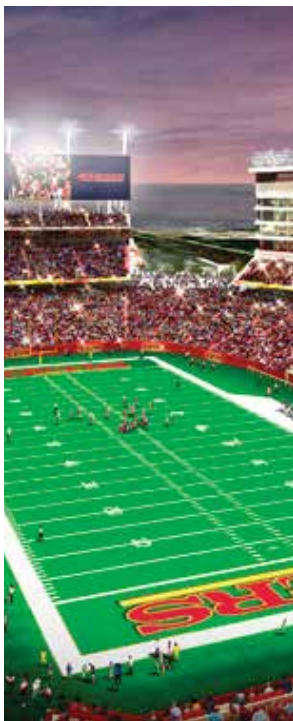


Levi's® Stadium... Santa Clara's most recent stunning achievement!



Stadium features at a glance – why it's the best in the U.S.

- 1,850,000 square feet in size – twice the size of Candlestick Park.
- 68,500 seats including 45,000 seats on lower level, 18,000 seats on upper level and 176 luxury suites. The closest seats are just 10 feet away from playing surface.
- Two colossal HD video scoreboards, each 48 feet tall and 200 feet wide, are the largest of their kind in outdoor arenas.
- NFL's first automatic, collapsible field goal posts that increase safety and ease of transition for non-football events.
- As expected for a facility in Silicon Valley, stadium-wide WiFi, mobile connectivity, and approximately 2,000 IPTV monitors.
- It's in Santa Clara, California – our hometown!

Stadium launches new chapter in Santa Clara history

Over the past 162 years, the residents and businesses of the City of Santa Clara have had many reasons to be proud of their community – its significant role in California history . . . its rich agricultural heritage . . . its innovative technology companies . . . its enviable quality of life. Now, the opening of Levi's® Stadium in August opens a new chapter in Santa Clara history that showcases the many assets of the community today and provides incredible opportunities for the City of tomorrow. There is no better time to be Santa Clara PROUD!



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World-class events come to a world-class city

Additional events are coming, including training camps open to the public in August.
For the most recent schedule information, visit LeviStadium.com.

2014

Sat, Aug 2	San Jose Earthquakes vs. Seattle Sounders, Major League Soccer, 7:30 p.m.
Sun, Aug 17	49ers vs. Denver Broncos exhibition game, 1 p.m.
Sun, Aug 24	49ers vs. San Diego Chargers exhibition game, 1 p.m.
Sun, Sept 14	49ers vs. Chicago Bears season opener, 5:30 p.m.
Sun, Sept 28	49ers vs. Philadelphia Eagles, 1:25 p.m.



Sun, Oct 5	49ers vs. Kansas City Chiefs, 1:25 p.m.
Fri, Oct 24	Cal vs. Oregon, Pac-12 Conference college football
Sun, Nov 2	49ers vs. St. Louis Rams, 1:05 p.m.
Sun, Nov 23	49ers vs. Washington Redskins, 1:25 p.m.

Thur, Nov 27	Thanksgiving – 49ers vs. Seattle Seahawks, 5:30 p.m.
Fri, Dec 5	2014 Pac-12 Football Championship Game
Sat, Dec 20	49ers vs San Diego Chargers, 1:30 p.m.
Sun, Dec 28	49ers vs. Arizona Cardinals, 1:25 p.m.

Coming Up

Sun, March 29, 2015	WWE WrestleMania 31
Sun, Feb 7, 2016	Super Bowl 50!



How it came to be

This brief overview includes only a few of the complex steps that led from an audacious idea – the San Francisco 49ers moving to the South Bay – to the opening of Levi’s® Stadium in the City of Santa Clara. Thousands of hours of time by the Mayor and City Council, City staff, expert consultants, community stakeholders, and residents were invested in making the stadium project the best it could be. Together, the Santa Clara community has created something that it can be proud of for generations to come.

Early Vision
A letter to the San Francisco 49ers from then City Councilmember Kevin Moore suggests that the team consider Santa Clara for its new home stadium. Team executives visit the City and then Mayor Patricia Mahan takes them up in the Sky Tower at California’s Great America to get a 360 degree view of Santa Clara and its potential.

