

**A guide to living
your best life.**

SAN DIEGO
▶▶ LIFE. CHANGING.

WORK

PACIFIC OCEAN

INNOVATION

The Ultimate Life Hack

The world has changed quite a bit over the years. Public transit. The car. The internet. The smart phone. And as a young city, San Diego has changed with it.

But more than that, we have been driving technology and innovation behind that change. We have companies that are sequencing the human genome, curing diseases, reinventing the internet of things, and helping move millions of people across the globe.

We want you—yes, you—to join us in driving this next wave of change in San Diego.

So future San Diegan, **this is your guide.** Keep it on your work desk to look through whenever you're daydreaming of a better life. And if you're looking for one full of meaning, opportunities, fun, really good food, and some stellar year-round weather, we know we'll be seeing you soon.

Welcome home.

Visit SANDIEGOLIFECHANGING.ORG for more information.



Work

Do work that matters.

*From breweries to biotech.
And everything in between.*

WORKING HERE

San Diego is not a one-industry town. We're a melting pot of gamers, designers, scientists, engineers, brewers, and bold leaders who are making an impact on the world. If you can think it, there's probably a job here for you (*and your spouse*) in that field.

BUILDING HERE

Forbes called us the fourth best city in the country for startups, and for good reason. San Diego is where entrepreneurs come to make their ideas a reality. It's where startups become the next big thing and investors look for new ideas and technologies. It's where more than 80,000 businesses work to make the region (*and the world*) a better place.

INNOVATING HERE



Creation of 5G—Wireless company Qualcomm is pioneering the use of 5G technology across the globe, powering smart cities, robotics, and connected devices.



\$100 Genome—Illumina, the world's leading genomics technology provider, is on a quest to sequence the human genome for \$100, down from nearly \$14 million just a decade ago, opening new possibilities for personalized medicine.



Analytics, Redefined—Google Analytics, the ubiquitous web analytics platform, got its start in San Diego when the tech giant acquired Urchin.



Cure for Ebola—Researchers at The Scripps Research Institute developed the first remedy given to a missionary that survived the Ebola infection.



Science of Beer—Since 1995, White Labs has supplied professionals and homebrewers with pure liquid yeast. Cheers to San Diego's renowned craft beer scene.

477
new innovation
startups in 2016

- **34%** more STEM jobs in San Diego than U.S. average
- **Projected growth:**
25,000 software jobs in 2020
10,500 genomics jobs in 2020

DREAM JOBS

We have tech companies—both startups and household names—looking for their next engineer, marketing, or operations pro. We have life sciences companies on the hunt for their next product manager to translate ideas into life-saving technologies.

Our wide variety of jobs at these tech and life sciences companies span far beyond the normal '9 to 5'. These are companies that have purpose and are continuing to advance the world in key industries like:

SaaS/Internet

Genomics

Medical Devices

Craft Beer

Sports and Active Lifestyle

*Fuse Integration is located
in the creative Makers Quarter
of East Village in downtown*



Did you know?

San Diego is the...

- NO. 1** city for expected tech jobs growth
- NO. 2** most inventive city in the world
- NO. 3** strongest life sciences cluster
- NO. 4** best place for startups

Want more info about
San Diego companies that
are hiring? Head over to
SDLIFECHANGING.ORG/WORK

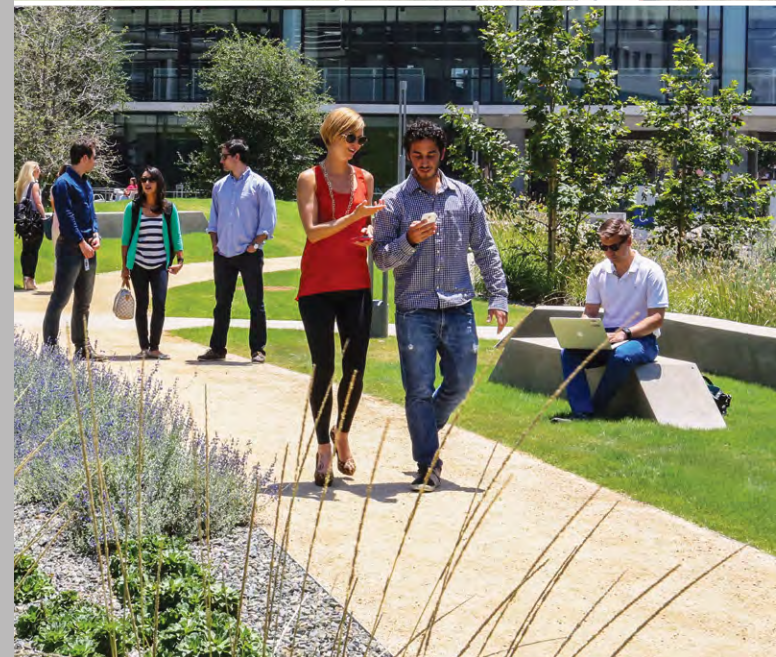
SOURCES: Connect Innovation Report 2016, Forbes via OECD 2013, San Diego Union Tribune, SDMAC, Clean Edge 2017, JLL 2017, EMSI



