



# BUSINESS JOURNAL

CARLSBAD.ORG

A W A R D W I N N I N G P U B L I C A T I O N

SEPTEMBER 2020



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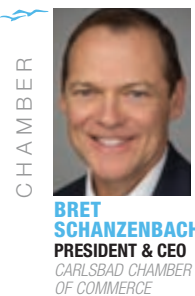


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## Assessing the COVID State of our Community

On Friday August 21, 2020 the Carlsbad Chamber of Commerce hosted its annual State of the Community event with Mayor Matt Hall as our keynote speaker. This virtual event included panel discussions on the Medical Myths surrounding COVID-19, the status of our educational institutions in light of a global pandemic, and the state of business in the midst of the coronavirus. These panel discussions and Mayor Hall's presentation will soon be available for general viewing on our website: [www.Carlsbad.org](http://www.Carlsbad.org).



So, what is the "state of our community" at this time? In short, business has adapted where and when allowed (more allowances are needed); education is adjusting to an online start to the school year; our healthcare providers are amply meeting the needs of the flattened curve; and our city keeps moving along in service of our community. The city operates on a fiscal year that runs July 1 to June 30.

Final numbers for the Covid-19 affected 2019-20 are still coming in. But here is what we know so far.

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## THE HIGH STAKES OF PROTECTING OUR SENIORS

**CAROLINA ALBAN-STOUGHTON**  
DIRECTOR OF COMMUNICATION & ENGAGEMENT  
CARLSBAD CHAMBER OF COMMERCE

When it comes to emergency preparedness in Carlsbad, there is no doubt our senior and independent living facilities deserve a lot of praise. In charge of housing and caring for a population that's at the highest risk of contracting and dying from COVID-19, the stakes at these facilities have been incredibly high. As of press time, there haven't been any outbreaks of COVID-19 in any of Carlsbad's congregated care communities. According to City of Carlsbad Assistant Director of Emergency Services and Co-Chair of the **Ready Carlsbad Business Alliance**, David Harrison, leaders and staffers of these communities have been under a high amount of stress and pressure since March, staying in constant communication with the City of Carlsbad Emergency Operations Center. However, according to Harrison, it was one particular facility that stood out. "The **Las Villas de Carlsbad** team, under the leadership of Charlie Bloom, has provided a positive, supportive and caring home for its residents and workplace for its staff during the COVID-19 pandemic," said Harrison. He adds Las Villas got involved with the City from the get go. "Early during the COVID-19 outbreak, Las Villas de Carlsbad played a leadership role in assisting to define the city's engagement with residential and long term care facilities."

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## BUSINESS SPOTLIGHT

### Embrace the "Work from Anywhere" Lifestyle

Downtown Works opens hospitality-inspired coworking location in Carlsbad with plentiful outdoor workspaces

**Downtown Works**, known for its high design coworking space in San Diego's Little Italy, has opened 15,000 square feet of flexible coworking space on 4.9 acres in Carlsbad at 2011 Palomar Airport Road. It features 36 private furnished offices with height adjustable desks, plentiful plexi-glass-separated open desks, outdoor workstations, and meeting areas, as well as virtual office options. Located minutes from the Carlsbad Palomar Airport and Interstate 5, the tech-rich, contemporarily designed space is perfectly located for remote workers, startups, and entrepreneurs.

Constructed to model a tech campus with state-of-art technology, furnishings and art that encourage creativity, dynamic problem-solving and productivity, Downtown Works strives to create flexible office options for those looking for a work space other than, or in addition to, home. Offices, desks, and outdoor workstations and meeting areas can be rented by the month, week, day, or hour. Members also have access to a private video/podcast studio, multiple glass-walled conference rooms, phone



Hospitality-inspired, Downtown Works provides unapparelled member support and services. (Renderings created pre COVID-19 physical distancing protocols.)

› **DOWNTOWN, Page 4**





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CHAMBER PURPOSE

The Carlsbad Chamber of Commerce acts as a regional economic catalyst, leadership convener and community champion.

CHAMBER MISSION

The Carlsbad Chamber promotes business through member services, economic and community development, and public policy that balances economic prosperity with quality of life.

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# Working on the frontlines, impacting our community

September is National Preparedness Month, and if there's anything we should learn about the current situation that the world is living in, it's the importance of being prepared. Therefore, this month, the Carlsbad Business Journal is focusing on this important topic.



As we enter September of 2020, it marks the 6th month of the COVID-19 pandemic. I hope all of you are healthy and as well as you can be and thank you all for your hard work and commitment to your businesses and your families during these trying times. I hope the investments you made prior to this pandemic for community preparedness are now paying off. I also hope that the articles in this month's CBJ inspire you to continue your commitment to this potentially life saving field.

There is no doubt that the healthcare industry has taken center stage during this pandemic. For this reason, I wanted to highlight one of our member organizations that is fighting for our community in the frontlines of the COVID-19 crisis: **Tri-City Medical Center (TCMC).**

As we all work together to bring an end to COVID-19, I would echo their words that we are all going to emerge from this #StrongerTogether.

Back in May, Tri-City Medical Center was recognized by the **Carlsbad Chamber of Commerce** at the annual *CBAD Awards* for community Impact in the Large Business category. Steve Dietlin, CEO of Tri-City Medical Center shared that if he were to describe TCMC in one word he would say "Community." TCMC has served our local community since 1961 and their mission is "to advance the health and wellness of the community they serve." Thank you, Steve, TCMC doctors, and staff for your commitment and execution of community preparedness. Thank you also for the care you have given to those who were suffering from the coronavirus and for the

work you have done to keep your employees and the public safe.

During normal times Tri-City Medical Center impacts over 50 community organizations. Tri-City Medical Center, through its philanthropic efforts supports the neediest members our community. As the COVID-19 pandemic was on the rise, so were the needs for funds, food, and PPE. Tri-City Medical Center organized a donation drive with more than 50 organizations that have been giving their support back to Tri-City Medical Center.

There is no better gauge or measurement of the partnership and for the impact you make on a community then when help is given back to you when you need it the most. Thank you, Tri-City Medical Center, for living that example and for the impact you make for the community. If you would like to support TCMC please go to the website and click on the "ways to give" tab.

In closing, we want to thank all our healthcare workers and hospital systems in San Diego County for everything they are doing to care for our community.

## Committed to the community we call home

From inventing one of the most comprehensive and robust fire risk mitigation programs to help protect people, to building an advanced weather network to better prepare for extreme weather events and investing in innovative technologies and equipment to mitigate the effects of climate change — **San Diego Gas & Electric** is hard at work.

In our region, rising temperatures, prolonged drought conditions, and severe weather patterns present us with an ongoing challenge — devastating wildfires. And they can happen any time, for many reasons and become uncontrollable very quickly, as the recent West Fire in Alpine proved. To combat this threat and uphold our No. 1 priority of public safety, we've established a new Fire Science & Climate Adaptation Department. Team members in our new department continue to refine our Community Fire Safety Program to protect people, property and power lines.

We've invested significantly in advanced weather and fire forecast technologies, as well as infrastructure improvements.

One of the nation's largest and most advanced utility weather networks, with over 190 weather stations, captures data for analysis by our team of meteorologists. The microclimate forecasts are sent to our electric system operators and local fire agencies to



*In our region, rising temperatures, prolonged drought conditions, and severe weather patterns present us with an ongoing challenge — devastating wildfires.*

develop staffing plans.

