

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

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

90%



Positive Quality of Life Rating

90%



Satisfaction With City Services

80%



Confidence in Local Government

115,000



Residents

40



Square Miles

37%



Open Space

7



Miles of Coastline

67



Miles of Trails

3



Lagoons

\$217 M



Annual Operating Budget

\$98 M



Capital Improvement Program

\$113 M



General Fund Reserves



## City Government

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

Known for its financial stability, the city maintains an AAA credit rating and has a general fund reserve balance exceeding \$112 million. About 750 full-time staff are led by a leadership team that includes the City Manager, Assistant City Manager, City Attorney and the heads of major departments/divisions.

## Strong Economy

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

## A Regional Player

Home to a regional airport, desalination plant, wastewater treatment facility and trash transfer station, Carlsbad plays a leading role in regional issues. The city also partners with surrounding cities on the award winning "Innovate 78" economic development program and works closely with the state of California on the management of its beaches and lagoons. The only north San Diego County city with an approved Habitat Management Plan, Carlsbad works hand in hand with state and federal resource agencies to protect critical wildlife corridors and sensitive species.

## How Does Carlsbad Rank?



Arbor Day  
Foundation®

BUSINESS  
INSIDER



Heal the Bay

NICHE® 



 **stacker**

 CENTER FOR  
**DIGITAL**  
GOVERNMENT

- Top 25 Best Places to Live in America, Niche.com, 2024
- Tree City U.S.A., Arbor Day Foundation, 2024
- One of the top 10 digital cities, Center for Digital Government, 2023
- Beach Honor Roll, Heal the Bay, 2022
- Golden Watchdog Award, San Diego County Taxpayers Association, 2022
- One of the best beach towns in the United States, Stacker.com, 2021
- One of the best cities to live in the United States, Business Insider, 2019