First Choice
November, 2006
The San Francisco 49ers announce Santa Clara is the #1 preferred site for a new stadium.



Companion venue to Santa Clara Convention Center

It’s not all about sports at Levi’s® Stadium! The versatile facility is designed to be a luxurious and unique event space that, like the Santa Clara Convention Center, can be used for company meetings, conferences, conventions, trade and consumer shows, social events, and galas.



Visitors and travelers to Santa Clara help to pay for core City services such as police, fire, parks, library and streets through sales tax on purchases made at local stores and restaurants and Transient Occupancy Tax (TOT) on lodging. TOT alone generates more than \$13 million for the City’s General Fund each year.

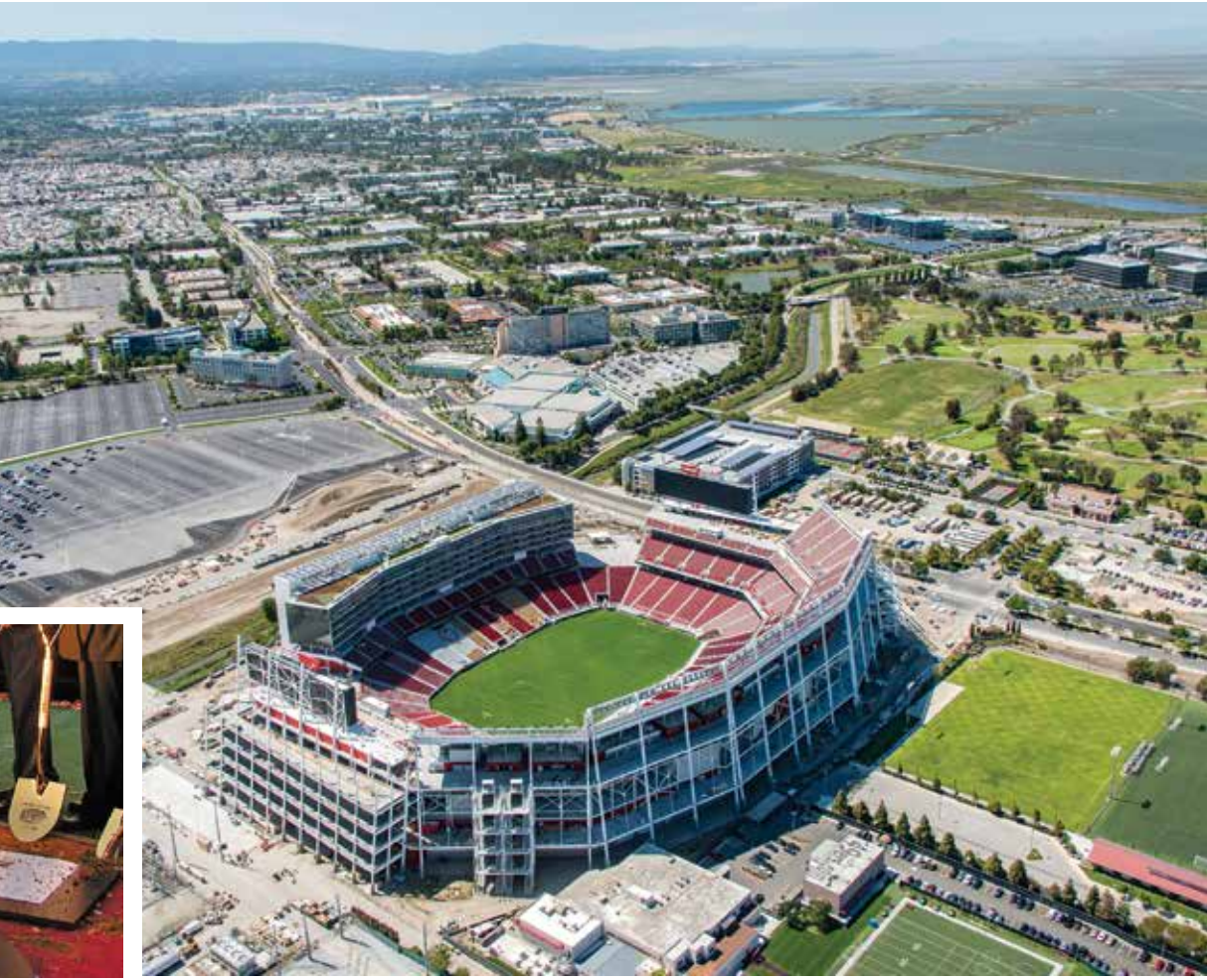
Want to tour the stadium?