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SAN DIEGO HOLDS SUCH TREMENDOUS OPPORTUNITIES FOR CANDIDATES. IT IS A DYNAMIC, RICH ENVIRONMENT WITH INCREDIBLE OPPORTUNITIES TO HAVE BOTH THE CAREER AND LIFE YOU WANT, THAT YOU JUST DON'T FIND IN OTHER REGIONS.”

MELINDA DEL TORO / SVP, PEOPLE & CULTURE – VIASAT





Live

Change the way you live.

Swap 'bored' for 'board' in your vocabulary.

Fast Facts:

- San Diego region population: **3.3M**
- Median age: **35** (U.S. average is 37.9)
- # of cities: **18**
- # of schools: **780** countywide
- **#5** school district in CA
(San Dieguito Union High School District)

- NO. 2** safest city
- NO. 3** lowest average commute time
- NO. 4** city for electric vehicle adoption

Home to **2** international airports, including the **world's first cross-border terminal** in Tijuana, Mexico



You probably know us for the beach, the sun and waves, and we're okay with that. But when it comes to living options, here's what you need to know: *we really do have it all.*

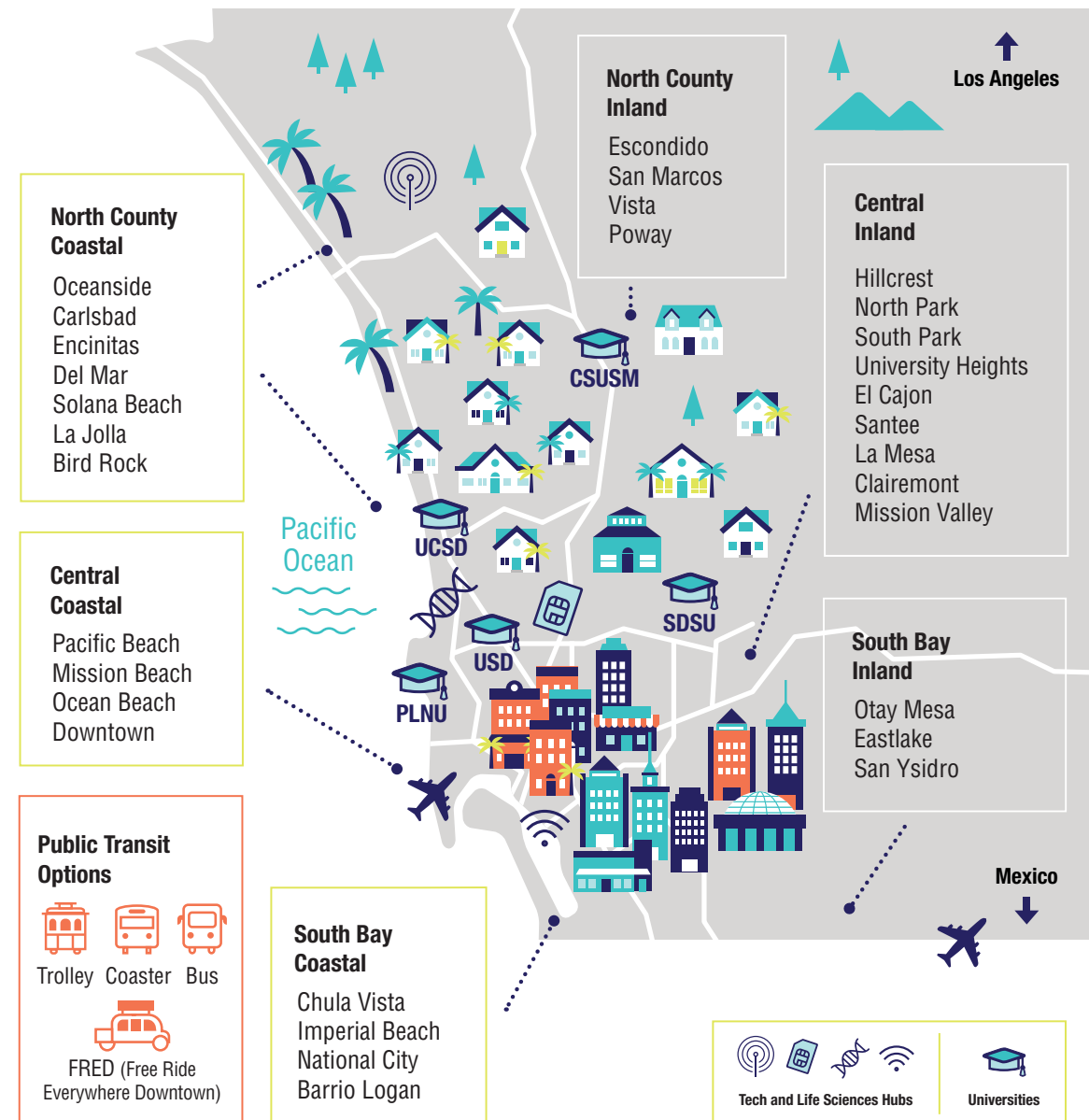
Waterfront high-rises. Great public schools. Craftsman houses. Walkable neighborhoods.

