

Higher Education Initiative

Opportunity for a graduate level university or consortium with programs that align with Carlsbad's dynamic business community, the San Diego region's second largest business hub.

Why Carlsbad, California?

- **Access to leading technology companies:** Carlsbad has more than 500 high tech companies, with hundreds more throughout North County San Diego.
- **Access to major markets:** Carlsbad is easily accessible to San Diego, Orange County and Los Angeles by car, public transportation or air.
- **Strong municipal partnership:** This initiative is a City Council strategic goal, supported by a robust economic development program designed to connect higher education to the business community.
- **An amazing location where students, faculty and researchers want to be:** Carlsbad is a Pacific coastal community with seven miles of beach, over 45 miles of trails, three lagoons and 26 parks. The city offers unparalleled quality of life attractive to any higher education community.



For more information, contact Christie Marcella at 760-602-2732 or Christie.Marcella@carlsbadca.gov.

 City of
Carlsbad



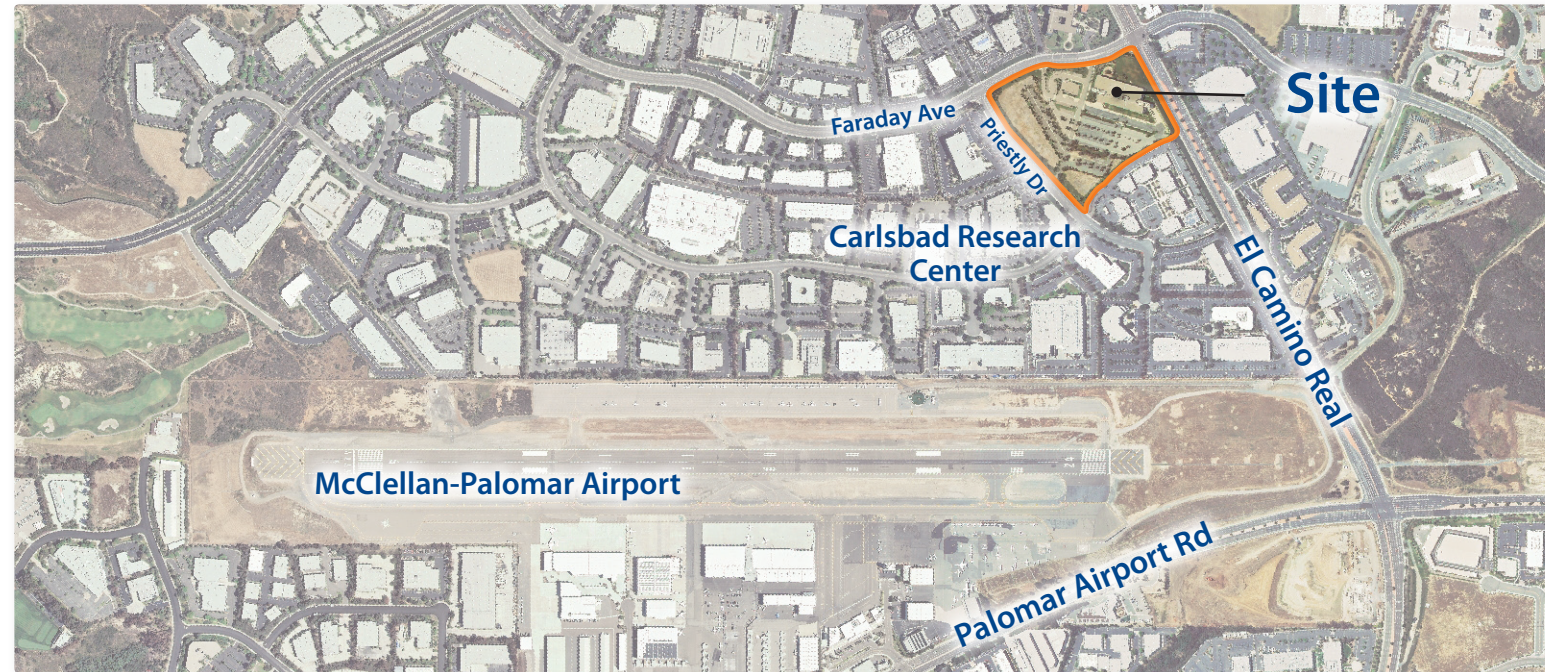
Be a Part of San Diego's Most **Exciting Business Hub**