Wildfire detection, a network of 100 high-definition cameras in about 20 locations, helps provide early fire detection.

Our own weather team uses fire behavior modeling software they created and the Santa Ana Wildfire Threat Index, which leverages cutting-edge fire science to classify the likelihood of catastrophic wildfires by community.

Five fire coordinators train firefighters, police and other first responders in energy safety. They also train SDG&E® field crews in fire prevention and response.

Enhanced fire safety measures at SDG&E

include more than 19,000 wood poles having been converted to steel poles in fire-prone areas, 10,000 miles of electrical lines are now underground, 15 drones assess infrastructure and brush is cleared around 30,000 power poles annually. Over the next three years, SDG&E plans to install an additional 5,000 steel poles.

Day in and day out SDG&E is dedicated to taking care of our community and the planet we all share. Learn more about our wildfire preparedness efforts and resources to help you be prepared at [sdge.com/wild-fire-safety](https://sdge.com/wild-fire-safety).

## CHAIRMAN'S CIRCLE

THANKS FOR YOUR CONTINUED SUPPORT

The Chairman's Circle was created to give prominent recognition to the companies whose steadfast support has helped the Chamber remain a proven collaborative force that brings business and community together, energized by a shared vision and passion to transform our future. In addition to visibility in the Carlsbad Business Journal, marketing materials and event programs, Chairman's Circle members enjoy a range of benefits tailored to their specific needs. Chairman's Circle members also receive priority seating at chamber events and invitations to special Chairman's Circle Members-Only receptions. We invite all chamber member companies who are committed to the success, growth and prominence of the Carlsbad Chamber of Commerce and the region as a whole to arrange for a visit to discuss the benefits and privileges of The Chairman's Circle. To learn how you can join Chairman's Circle please contact Bret Schanzenbach at **760-931-8400**.



# The risk of delaying care and treatment

Heart attacks. Strokes. A ruptured appendix. Cancer. These are not new to us in the emergency department. What is new is the looming health crisis created by a delay in seeking care due to COVID-19. Healthcare



TO YOUR HEALTH



**GENE MA, MD, FACEP**  
CHIEF MEDICAL OFFICER/EMERGENCY PHYSICIAN  
TRI-CITY MEDICAL CENTER

providers across the country are witness to the devastating impact of seeking care for illnesses far too late. In one state alone, deaths from heart disease have increased by 398% and deaths from diabetes by 356%! This has prompted universal warnings from organizations such as the American Heart Association, California Hospital Association to our San Diego County Public Health Officer.

It's important to note that whether it be your local physician's office or the hospital, protocols are in place to ensure your safety.



**In one state alone, deaths from heart disease have increased by 398% and deaths from diabetes by 356%!**

From extra precautions, restricting entry of non-essential personnel and vigorous daily screening of all staff to universal masking and testing of all patients for COVID-19, **Tri-City Medical Center** has created a safe-zone to protect you while in our care. Don't put off getting your medications re-



**It's important to note that whether it be your local physician's office or the hospital, protocols are in place to ensure your safety.**

filled. Make sure to see your doctor regularly. Don't take a chance by delaying that test or much-needed surgery. Seek emergency

care when you need it. Please take care of yourself, we'll handle the rest.

## COMMUNITY

Continued from Page 1

### City Revenue:

The city receives revenue from three primary sources: Property Tax, Sales Tax and Transient Occupancy Tax (also known as TOT or "hotel tax"). These three revenue items account for almost 80% of the City of Carlsbad's \$164M general fund.

### Property Tax:

Property tax comprises over 45% of the city's annual revenue. And with property values continuing to climb, property tax revenue is expected to increase in 2020-21 by over 2% to \$74M. This is good news as this is the only category of income that is expected to experience any kind of increase in next fiscal year.

### Sales Tax:

Sales Tax revenues, the second highest revenue category, were hit significantly in 2019-20 by the Coronavirus. Revenues were on pace to meet or exceed 2018-19 record highs of \$40M before the "shelter-in-place" order was issued by Governor Newsom in March. Current predictions are that once all the dust has settled on our recently concluded 2019-20 fiscal year, Sales Tax will fall 9% short of the revenue achieved in 2018-19. Further, the city is predicting that Sales Tax will decrease again in 2020-21 another 2.2%.

### Transient Occupancy Tax:

Carlsbad is blessed to have 50 hotels and resorts in our amazing community. In 2018-19, the TOT revenue from those hotels and resorts reached nearly \$27M. Due to COVID-19, that revenue is expected to be about 30% less in the recently concluded fiscal year. And next year is expected to be flat at best in revenue levels when compared to last year. Two factors combine to create TOT revenue: average daily rate (how much a visitor pays for a room each night) and the occupancy rate (how many of the rooms are full). Both numbers are down significantly from a year ago and it is not easy guessing when they might return to 2018-19 levels. Some are predicting that it will take three years to get back to the levels of 2018-19.

### Financial Reserves:

Mayor Matt Hall reported that the city has over \$98M in reserve at this time. That represents almost 60% of city's general fund budget. Decades of fiscal responsibility have put Carlsbad in a very solid position to withstand this global pandemic with almost no drop off in service levels to its citizens and community. While no one wants this virus to continue, I believe Carlsbad might be one of the best prepared cities in the state, if not the country, to weather such storms.

So, here's to a therapeutic cure, a global vaccine, and a new year sans corona - unless it is in a long neck bottle!

## DOWNTOWN

Continued from Page 1

booths, private showers, and large outdoor event spaces. Downtown Works is dog friendly, too.

"We're clearly moving to a 'work from anywhere' culture - you might work from home one day, a coworking space the next and then plan an all-hands Zoom conference by end of week," said Downtown Works Managing Partner Wolf Bielas. "We've worked to create a tech-rich environment for Carlsbad entrepreneurs and executives who can't work from their offices yet crave convenience and community."

Downtown Works Carlsbad has taken special care to adhere to health and safety measures amid the coronavirus crisis, installing medical-grade air purifiers; premium HVAC system; cold plasma generators to kill viruses, bacteria, and mold; and health and safety measures such as touchless doors for restrooms, keyless entry, limited seating capacity, touchless coffee makers, and a barista to limit contact with food and drinks.

"From staffing the kitchen and replacing self-service features for complementary organic coffees, local craft beer and snacks, to requiring people to wear masks in common areas, we've created a comfortable, safe space that also incorporates networking many find incredibly useful to their careers and business," said Bielas.

Downtown Works San Diego in Little Italy is a favorite among successful startups, and hosts Start Up Week and SCALE San Diego events. Downtown Works Carlsbad aims to be the same magnet for budding startups and executive members alike who are interested in making valuable business connections. "Many of our members end up creating partnerships and alliances. We help connect the dots and make introductions anytime we can, too," said Bielas.

Mercato, the rapidly growing online grocery delivery company, has been a long-term member of Downtown Works and its CEO Bobby Brannigan says he appreciates the flexibility the coworking space provides. "When we realized in June our office needs would change indefinitely due to the coronavirus crisis, Downtown Works worked with us to come up with pragmatic rotating office



**Downtown Works has 15,000 sq. ft. of private offices, work spaces and open areas within a contemporary interior design. It's dog friendly, too. (Renderings created pre COVID-19 physical distancing protocols.)**



**The Downtown Works kitchen features touchless coffee makers, and barista to limit contact with complimentary food and drinks for members and their guests. (Renderings created pre COVID-19 physical distancing protocols.)**

### ABOUT DOWNTOWN WORKS

- 2011 Palomar Airport Road
- 15,000 square feet of flexible coworking space
- 36 private, furnished offices
- Open plexiglass-separated desks
- Abundant outdoor workstations
- Virtual office options
- Health and safety amenities – medical-grade air purifiers, premium HVAC system, cold plasma generators, keyless entry and more

solutions and safe ways to accommodate team members who require physical offices," said Brannigan. "Downtown Works offered highly flexible coworking options to us."