With more than a hundred different neighborhoods and stellar school systems throughout the region, even your kids will benefit from your relocation. There are urban, walkable neighborhoods close to restaurants, bars, and trendy coffee shops. There are also quaint neighborhoods perfect for families and dogs alike.

To learn more about the neighborhoods, schools, and commute options available in San Diego, visit [SDLIFECHANGING.ORG/LIVE](https://sdlifechanging.org/live)

Around SD

Here's our list of top places that San Diegans love to call home.





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“EVERYONE IS ALWAYS BRINGING UP THE WEATHER, BUT THERE’S SO MUCH MORE THAN THAT. OVER THE PAST 20 YEARS, I’VE BEEN ABLE TO SEE SO MUCH GROWTH—IN TECH, ART, FOOD, MUSIC, ARCHITECTURE, AND NICHE INDUSTRIES. THERE’S TRULY A PLACE, TASTE, AND EXPERIENCE FOR EVERYONE IN SAN DIEGO.”

DIANA LE / PRINCIPLE ROBOTICS UX DESIGNER – BRAIN CORPORATION



Explore

Adventure is out here.

We like to have a good time, all the time.

We work hard, so we like to enjoy our downtime. And if there's one thing San Diego has, it's options. We call ourselves 'San Diego 365' because you can pretty much participate in any activity here, any time of the year.

We have miles of hiking trails, pristine beaches with great surf, a thriving arts scene, world-renowned restaurants, and craft beer everywhere. Not to mention, we're also driving distance from other fun places like Tijuana, Los Angeles, Palm Springs, Big Bear, Temecula, and even Las Vegas.

Ever surfed in the morning and snowboarded in the afternoon? We have. And you can too.



To learn about all the ways we spend our free time, visit [SDLIFECHANGING.ORG/EXPLORE](https://sdlifechanging.org/explore)

A few more from our SD bucket list:

- Grab your buddies, wear your favorite superhero costume, and attend **Comic-Con** in **downtown** – the international comic convention phenomenon.
- Play tourist and take the family to all of the local attractions like the **San Diego Zoo**, **Safari Park**, **LEGOLAND**, **SeaWorld**, and the **Carlsbad Flower Fields**.
- Sip a craft cocktail at one of downtown's rooftop bars overlooking **Petco Park** and the **San Diego Bay**. Bonus points if it's before heading to a **Padres** game.
- Paddleboard, wakeboard, water ski, and/or jet ski in **Mission Bay**.
- Catch a show at the **La Jolla Playhouse**, **Civic Theatre**, **Balboa Theatre**, or **Old Globe Theater**.

*The Alexandria Illumina
Theatre in Torrey Pines*

Our Highlights:

- 145+ breweries**
Bonus: many are dog and kid friendly.
- 2 international airports**
The world's first cross-border terminal in Tijuana, Mexico is just 30 minutes from downtown San Diego.
- Balboa Park**
San Diego's crown jewel. At 1,200 acres, it's nearly twice the size of Central Park.
- Arts and Culture**
San Diego sends more plays to Broadway than any other U.S. city.

SOURCE: San Diego Tourism Authority





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AIRA WAS BUILT IN SAN DIEGO FOR TWO REASONS: THE TALENT AND THE COMMUNITY. IN THIS REGION, THE BRIGHTEST MINDS AND THE MOST SEASONED ENTREPRENEURS STILL HELP EACH OTHER. WE HAVE THRIVED IN SAN DIEGO BECAUSE GREAT TECH TALENT WANTS TO LIVE IN A LIFE-CHANGING PLACE.”

AMY BERNAL / VICE PRESIDENT, CUSTOMER EXPERIENCE – AIRA



Upgrade your life.
Scale your company.
Change the world.
And have a really
good time doing it.

Learn more about San Diego—
our neighborhoods, our people, our companies—
by visiting [SANDIEGOLIFECHANGING.ORG](https://sandiegolifechanging.org)

Now all you need to do is get here.



Live the life you want. It's that simple.
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SD/CA

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