Life sciences

- More than **120** companies **7,000** jobs
- Average salary **\$125,000**
- Nearly **950** patents*

Action sports

- **More than half** of all actions sports manufacturing jobs in San Diego are in Carlsbad
- More than **2,500** jobs
- Average salary **\$90,000**
- Over **1,000** patents



The site: 5815 El Camino Real

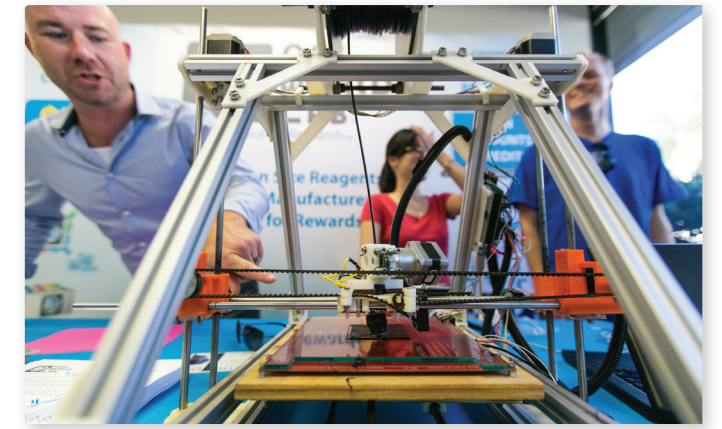
As part of this effort, the City Council has committed to encouraging the use of city-owned 5815 El Camino Real as a higher education or research facility.

- Three-story, **128,846 sq. ft.** facility
- Located on **13.51 acre**, 3 parcel property
- **529** parking spaces
- Bio, Tech and Beyond Life Sciences Incubator located on the property (www.biotechnbeyond.com)



Information and communications technology

- More than **250** firms and **9,200** jobs
- Average salary **\$115,000**
- More than **500** patents



Clean tech

- Nearly **90** companies and nearly **5,000** jobs
- Average salary nearly **\$115,000**
- Nearly **40** patents

**Patent information based on 2006-2013 data*

Notable headquarters

- ViaSat
- OptumRx
- SKLZ
- TaylorMade
- Callaway Golf
- Legend3D
- Gemological Institute of America
- Genoptix
- Alphatec Spine
- ISIS Pharmaceuticals
- Razer

Carlsbad at a glance

Population and area

Population..... 109,318*
Total area..... 39 Sq. Miles

*US Census Bureau 2011 ACS 1-year estimate

Carlsbad provides jobs to the region**

Jobs: 61,999
Workforce population: 47,628
Jobs/workforce ratio: 1.3

**Data based on 2008-2009 estimates

Education attainment

Level of education*	Carlsbad	California	Nation
High school graduate or higher	95.6%	81.0%	85.7%
Bachelor's degree or higher	51.3%	30.5%	28.5%
Graduate or professional degree	20.2%	11.1%	10.6%

*Based on ACS 5-year estimate 2008-2012

Ranked colleges and universities within 30 miles*

- UC San Diego
- CSU San Marcos
- University of San Diego
- Point Loma Nazarene University

*By US News & World Report

Community colleges serving Carlsbad

- MiraCosta College
- Palomar College

UC and Cal State schools within 100 miles

- UC San Diego
- UC Los Angeles
- UC Irvine
- UC Riverside
- San Diego State University
- CSU San Marcos
- CSU Fullerton
- CSU Long Beach
- CSU Dominguez Hills
- CSU Los Angeles
- CSU San Bernardino
- Cal Poly Pomona