For a tour, contact Community Manager Niki Ellis at [niki@downtownworks.com](mailto:niki@downtownworks.com). For more information - [www.downtownworks.com](http://www.downtownworks.com).

Downtown Works is bringing hospitality-inspired coworking

to Carlsbad. With contemporary interior design, state-of-art technology, and furnishings that encourage creativity and productivity, Downtown Works provides private, furnished offices, open workspaces, plentiful outdoor workstations and tech-rich co-working where entrepreneurs and corporate employees can thrive. [www.downtownworks.com](http://www.downtownworks.com).



# Art celebrates the Year of the Woman

2020 marks the 100th anniversary of the passing of the 19th Amendment granting women the right to vote. In recognition of this milestone, the William D. Cannon Art Gallery presents the work of four local women artists, celebrating their talent and signi-

fying the role of art in creating change. Art holds an important place in the history of women's fight for the vote. Art has helped to inspire and unify the suffragists who were dedicated to expanding American democracy. Today, art continues

to inspire others. *Four Visions: A Celebration of the Year of the Woman* showcases four multigenerational women artists who each share their creativity, inspiration and vision through their work. The four artists in this exhibition challenge our assumptions of media by working with traditional, as well as unexpected materials. Many of the pieces are solid and structural, while others are ethereal. The featured artists are Anne Mudge (sculpture), Kline Swonger (mixed-media and sculpture), Bianca Juarez (ceramics) and Marisol Rendón (drawing).

Anne Mudge, a nationally-acclaimed sculptor and public artist, lives and works in northern San Diego County. The core of her work has



**Policewoman Natalie Vermilyea (left), with female police reserves whose assistance during lean times greatly aided the fledgling Carlsbad Police Department. l-r: Betty Bryan, Grace Larson, Henrietta Rawson, Iva Dyche, Carol McLaughlin, Mildred West, Alliss Ennis, Arlene Leonard. Date: 1953.**

to do with process, and she makes work with an organic feel. She manipulates natural and man-made materials in an incremental build-up of forms, utilizing stainless steel wire, beads, fiber, cable, lead, wax and pigment. In her fragile-looking and exquisite sculptures, she often employs a variety of processes to reference living forms and systems.

Kline Swonger, a San Diego sculptor and designer, who explores spatial and psychological relationships between place, perception, memory, ritual and loss. Through use of light, shadow, and materials representative of both the urban and natural landscape,

her work serves as a platform allowing for moments of reflection and pause.

A lifelong artist in multiple mediums, Bianca Juarez has found a form of highly personal and unique expression with clay, fire and glaze. Through a process of invention, imagination, and excavation, her ceramics give shape to different aspects of her subconscious and emotional life. Inspired by history, folk art and early cultures, she aims to invoke a universal emotional experience that imparts a feeling of connectedness and strives to make objects that transcend time and place.

Marisol Rendón works as artist, designer



**Carlsbad Woman's Club, 8 members. Photo date: 1960.**

and educator. She and her husband, Ingram Ober, have collaborated on projects in public art, museum exhibitions, social and civic events and aesthetics discussions. Rendon, who was born in Colombia and now lives in San Diego, also finds in her work a means to explore the cultural divide. In her drawings, common objects are transformed into complex repositories of memories and meanings to reflect the culture at large and her memories and life experiences.

*Four Visions: A Celebration of the Year of the Woman* opens October 4, running through March 7, 2021. The exhibit will be presented with a virtual tour on the city's website to accommodate viewing until re-opening occurs at the library. The William D. Cannon Gallery is located at the City Library on Dove Lane, managed by the city's Cultural Arts Office and supported by the Carlsbad Friends of the Arts and the Carlsbad Library & Arts Foundation.

## Giving back with gift cards

We are nearly six months into the COVID-19 pandemic shutdown, and I am still encouraged, on a daily basis, by the buoyancy and resiliency of the small businesses in Carlsbad

Village and throughout the city. That is why I am so excited about *Gift Carlsbad*, a program perfectly designed to fulfill the objective of the *City of Carlsbad Business Recovery and Revitalization* program. Gift Carlsbad is unique in that it will provide both immediate and future benefits.

It is designed to put money directly into the bank accounts of Carlsbad's small businesses right away and benefit them again at time of redemption. And the great news is that it will benefit you too through its bonus amount. It is a win-win for all!

The concept behind *Gift Carlsbad* is simple. When a gift card is purchased for a participating Carlsbad business, a bonus amount is given, at no additional charge, courtesy of a generous grant by the **Ready Carlsbad Business Alliance** and matching funds by the **City of Carlsbad**. In collaboration with the **Carlsbad Village Association** and **Visit Carlsbad** that are providing graphic and marketing support, *Gift Carlsbad* is a joint recovery effort to assist at a time when it is needed the most. And you can be a part of this recovery effort!

Visit [www.giftcarlsbad.com](http://www.giftcarlsbad.com) to see the list of participating businesses throughout Carlsbad. Businesses of all types are included - restaurants, retail, service providers. Buy a gift card for \$25 and receive a bonus card for \$5 at no additional charge. Buy a gift card for \$40 and



**Local businesses in Carlsbad will benefit from new gift card program.**

receive a bonus gift card for \$10 at no additional charge. The great news is that the businesses you purchase gift cards for will receive the funds right away regardless of when that gift card is redeemed. Because this program provides the businesses with gift card purchase proceeds right away, it will help in their immediate recovery. And because 70% of customers spend more than the value of their gift card, it will benefit Carlsbad businesses again at time of redemption.

Did you know that gift cards are the number one present requested during the holidays? Take advantage of *Gift Carlsbad* now, while supplies last, to help your local business community in a very tangible and meaningful way. Thank that amazing teacher, essential worker, or supportive family member while lifting up Carlsbad's small businesses and be a part of their on-going recovery.

### Something for Everyone

Golfing, hiking, camping, swimming, surfing, meetings or a weekend getaway...