Public tours begin in August. Cost is \$25 per person, but Santa Clara residents get \$5 off with valid ID. To schedule, visit LevisStadium.com.

Feasibility Study
January, 2007
The City Council adopts guiding principles and the process for a feasibility study of the proposed stadium, including a schedule of public meetings.

Negotiations Begin
January, 2008
The feasibility study is complete, including economic benefits, public safety impacts and financing options. The City enters into non-binding negotiations with the 49ers.

EIR Analysis
2008-2009
A comprehensive Environmental Impact Report is prepared by an independent consulting firm including analytical reports on land use, geology, hydrology, visual resources, biological resources, hazards and hazardous materials, cultural resources,



transportation and circulation, air quality, noise, utilities and public services. The Draft EIR receives extensive public review and comment before the final EIR is accepted by the City Council.

Advisory Vote
June, 2010
Measure J asking Santa Clara citizens for approval of the stadium is passed by a majority of voters.

Funding in Place
March, 2012
Financing of the \$1.3 billion project is formalized.

Groundbreaking!
April 19, 2012
And so it begins...

New community gathering spot

There’s a new place in town to connect with friends and to show off to visitors from out of the area – the Levi’s® Stadium main entry plaza.

The main entry plaza at the northwest corner of the stadium on Tasman Drive will be open to the public to access nearby the San Francisco 49ers Museum presented by SONY, 49ers Team Store and Michael Mina’s Bourbon Steak & Pub.

The 49ers Museum showcases team history with interactive galleries and historic artifacts. The two-story museum includes the Edward J. DeBartolo Sr. 49ers Hall of Fame and Super Bowl gallery, and the Denise DeBartolo York Education Center with a state-of-the-art classroom for hands-on activities for visiting students. The stadium is expected to host field trips for approximately 20,000 schoolchildren during in the first year. For information about field trips, visit LevisStadium.com/education.



Bourbon Steak & Pub is a multi-level high-end steakhouse and casual dining pub from James Beard award-winning chef Michael Mina. On game days the restaurant will be transformed into a membership-only tailgate party, but for the rest of the year it will add a new upscale dining choice to Santa Clara’s restaurant scene. Bourbon Pub will be open for lunch and dinner and Bourbon Steak for dinner only. For menu information and reservations, visit LevisStadium.com/Bourbon-Steak-and-Pub.

\$61
million
annually

*economic
impact of
stadium
operations in
Santa Clara
County*

CITY PLACE SANTA CLARA



Stadium is catalyst for private investment in the future of Santa Clara

Major developments that will bring new retail, restaurants, entertainment, Class A office space and new homes to Santa Clara are proposed for the vicinity near Levi’s® Stadium and the Convention Center. The projects total more than \$4 billion in private investment in the future of Santa Clara, broadening its economic base and generating millions of dollars for the City’s General Fund.

3,665
jobs

*generated on
and off-site
by stadium
operations*



Two of the largest and most exciting projects are Centennial Gateway on the corner of Tasman and Centennial Boulevard north of the stadium and City Place Santa Clara, a mixed use transit-oriented development, across from the stadium. Together they will be the core of a vibrant entertainment district serving both residents and visitors.

For more information on proposed projects near the stadium and throughout the City, visit santaclaraca.gov and click on Development Projects under Helpful Links on the home page.

Public-private partnership protects City assets

Levi’s® Stadium is an example of great teamwork, a public-private partnership that has created a world-class facility that will be a community asset for generations to come.

The \$1.3 billion construction project was financed with a combination of bank notes and loans, construction period revenues, and private investment from the 49ers. No monies from the City’s General Fund were used for the construction of the stadium.

