational Community Recreation Center and Outdoor Adventure Park Feasibility Studies**

In August 2017, PROS Consulting analyzed the feasibility of 1) a large scale, two-story multi-use multigenerational recreation facility for Carlsbad and 2) an 8-14-acre outdoor recreation site as described in Big Idea #2 above. Each study identified one or two sites for the proposed projects and conducted their analysis based on the available spaces.

The study examined community, leadership and stakeholder input, market analysis, concept development and design, business plans, operational budgets, partnership options, possible programs and services, and the financial requirements for the proposed projects

Online and statistically valid community surveys for each project indicated that there was strong (70% +/-) community support for each project as well as a willingness to pay for services and access.

Despite the overwhelming community support for the projects, in each case, it was determined that the City’s ability to develop the projects as envisioned was not feasible due to space limitations which would have forced the developments to eliminate major amenities in order to fit within the available footprints. In particular, satisfying the required number of parking spaces would have forced the Multigenerational Community Recreation Center to reduce its size and offerings, making it undesirable and out of keeping with the intended vision. The Outdoor Adventure Park had the potential for drawing in large numbers of visitors from the region by filling a gap in the market, indicating a high potential for success and economic benefits to the City. However, space limitations at each identified site and environmental impacts such as increased noise, lighting and traffic to surrounding neighborhoods, would pose challenges that would be difficult to mitigate.

### Recommendation

In each case, the consultants did not recommend moving forward with either project and the City is now considering how to enhance existing venues and facilities with the desired amenities rather than build those that stand alone as initially envisioned.

### **Impacts**

1. The Parks and Recreation Department Master Plan has relevance to this study in its identification of a community desire for space for cultural activities and the role that parks can play in the creation of outdoor (amphitheater) spaces for performances and gatherings year-round as well as in the summer when there is a significant uptick in the City’s outdoor cultural arts offerings.
2. Secondly, the two feasibility studies for Parks and Recreation facilities document issues with the available space for new venues and the role that parking and population density can play in determining siting and feasibility.

## **Carlsbad Village & Barrio Master Plan**

The Village and Barrio Master Plan is a visioning document as well as a master plan for the future. The significance of each area runs deeply in the history of Carlsbad. The Master Plan is in part an effort to identify and document each of their very best qualities and characteristics while supporting their ability to adapt to the changing community and its economic and environmental needs. The Village and Barrio Master Plan is a road map to the future with goals and policies, standards and guidelines, and an implementation plan.

The Master Plan does not specifically call for a cultural facility or other venue. It does however, identify goals and strategies that can be aided in their implementation with the intentional inclusion of a arts and cultural venue of some type.

### **1.5.1 Land Use and Community Character**

- A. Maintain and enhance the Village as a community focal point with high quality shopping, dining, entertainment, working and living environments.
  - 1. Support a dynamic mix of uses and facilities, including a commercial center, mixed and standalone residential uses, and new, inviting public spaces.

### **1.5.4 Placemaking**

- B. Create magnetic public spaces for arts and culture, civic and other activities.
  - 5. Activate the Village by promoting placemaking strategies that support arts and culture, including visual, musical, and theatrical arts and other public performances.

### **Impact**

- 1. The siting of an arts center or other mixed-use cultural venue in the Village and Barrio area aligns with the goals and strategies of the Master Plan as well as other Plans reviewed as part of this literature scan.