**McClellan-Palomar Airport in Carlsbad is a gateway to San Diego's North County. The new passenger terminal at the airport includes a restaurant, Wi-Fi access and rental car desks. Located at the core of San Diego County, Gillespie Field is a combination airport and business park with excellent accessibility, globally via air, locally by rail and regionally via multiple freeway collections.**

**County Airports**

- \* Agua Caliente \* Borrego Valley \* Gillespie Field
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- \* Ocotillo \* Ramona



*For More Information, Please Visit Us Online: [www.sdcountyairports.com](http://www.sdcountyairports.com)*

*The County of San Diego - Department of Public Works - Airports*



# EUSD’s focus on social emotional supports

As we embark on a new school year with ongoing uncertainty, disruption to school routines, and continued restrictions on the social interactions that sustain us all, the **Encinitas Union School District** (EUSD) has put a premium on critically important social and emotional supports for our students, families and staff. Our Social Emotional Learning (SEL) Committee, made up of staff and parents, worked thoughtfully to create a comprehensive system of supports to address the SEL needs of our community. The cornerstone is our TRAC program. TRAC stands for Teambuilding, Regulation, Awareness and Community, and is a comprehensive program of weekly lessons for students K-6th grade, small group supports and school-wide connection activities and family events designed to bring our community together. Our TRAC lessons are EUSD created and based on the CASEL (Collaborative for Academic Social and Emotional Learning) framework of five core SEL competencies: Self-aware-

SCHOOL NEWS



**MARIA WASKIN**  
EXECUTIVE  
DIRECTOR OF  
STUDENT SERVICES  
ENCINITAS UNION  
SCHOOL DISTRICT



*The Encinitas Union School District has put a premium on critically important social and emotional supports for our students, families and staff.*

ness, Self-management, Social-awareness, Relationship skills, and Responsible decision-making. Although we have adapted our programming during Distance Learning, our commitment to offering comprehensive SEL instruction and to creating warm, welcoming environments where students, families and staff feel connect-

ed is unchanged. SEL is more critical than ever in these disrupted times. In our first week back, our classroom teachers focused considerable time and energy on building connections within their classrooms. Each day a portion of the instructional time was devoted to activities specifically designed to promote a sense

of unity among the students and to giving students a voice to express their hopes and their fears. We know that students who are afraid, anxious, depressed or lonely are less available to learn. Our goal is to help students feel heard, cared for and connected so they can better access their academic education. In the coming weeks our TRAC teachers will continue their work with students, and take what the classroom teachers started and build on it. In addition to supports for students, EUSD is offering our families a series of resources and connection opportunities through videos, webinars, virtual trainings and links to resources on our parent SEL page. Also, our parents of children with special needs, will be resuming their monthly virtual meet-ups. These are opportunities to share resources, learn about supports at school and in the community and to simply connect with other parents going through similar challenges. We know that the school closure has been particularly impactful on our families of children with special needs. Our staff have also been impacted by our current situation, and supporting our staff is a priority. For example, a Peer Partner program, Wellness Wednesday virtual activities, and a site for self-care resources are in the works. We didn't plan for this trip, but we are learning to embrace the journey together!

# Turning your passion to serve into a career

HIGHER LEARNING



**DR. SUNITA "SUNNY" COOKE**  
SUPERINTENDENT/  
PRESIDENT  
MIRACOSTA  
COLLEGE

In fall 2020, **MiraCosta College** became the only community college in California to offer an associate degree for transfer and a certificate of achievement in social work and human services that are completely online.

Developed to serve the expressed need by our county and our north county cities, the programs will address regional workforce needs. According to the state Employment Development Department, the number of openings for social workers in San Diego County is expected to grow by 400 annually in the coming years with hourly wages in the \$25–\$33 range. According to the Federal Bureau of Labor Statistics, child, family, and school social workers in the region are earning an average of more than \$57,000 annually, and social workers in the healthcare field are earning nearly \$70,000 per year on average. Nationally, overall employment of social workers is expected to grow 11 percent from 2018 to 2028; the need is expanded as society grapples with the



*MiraCosta College is offering a new program that leads to careers in social work.*

impacts of covid and addresses economic challenges. Two new online courses are being created: Introduction to Social Work and Human Services and Fieldwork for Social Work and Services. In addition, various sociology, psychology, and other online courses will be reconfigured, thus preparing students with the specific job knowledge and skill set needed for Social Worker I job requirements as posted by the

San Diego County Department of Social Services. Those interested in seeking further career opportunities can opt for the associate degree for transfer that can lead to a bachelor's or master's degree in social

work or a related field. Because the new online Social Work and Human Services Program will implement various zero-cost textbooks and open educational resources, students will pay a fraction of what they are now paying on textbooks and class materials. Sean Davis, a MiraCosta College sociology professor, successfully applied for a nearly \$100,000 CTE Online Pathways Grant from the California Virtual Campus–Online Education Initiative (CVC-OEI) to build the program. Numerous business and community leaders supported the effort. “MiraCosta College has shown an ability to quickly start up new programs and develop strong partnerships to serve the interests of its students and the needs of the communities it serves,” wrote W. Erik Bruvold, chief executive officer for the San Diego North Economic Development Council, in a letter supporting the initiative. “The college has also been at the forefront of addressing concerns of access and affordability.” For more information on the program, visit [www.miracosta.edu/socialwork](http://www.miracosta.edu/socialwork).



*According to the Federal Bureau of Labor Statistics, child, family, and school social workers in the region are earning an average of more than \$57,000 annually.*

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# Talent Continues to drive Carlsbad Innovation

This month, we launched a fully reimagined and optimized Carlsbad Life in Action website ([CarlsbadLifeInAction.com](http://CarlsbadLifeInAction.com)). The

CITY NEWS



**DAVID GRAHAM**  
CHIEF INNOVATION  
OFFICER  
CITY OF CARLSBAD

CITY NEWS



**MATT SANFORD**  
ECONOMIC  
DEVELOPMENT  
MANAGER  
CITY OF CARLSBAD

**City of Carlsbad** is heavily invested in engaging and supporting our business community, especially through the COVID-19 pandemic. Our team is committed to meet our businesses where they are, implementing programs and services that support their operations and growth. After engaging with hundreds of Carlsbad businesses, the message came through loud and clear: talent remains a top priority for our innovation economy.

Carlsbad was the first city in the region to develop a campaign and resource for our businesses to assist in talent attraction efforts. Now, in response to employer demand, we have pivoted our entire *Life in Action* platform to more directly support talent attraction and retention efforts for Carlsbad businesses.

We have completely redesigned a Hiring Toolkit to assist our business' efforts in making the case for why taking a job in Carlsbad is the best choice for a career. Employers can use this resource as recruitment tool by



A reimagined and optimized Carlsbad Life in Action website positions Carlsbad as an employment hub for our major industry clusters.

amplifying career opportunities and showcasing North San Diego County's amazing lifestyle amenities.

The new website positions Carlsbad as an employment hub for major industry clusters like *Tech, Life Sciences, Clean Tech and Sports Innovation & Design*. But we also have highlighted career and lifestyle resources for *Creatives, Veterans and Military Families, Entrepreneurs* and opportunities in *Manufacturing & Skilled Trades*. We're encouraging our business community to use these features to show prospective talent that there is a supportive community of like-minded professionals here in Carlsbad.

Finally, we have incorporated unique features like *Live* and *Explore* sections, along with new tools like a Relocation Quiz and *Carlsbad company cluster map*, all to help

prospective talent better understand what it's like to live and work here. For those employees working from home, these features can help them understand what's nearby and get outdoors.