In June 2013, the Stadium Authority took advantage of the favorable economic environment and converted construction loans to permanent financing to lock in low interest rates on its notes and loans. These debts will be paid by operating revenues for the Stadium Authority including facility rent from the 49ers (initially set at \$24.5 million per year subject to a rent reset in 2015 following the first year of actual experience operating the Stadium), proceeds from the sale of Stadium Builders Licenses, proceeds from a ticket surcharge, and proceeds from the sale of naming rights to Levi Strauss & Co.

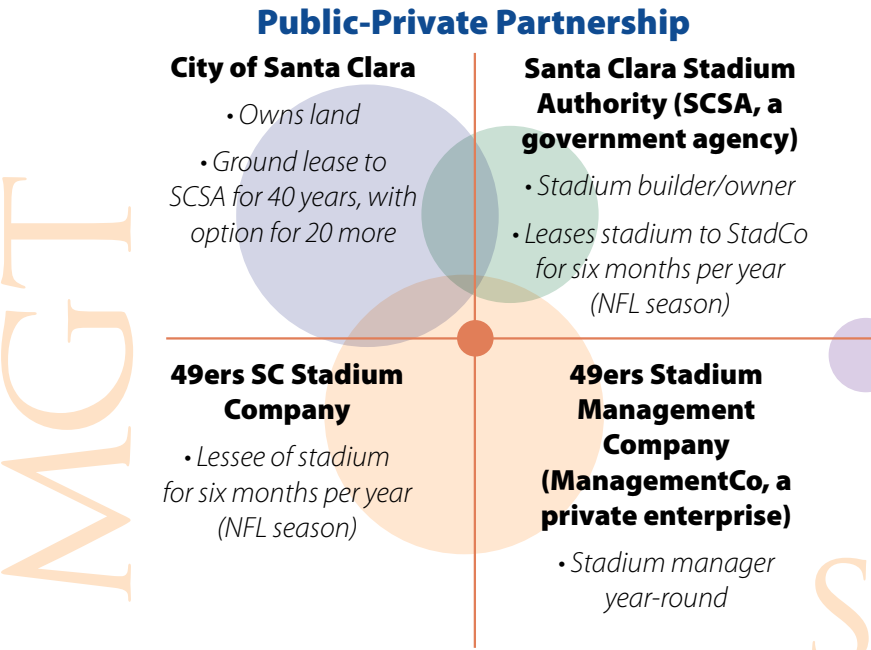
Together, these funding sources, along with other smaller sources, are anticipated to be sufficient to fully fund operating costs, debt service costs, and necessary operating and capital reserves. Every effort was made to protect the City so that the stadium would not put City finances at risk.

Other financial aspects of the stadium include:

- The City will ground lease the stadium for a fixed base rent, starting at \$180,000 per year and averaging \$1 million per year over the initial 40-year term.

- The City will also receive performance-based rent equal to 50% of the net income from non-NFL events, less certain credits. It is estimated to yield \$2.4 million for the General Fund in fiscal year 2014-15.
- A fee of 35 cents per NFL ticket fee for City senior and youth programs is estimated to yield \$230,000 per year.
- No City General Fund or Enterprise Fund monies were used in or pledged to the development of the stadium, except for

- the relocation of the Tasman Substation from the property adjacent to the stadium site.
- There are no new or increased taxes for the stadium, except for those raised by a Community Facilities District formed by the hotels in the stadium area. Hotel rooms within the District are subject to a special 2% tax that will provide up to \$35 million, exclusive of debt service and other financing costs, toward development of the stadium and related infrastructure.
- StadCo is responsible for any construction cost overruns and for payment of facility rent that has been set to cover payment of the debt service and operating expenses of the stadium related to NFL events.
- StadCo will reimburse the City for reasonable costs incurred in providing public safety and traffic management for NFL games.



PARTNER
SHIPS





Construction Milestones

Stadium construction is amazing feat of design, engineering and perseverance

**Pivotal Moment
September, 2011**

After intense work and more than a few sleepless nights, contractors develop an ambitious strategy to carve a full year off the initial construction schedule so that the stadium can open for the 2014 football season rather than in 2015.

**Make Ready
January-December, 2012**

A major public works project moves all utilities out of footprint of the new stadium.