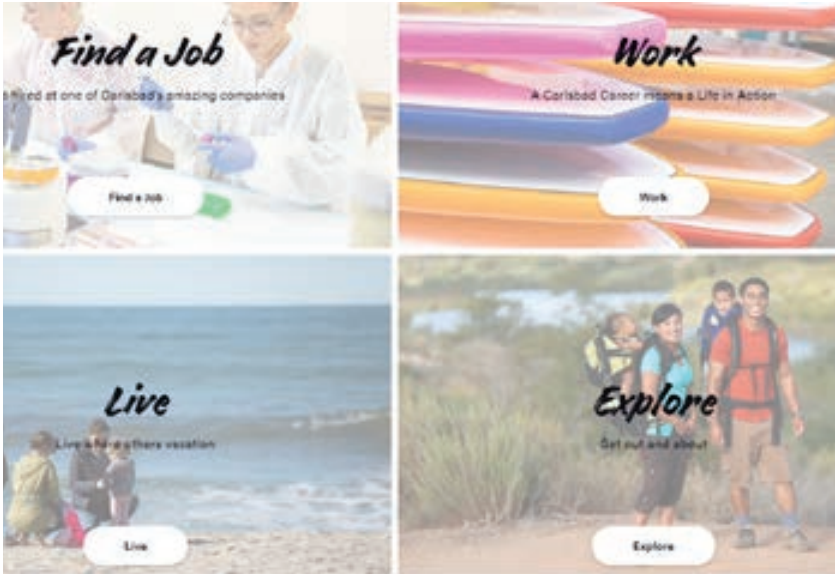
If this platform excites you as much as it excites us, please use it and help us spread the word. Even better, engage with us! We are always looking for new stories to showcase innovative Carlsbad businesses. Our reformatted Life in Action newsletter will profile the amazing work that happens in our diverse and innovative economy, highlighting businesses of all sizes throughout Carlsbad. We'll be spending the next few months expanding our distribution list, focusing on talent as our primary audience.

Knowing that people use social media

more than ever, we're also emphasizing our presence on LinkedIn, Instagram, Twitter and Facebook.

The reimagining of a comprehensive resource like this would not have been possible without input from our business community, our partners, and the talented people who support the city's innovation economy. To those who participated and guided our process, thank you. As a result, we have a better product, that gives talent a strong understanding of the what it's like to work, live and explore in Carlsbad.

*As always, our city and the Office of Innovation & Economic Development are here to support your business. If you have any questions, ideas, or need support from us, don't hesitate to reach out to us at [business@carlsbadca.gov](mailto:business@carlsbadca.gov).*





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SENIORS

Continued from Page 1

Because of this and many other reasons, Las Villas de Carlsbad was recognized with the RCBA Commitment to Emergency Preparedness Award, given every year at the Carlsbad Chamber of Commerce's State of the Community event. "I was pleasantly surprised," said Las Villas de Carlsbad Senior Executive Director, Charles Bloom. "It lifted my spirits as it did a lot of people's spirits."

In charge of Las Villas since 2016, Bloom said winning this award means "that the heroes that work here are recognized for the exemplary work they've done to keep those most vulnerable amongst us safe."

However, getting to this place has had its challenges. "The hardest thing I think was changing the mindset of those that live here that they are participants in their safety when it comes to COVID-19. That they have a role to play in washing their hands more regularly. The residents have a role to play in wearing masks when they are interacting with other people, that was the difference with (disease) prior to COVID," said Bloom adding that before COVID-19 only staff was trained in infection control. "We were the spreaders of the infection. So we would make sure we were trained and we knew what to do. With COVID we had to make sure that people that live here knew what to do as well. The training and the education of the residents was by far the biggest difference in addressing COVID-19 than any other disease."

Bloom said the hard work the staff put into educating the residents paid off because of how they incorporated infection control into what he calls their "culture of caring." "The culture of caring, which we are proud of, included now being safe and keeping the employees safe first, and so that they were vested in the infection control. They knew that they could take this home to their loved ones as well if we didn't take this seriously from the onset."

Bloom adds that the culture of caring involves carrying out every task in a way that "the health of everyone is the prime driver. And then we go ahead to be good caring staff. To be a good nurse or a good care giver or good CNA is not good enough anymore. Now you have to be one who promotes a culture of health."

While usual interaction at Las Villas has suffered under strict public health protocols, they have managed to continue to find ways to keep residents' spirits up. "Since early March, the facility staff has given extra assistance to its residents' mental health to help relieve the stress of COVID-19 related isolation. Las Villas de Carlsbad leadership



At Las Villas de Carlsbad, caring for residents' emotional well-being is top priority, and one of the most difficult things to do. Las Villas de Carlsbad's culture of caring is at the center of everything task carried out by the staff.



“  
What I look forward to most when this is all over is being able to reconnect with people, going out and seeing a resident's whole face—no mask—and giving them a hug if they need it.

— KEITH KASIN

La Costa Glen Executive Director

implemented virtual visits, hired dog walkers to support resident's dogs so they were continued to be cared for and provided a safe environment for family members to visit with their loved ones," said Harrison.

However, Bloom still looks forward to going back or as close as possible to pre-COVID times as there is one thing he misses the most. "Socialization, having residents come out of their apartments and once again be able to dine in and go places and enjoy the Village, and being able to once again immerse ourselves back into day to day life-style in the Village and allow those residents now the freedom they don't have right now."

Living in the Village, differently

Located in the heart of Carlsbad Village, Carlsbad by the Sea also sprung into action as soon as word got out of a global pandemic arriving to San Diego County back in March. Executive Director, Joan Johnson, vividly remembers what that moment was like. "My first reaction to news of a 'possible' pandemic was 'please God, not here.' We started immediately by providing education to residents and staff related to washing your hands often, how to wash your hands, reminding folks to cough into their elbow, using a tissue to sneeze into, etc. This was followed up in writing with letters to residents. Within about the first week I pulled out our Emergency Operation Plan and reviewed the specifics related to a Pandemic with our leadership team. Following our emergency plan and our Incident Command System, staff were assigned particular positions. We started to meet daily for a 'Covid' meeting and continue to do so today."

As news spread out about PPE shortages, several volunteer residents took matters into their own hands, literally, making cloth face masks "initially one per resident and a few weeks later, they made enough masks for everyone to have a second home-made cloth face mask," said Johnson. But the care they had for one another also expanded beyond the facility as residents learned about how much local businesses were suffering. "Residents have also contributed financially, which enabled us to purchase a meal about one time each week from one of our local restaurants so we could also support them."

Realizing the importance of keeping some sense of normalcy and not making too many changes on top of all the early adjustments, Carlsbad by the Sea made very important deci-

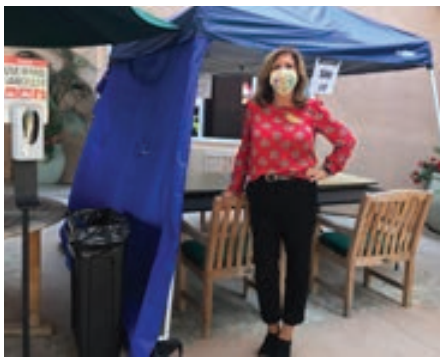
sions regarding their staff and their programs. "We have not furloughed any employees; the same staff still greet them and provide support for them whether it be their housekeeper, the dining staff or caregivers. We quickly moved to technology to support ongoing programs, ie. Fitness classes, Zoom discussions, Zoom socials and recently we opened some limited outdoor dining for lunch and for dinner as well as some small group activities and socialization opportunities. We were able to open our salon and last week (last week of August) we opened the fitness center on a limited basis. We encourage residents to maintain hobbies, connect with family and friends, stay positive and have a sense of humor!"

Johnson believes being in Carlsbad during this health crisis has been key for them to weather it. "The City of Carlsbad has been a huge support to us; they have called and checked on us, asked what we need in the way of PPE, they organized Zoom sessions with other Carlsbad providers, donated cloth face masks made by Carlsbad volunteers and delivered PPE to us. It has been reassuring to know that we have local support."