**Getting Started
April, 2012**

A joyous groundbreaking ceremony is followed by 26 months of all-out construction activity that brings a team of 1,200 workers per day to the site.

**Deep Foundation
May, 2012**

3,080 piles are installed in just 30 days. (Little known fact – if laid end to end they would stretch from Levi's® Stadium to Candlestick Park.)



The Bandera Bermuda turf used in Levi's® Stadium is one of the toughest available. It will be kept at a height of about three-quarters of an inch, providing player safety and requiring less water for upkeep.



About 1,200 workers were on the construction site each day to meet the ambitious target date for completion.



Three bridges cross San Tomas Aquino Creek to provide convenient access to the stadium from west side parking lots.

Steelwork Rises

August, 2012 – January, 2013

Steel beam construction begins. Four separate work crews and cranes work in quadrants to put in about 200 beams a day until all 14,000 are installed with 127,000 bolts in record time.

**Stadium Named
May, 2013**

Levi Strauss Co. is announced as the naming rights sponsor of the stadium in a \$220 million, 20-year agreement. Sponsorship funds go towards the cost of building and operating the stadium.



A "Super Flush" test of restrooms and concession on April 12, 2014 confirmed the stadium is ready for big crowds.

"The San Francisco 49ers organization has enjoyed a tremendous relationship with the City of Santa Clara and its citizens for more than 25 years. As community partners, we are very proud of all that has been accomplished in that span, and look forward to Levi's® Stadium serving as a testament to the passion for innovation shared by Santa Clara and the 49ers."

Jed York, CEO, San Francisco 49ers



Energy Efficient

October, 2013

Phase one of the solar installation is complete. Levi's® Stadium is the first home to an NFL team to have sustainability and LEED certification standards incorporated into its design and architecture. At their peak, the solar arrays should generate enough energy annually to offset the power consumed at the stadium during regular season home football games.

Bridge Installation

December, 2013

Three pedestrian bridges are put into place over the San Tomas Creek to bring fans from west side parking lots to the stadium. (Little known fact – each bridge weighs 134,000 pounds.)

Green Field

April, 2014

Bermuda Bandera grass arrives, a variety that is shade tolerant and known for rebounding quickly. Roots for the playing field grass were put down in fall of 2012 in Merced County and monitored closely for 18 months.

It's Done!

July, 2014

Target date for construction to be complete.



Green building for a green city

For decades, the City of Santa Clara has been an innovation leader in protecting and preserving the environment for future generations, and it has received national recognition for its energy and water conservation programs. Given these values, it was important that the largest capital project in the City's history represents the best in green building techniques – and Levi's® Stadium more than meets that goal.

Sustainable concepts were incorporated throughout design and construction, and Levi's® Stadium will be the first U.S. professional football stadium to achieve LEED Gold certification. Visitors to the stadium can view a live dashboard display featuring current energy measurements, water and air monitors, and other dynamic green features as the building operates daily. Special environmental design features include:

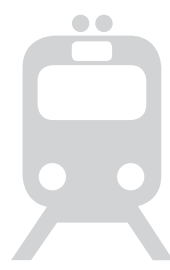
- § 85% of water used in the stadium (toilets, irrigation, cooling tower) will be recycled water. First dual plumbed stadium in California.
- § A 27,000-square-foot "green roof" on the Suite Tower features native plants.
- § 75% of construction materials is recycled. 100% of the wood used in the East suites is reclaimed wood from a local airplane hangar at Moffett Field in Mountain View.
- § LED bulbs are used in 40% of the stadium lighting. (Little known fact: LEDs cannot be used on field lights because they could alter the color of players' uniforms on TV broadcasts.)
- § Solar panels on the western roof of stadium and three pedestrian bridges will generate 375 kilowatts of electricity, about the same as 100 rooftop systems.



The green roof on the Suite Tower uses a variety of shallow root, hearty plants that require minimal maintenance. It is part of the stadium's sustainable design to keep the building thermal envelope cooler.



HERE THEY COME!