While staying positive has been at the core of all the adjustments, Johnson understands that it may be a while before things can go back even remotely to how they were before COVID. "I believe the rest of the year looks much the same as now related to visitation and protocols such as screening employees and residents and outside visitors. We look forward to begin to carefully and safely reopen the community and allow for more programs, activities, engagement and socialization. I think our residents look forward to joining their friends for meals and socials and being able to see their loved ones. Personally, I look forward to the same thing – giving hugs and receiving hugs!"

Using experience to succeed

La Costa Glen Executive Director Keith Kasin said that in a way they have been preparing for something like COVID-19 for years, basing their current protocols for COVID-19 on previous experiences with other outbreaks. "Our Emergency Operations Plan already has a biological component," said Kasin adding that the first protocol they implemented was social distancing. "In mid-March, we were scheduled to have a townhall meeting in our Catalina Hall with 200 chairs. We cut that down to 60 chairs, six



La Costa Glen has strict sanitizing and employee screening protocols, which exceed the recommendations of the CDC.

feet apart, and everyone who didn't have a seat watched it on our closed circuit TV. We moved staff meetings from the cozy conference room to the large gathering hall and, eventually, online."

It's been six months since public health orders took effect and Kasin says La Costa Glen staff has adapted to "additional responsibilities with calm and acceptance." However, this has not been that easy for residents, who according to Kasin, became less optimistic about the changes by April. "Our mantra here is 'safely getting to yes.' We're slowly starting to bring back services, but in a very thoughtful way. We've had to take the proverbial box and turn it inside out. Literally. Everything that can be moved outside has been moved into the open. Our restaurants are serving lunch outdoors and are preparing to expand into dinner. The gym equipment is outside; the beauty and barber shops are outside; exercise and art classes, even ukulele lessons are being held outside. Until recently, we didn't allow visitors, but now we're scheduling visits outside with masks and social distancing."

Through it all, Kasin believes the pandemic has taught everyone some lessons. "Most importantly that it's not all about the mighty dollar; it's about connection with family and building our relationships again." Even then, nothing will be exactly the same as before until those physical distancing barriers people have built around them to protect themselves are gone. "What I look forward to most when this is all over is being able to reconnect with people, going out and seeing a resident's whole face—no mask—and giving them a hug if they need it. So much is communicated in a hug. That whole physical connection is so important to all of us."



Carlsbad by the Sea made sure to keep all their staff in place for all these months as a way to maintain some normalcy and helping people stay positive.





# MEMBERDIGEST

S P E A K I N G F O R B U S I N E S S , L I S T E N I N G T O T H E C O M M U N I T Y

## The gift that keeps on giving

We are very excited to announce the Chamber's launch of the joint program GIFT CARLSBAD - in partnership with the **Ready Carlsbad Business Alliance** (RCBA), the **Carlsbad Village Association**, **Visit Carlsbad** and the **City of Carlsbad**. With the overall goal to support businesses deeply affected by COVID-19 as quickly as possible, we are all working together to ensure our city's businesses are critically supported by the local community. Thanks to the work in preparedness, readiness, response and recovery that the Ready Carlsbad Business Alliance has been doing for years, we are able to set up a platform to make this program succeed.

"The Ready Carlsbad Business Alliance - a relationship between the Carlsbad Chamber of Commerce, local businesses and the City of Carlsbad was formed in 2011," says Co-Chair of the RCBA and Assistant Director of

MEMBERSHIP COUNTS



**KATHLEEN MCNARY**  
DIRECTOR OF CORPORATE & MEMBER RELATIONS  
CARLSBAD CHAMBER OF COMMERCE

“  
**When disasters occur, RCBA coordinates community recovery resources. For instance, in response to the 2014 Poinsettia Fire, RCBA distributed over \$25,000 to 71 impacted Carlsbad families.”**

**David Harrison.**

*Co-Chair of the RCBA and Assistant Director of Emergency Services for the City of Carlsbad*

Emergency Services for the City of Carlsbad, David Harrison. He adds that the RCBA's role is "to promote local business emergency preparedness, employee preparedness and to provide local businesses an opportunity to contribute to community recovery after disaster strikes." It is after disasters that RCBA has stepped up for our community and shown its invaluable contributions. "When disasters occur, RCBA coordinates community recovery resources. For instance, in response to the 2014 Poinsettia Fire, RCBA distributed over \$25,000 to 71 impacted Carlsbad families." So when the idea of a gift card program for business recovery was

brought up to RCBA's leadership, it was no surprise they were ready to help. "During Covid-19, RCBA is making local business-donated funds available to the Gift Carlsbad - Shop Local Stimulus Program. RCBA's contribution to the program, which will be combined with other matching donations, will produce gift-cards designed to generate much needed revenue for Carlsbad businesses," said Harrison. As a community, we learned from the 2014 Poinsettia fire how to help our business community recover from the 2020 COVID-19 pandemic, even though these are two very different events. "What is common

to both," says Harrison, "is that now, like back then, Carlsbad residents and businesses need assistance to recover. The lessons from the Poinsettia Fire are that Ready Carlsbad can be one source of that assistance, that Ready Carlsbad can help with both resident and business recovery, and that it can do so in a relatively timely manner. Within a few weeks after the Poinsettia Fire, 71 Carlsbad families had received recovery assistance, and fire-damaged businesses received support to restart their operations. During COVID-19, under joint Carlsbad Chamber and City of Carlsbad leadership, with Ready Carlsbad contributing partial financial support, Carlsbad business recovery will now benefit through this innovative, joint gift-card revenue-generating effort." We ask everyone who may be able to spend \$25 on a gift card to get one today! If you order a \$25 card, you receive \$5 bonus. If you order \$40, you get a \$10 bonus. There is currently a limit on how many are available, so visit GiftCarlsbad.com and purchase today! We also ask everyone to share the program on their social media or email, or just be vocal to support our community as much and as quickly as possible.

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**About Brian Koehn | Entrepreneur, Strategist, Speaker**  
Brian has extensive experience in helping companies and individuals "crack the authenticity code" and unlock their revenue potential. Brian developed his unique ability to quickly assess, diagnose, and solve problems as a "go-to" technical troubleshooter early in his career. A voracious learner, he found his true passion when he began tackling difficult sales, go-to-market, and PR challenges. He now specializes in helping companies and individuals rapidly become more influential and profitable in their chosen arenas. Brian currently works as a "secret weapon style" content marketing / PR strategist, sales & communications trainer, negotiation coach, and media producer for personal brands and companies.






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Front row seated (left to right): Justine Phillips, Sandy Moul, PJ Ellison, Kim Young.

# InfraGard San Diego wins prestigious recognition

**InfraGard San Diego** was the recipient of the 2020 InfraGard National Community Outreach Award, presented during an awards ceremony at the end of August. One of the primary roles of InfraGard is information-sharing, not only within InfraGard membership, but also within local communities. This award recognizes InfraGard San Diego for significant successful efforts to provide education and awareness of threats to our communities, and strategies to enhance security posture, emergency preparedness, and resiliency.

We congratulate InfraGard San Diego and are proud to have this incredible organization as a member of our Chamber.



Owner of Mission Electric Supply, Mark Johnson.

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## Dr. Sunny Cooke wins CEO award

**MiraCosta College** Superintendent/President Dr. Sunita Cooke has been recognized with the 2020 Pacific Region CEO Award for her tremendous contribution to community colleges. The award was presented in early August by the Association of Community College Trustees (ACCT). Dr. Cooke is a member of the Carlsbad Chamber's Advisory Council and has been involved with the Chamber for many years. Congratulations!