Public transit will bring thousands to stadium events

The City has worked closely with the Santa Clara Valley Transportation Authority (VTA), the San Francisco 49ers organization and other public transit service providers on a comprehensive Transportation Management and Operations Plan that gives people coming to events at Levi's® Stadium a number of low cost, convenient public transit options.

Photo by: Santa Clara Valley Transportation Authority



For information on VTA schedules, visit vta.org or call 408.321.2300.

“Levi's® Stadium is one of the best served stadiums with public transit in the nation.” – Mineta Transportation Institute

VTA has developed a strategy to scale capacity and schedules to meet the varying transportation needs of different types of events, and to have flexibility to accommodate changing travel patterns as people become more familiar with the stadium and transit options and schedules. It is beefing up staffing and focusing on customer friendly fare collection, such as a new mobile app to allow ticket purchase by smart phone, acceptance of the regional Clipper card, and a joint ticket with Caltrain.

Current estimates are that 19-24% of sports fans may use public transit services on game days, with several thousand more using other trains and private charters.

Light Rail

VTA is planning to have 80 light rail cars in service on game days and for other major stadium events, one third more than a typical weekday.

Buses

The three regular bus lines that service the stadium area (lines 55, 57 and 60) will make extra trips on game days so that a bus arrives every 20-25 minutes. In addition, express lines are being set up to bring attendees from the Fremont BART station, Eastridge, South County (Morgan Hill/Gilroy), Almaden Valley and Cupertino. Private charter buses are expected to bring as many as 5,000 fans to football games.

Trains

Both the Capitol Corridor and ACE lines have stops near the stadium and both train systems will make special schedule arrangements on game days to bring fans from the Central Valley and East Bay. Caltrain is also adding extra service from San Francisco and the Peninsula to bring fans to the Mountain View station where they can transfer to light rail.

BART

An express bus will bring attendees from the Fremont BART station to the stadium. When BART service begins in Santa Clara County in late 2017, passengers will transfer from BART to light rail at the Milpitas Transit Center.

Parking within walking distance

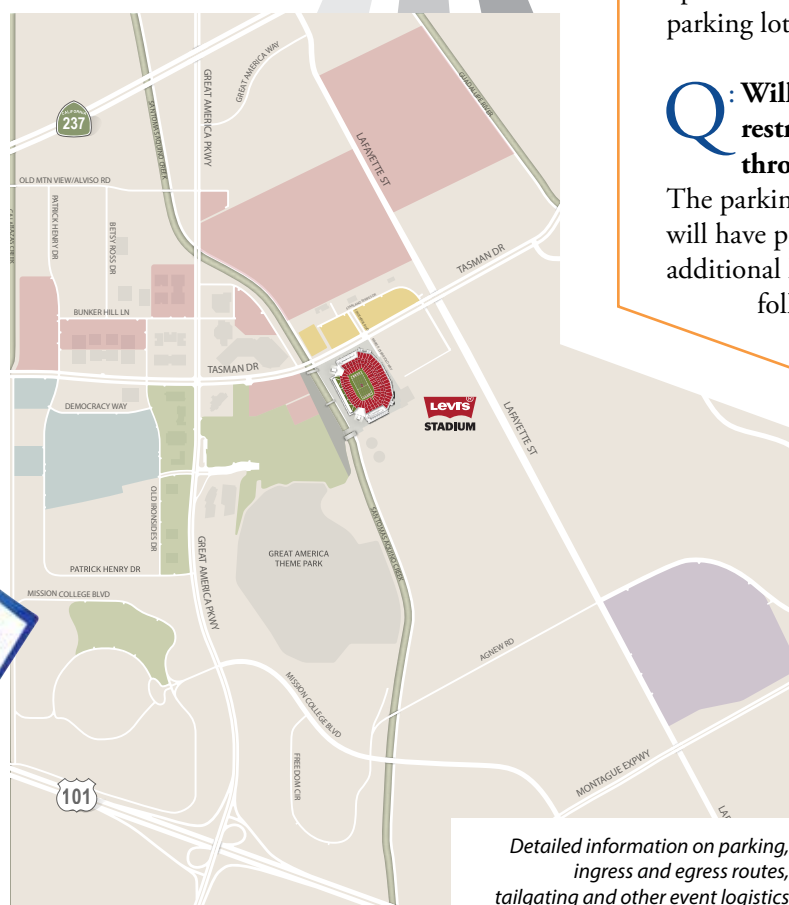
Getting football fans and other event attendees in and out of the stadium in a safe, efficient manner is important to everyone, and the City has worked diligently with the San Francisco 49ers to devise the best traffic management plans.