Dr. Sunita Cooke

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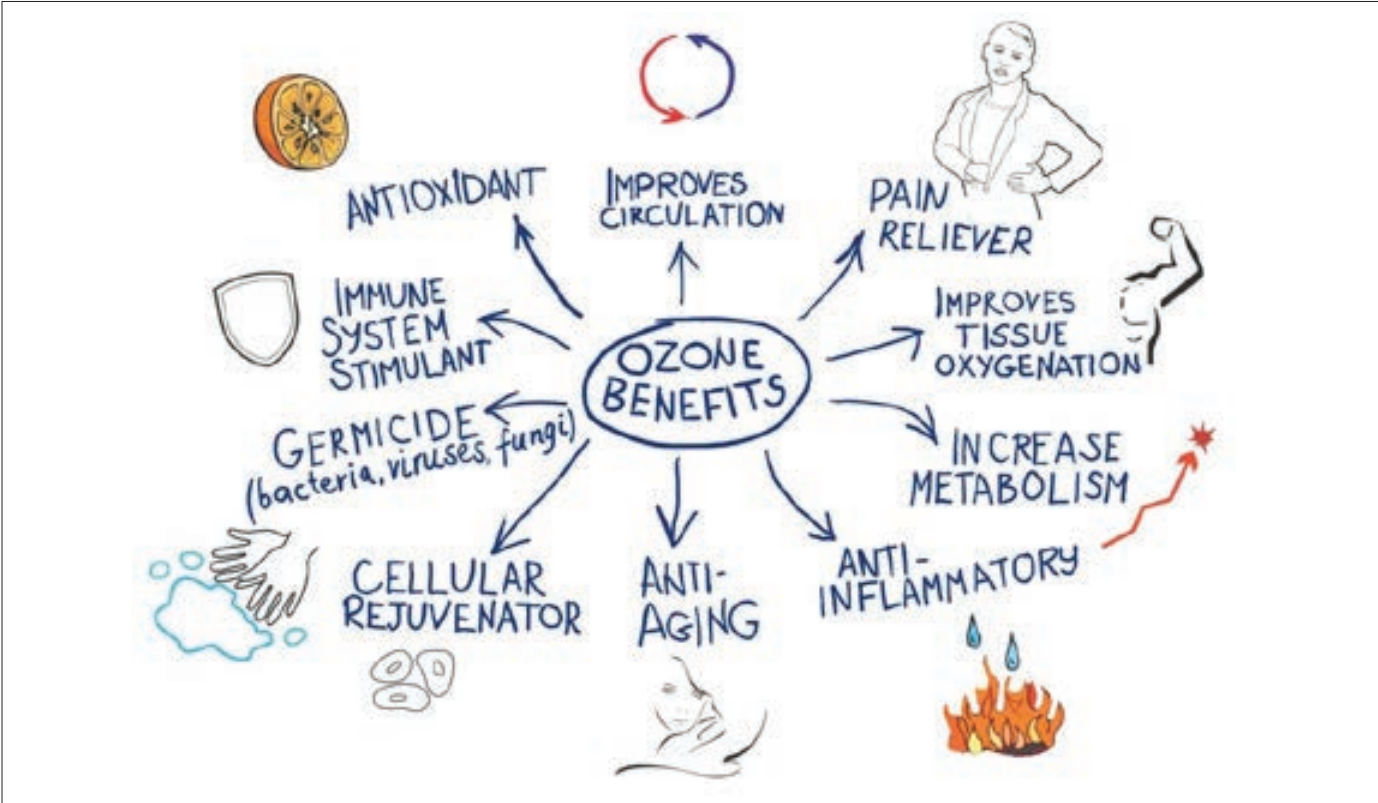
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Phone: 760-444-5544 Fax: 760-444-5006 Website: Carlsbadimc.com Email: info@Carlsbadimc.com



# A new way to live and enjoy life is coming to the Village

**McKellar McGowan Development** is putting the finishing touches on Carlyle Carlsbad Village, their new Carlsbad luxury community. Preparations are underway for the Grand Opening set for Saturday, September 12th. The 38 luxury homes located at 800 Grand Ave. in Carlsbad are a rare opportunity to purchase single level living in Carlsbad’s downtown village.

Carlyle Carlsbad Village, with its modern craftsman architecture, is comprised of 33 single-level condominiums, three single-family detached homes and two townhomes as well as a pool and outdoor lounge. The contemporary homes range in size from 1,642 to 3,044 square feet with two to three bedrooms and are priced from \$1,044,000 to \$2,414,000.

“Each residence at Carlyle has been individually tailored for homeowners who desire a high-quality luxurious home that also captures the coastal spirit of Carlsbad,” says Christopher McKellar, CEO of McKellar McGowan. “Our residences respond to what buyers are asking for, which is wide-open single level floor plans, an abundance of natural light and ease-of-use. Our single-family homes and townhomes include private elevators, making all three levels accessible to all homeowners.”

During the grand opening event, guests can tour model homes decorated from top-to-bottom by Del Mar-based interior design firm Design Line Interiors. Each home takes advantage of the temperate climate in Carlsbad with large outdoor decks accessed through pocket door systems up to 12’ in width; luxury plank flooring; designer-selected finishes in four color and material palettes; Bertazzoni 48” gas ranges and double ovens; built-in Sub-zero refrigerators;



Carlyle Carlsbad Village’s modern craftsman architecture offers an abundance of natural light and takes advantage of the temperate climate in Carlsbad.

48-bottle Azure wine coolers; Caesarstone quartz countertops; spacious laundry rooms with washer and dryer, bonus storage; and more.

Grand opening guests can enjoy live music from the decks of the residences and delectable take-out from local establishments, including handcrafted gelato to-go from

**Gelato Love**; a charcuterie tray to-go from Oak and Elixir; and artisan donuts to-go from **The Goods**.

“Carlyle defines the concept of destination living,” adds McKellar. These homes present a unique opportunity to live in a newly-constructed home in walkable Carlsbad Village among causal, coastal boutiques, restau-

rants, entertainment options, and of course, the beach.”

*The sales office is open daily from 10 am to 5 pm and homebuyers are invited to tour the designer homes by booking a private tour, please call (760) 810-4442 or visit CarlyleCarlsbadVillage.com.*



- 33 Luxury Single-Level Condominiums
- 3 Single-Family Detached Homes
- 2 Attached Townhomes
- 1,642 to 3,044 Sq. Ft.
- Priced From: \$1,044,000 - \$2,414,000

ULTIMATE *Perfection*  
MODERN. WALKABLE LIFESTYLE. STRESS-FREE LIVING.

Casual yet polished, familiar yet fresh. Relaxed with a “hip” vibe. Step into a pocket of paradise – beach village living. Unmatched craftsmanship in Carlsbad’s “Village by the Sea.”



 Private Tours Available. Schedule online: [CarlyleCarlsbadVillage.com](https://www.CarlyleCarlsbadVillage.com) | (760) 810-4442 | 800 Grand Avenue, Carlsbad, CA 92008

© 2020, Carlyle Carlsbad Village | Pricing and availability are subject to change without notice. The developer reserves the right to make modifications or changes to plans, specifications, and features should they be necessary to maintain the high standard of this development. Square footage is approximate. Room dimensions are approximate and subject to change per unit. DRE# 01956611







Litigation • Trademarks • Contracts • Entity Formation

858.699.2461

WWW.LADEGAARDLAW.COM TEL@LADEGAARDLAW.COM



The Carlsbad Fire Department Foundation participates in local community events including the donation of bicycle helmets, fire extinguishers and smoke alarms.



## 7th Annual Golf Tournament & Fundraiser

Aviara Golf Club

Thursday, November 12th

### A fun packed day with:

- ✓ Golf
- ✓ Friends
- ✓ Raffles
- ✓ Good Food
- ✓ Silent Auctions
- ✓ Live Auctions

We're always looking for players, participants, donations, and volunteers. If you would like to participate, please scan the QR code or visit our website.



[CarlsbadFDF.org](http://CarlsbadFDF.org)

### Scan the QR code for Covid-19 Updates

The Carlsbad Fire Department Foundation is a 501(c)(3) nonprofit entity. Your donation is tax-deductible to the extent allowed by law and will enable the Foundation to accomplish its mission.

## Beyond the fire station

The **Carlsbad Fire Department Foundation** assists the Carlsbad community and Fire Department through supplemental funding, education, community outreach and scholarships. This organization's recent contributions include funding for the Youth Firesetter Intervention Program of San Diego County. This program was created to educate youth by incorporating evidence-based risk assessment tools and education to intervene in dangerous fire setting behavior and stop it at the source. The Foundation has also purchased three of six Chemical Decontamination Units for the Carlsbad Fire Department stations. Firefighters are regularly exposed to toxins and carcinogens throughout their career. A staggering 68% of firefighters will be diagnosed with cancer in their lifetime. The chambers incorporate infrared heating technology combined with mild exercise on a stationary bicycle to assist in purging these toxins from the firefighter's bodies through

sweat in as little as thirty minutes when done in close proximity to an event. Additionally, the Foundation has awarded over \$55,000 in scholarships for department dependents in both vocational and university programs. We participate in local community events, donate bicycle helmets, fire extinguishers and smoke alarms with education to enhance community awareness and safety. On Nov. 12, the Foundation will hold their 7th Annual Golf Tournament & Auction Fundraiser at the Aviara Golf Club & Resort. Through a day of golf, friends, raffles, great good, silent and live auctions, the goal is to raise \$75,000 for several large-scale projects to supplement and enhance basic fire and rescue services, and to support public outreach, safety education programs, as well as providing scholarships to dependents of firefighters. If you'd like to join this event as a guest or volunteer, or if you'd like to learn more about this organization, please visit [www.carlsbadfdf.org](http://www.carlsbadfdf.org)



SAVE THE DATE



# Carlsbad City Council Candidate Forum

Wednesday, September 23, 2020 | 4:00 PM - 5:30 PM

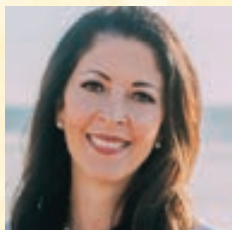
## DISTRICT 2



**Brian Higgins**



**Keith Blackburn**



**Lela Panagides**

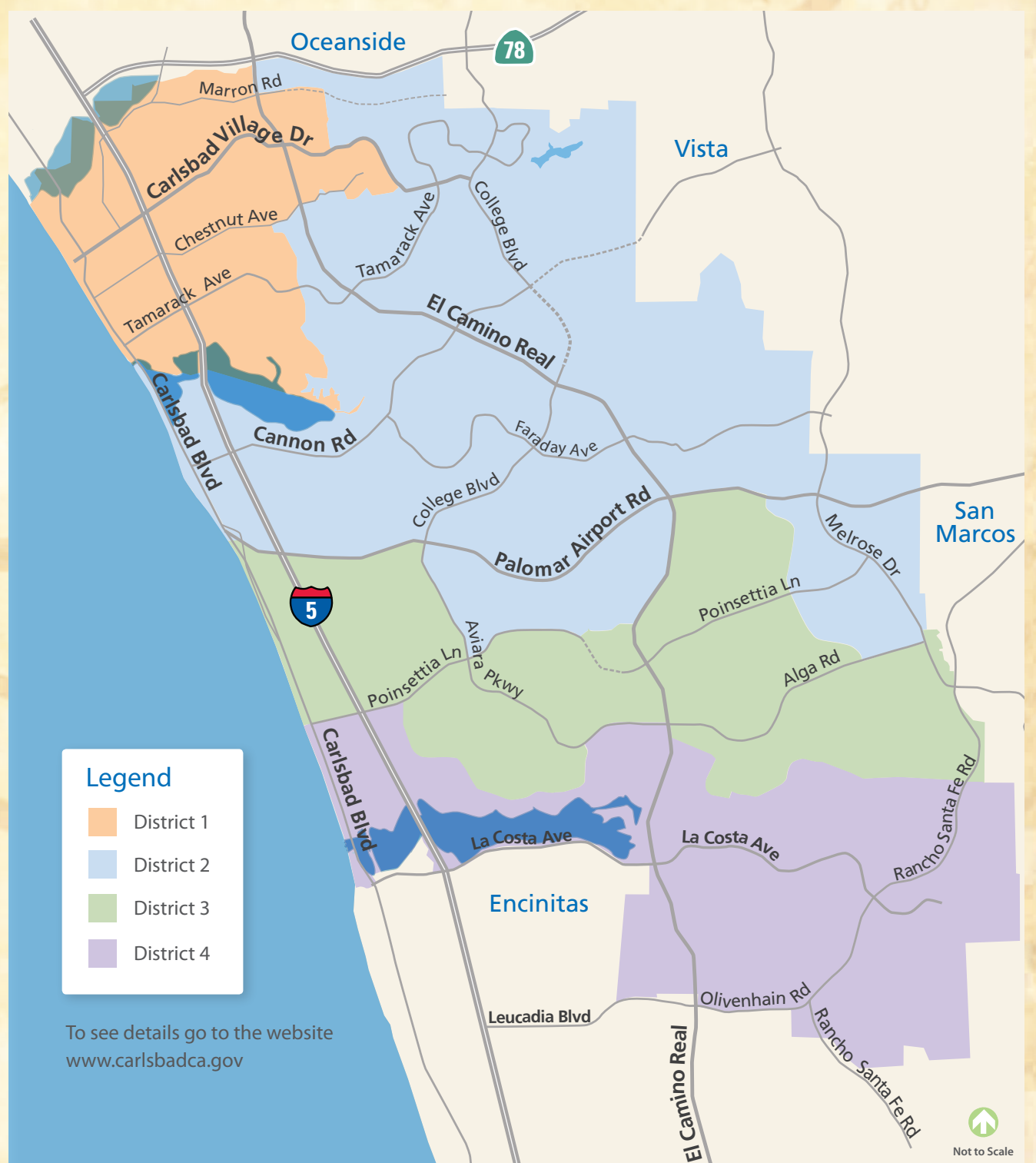
## DISTRICT 4



**Teresa Acosta**



**Phil Urbina**



REGISTER ONLINE @ CARLSBAD.ORG





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## THE GOLD STANDARD In Heart & Stroke Care



### Exceptional. It's what we do.

Providing optimal health care requires staying on top of constantly advancing treatment recommendations. That's why we follow the latest guidance from the American Heart Association.

Its **Get With The Guidelines®** program, helps ensure that patients get up-to-the-minute scientifically based treatment. We've been recognized for adhering to those exacting guidelines, helping patients live longer, healthier lives. **That's what we do. For you.**

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The American Heart Association/American Stroke Association does not endorse the products or services of Tri-City Medical Center.