Based on the experience of football stadiums throughout the U.S., it is estimated that about 70-75% of fans will arrive in about 19,000 private vehicles, with another 12,000-15,000 individuals opting to use public transportation or private charter buses. More than 20,000 parking spaces have been identified for stadium attendees, over and above employee parking.

Because it is located along the San Tomas Aquino Creek Trail, Levi's® Stadium will also be easy to reach for bicyclists and the facility has capacity for 750 bicycles at big events, including bicycle lockers and rack spaces and a staffed bicycle valet service.

On event days, the Santa Clara Police Department will send traffic notifications via Nixle, a subscription based messaging system. To sign up for this service, log onto scpd.org/index.aspx?page=2619. Live traffic camera feeds along Lawrence Expressway can be viewed on the Santa Clara County website sccgov.org/sites/scc/Pages/SCC-Live-Traffic.aspx. Ticket holders will also be encouraged to use the Levi's® Stadium app that will provide up-to-the-minute information on traffic and parking.

A debrief following each event will evaluate security and traffic control measures and make any adjustments as necessary.



Detailed information on parking, ingress and egress routes, tailgating and other event logistics will be available on the website LevisStadium.com.

FAQ on Parking Lot Activity

Q: Will tailgating be allowed in all parking lots?

Each of the parking lots secured by ManagementCo for use in connection with events at Levi's® Stadium has a different designation – tailgating permitted, restricted tailgating (no open flame) or no tailgating. To see a map of parking lots visit LevisStadium.com.

Q: Will all parking lots have portable restrooms? Will they stay there throughout football season?

The parking lots secured by ManagementCo will have portable restrooms, garbage cans and additional lighting, if needed. Immediately following each large event, the lots will be cleaned and returned to their original condition (without garbage cans and portable restrooms).

Q: Will amplified music be allowed in parking lots?

Amplified sound is prohibited in all lots.



Protecting community is highest priority

Keeping neighborhoods near the stadium – and throughout the entire City – safe and livable is the highest priority for the City of Santa Clara when thousands of people come into the area to enjoy a sporting or entertainment event.

The Santa Clara Police Department began planning for the stadium in 2007 when it was first proposed. The City has received funding from the San Francisco 49ers since 2012 for a Security and Special Events Unit consisting of one lieutenant and one sergeant. The Unit studied 21 stadium operations across the country before creating an operations plan and manual for all events at Levi's® Stadium based on best practices in the National Football League. The plan and manual cover every contingency – traffic flow, parking lot incidents, ticket scalpers, gate entry issues, medical emergencies, alcohol-related incidents, disorderly behavior, threat assessment procedures, possible theft and vandalism in the stadium or the surrounding neighborhoods.

For Your Reference

Stadium Management Company

(Questions/concerns about stadium operations including noise, parking, traffic)
408.497.5577
neighbors@LevisStadium.com

LevisStadium.com

(Stadium event calendar and information)

Santa Clara Chamber of Commerce & Convention-Visitors Bureau

(Convention Center events, hotels, restaurants, attractions, etc.)
SantaClaraChamber.com
SantaClara.org
408.244.8244

Santa Clara Police Department

(Crime, safety procedures, neighborhood protection)
Emergency: 9-1-1
Non-emergency: 408.615-5580
SCPD.org

City of Santa Clara

1500 Warburton Ave., Santa Clara, CA 95050
408.615.2200
SantaClaraCA.gov • Emerge.SantaClaraCA.gov

Community meetings about Levi's® Stadium

Residents and businesses are invited to attend a community meeting presented by the Santa Clara Police Department, VTA and the 49ers Management Company to learn more about Levi's® Stadium and plans for game/event days.

- Monday, June 2, 7-8:30 p.m. at Kathryn Hughes Elementary School, 4949 Calle De Escuela
- Wednesday, June 25, 7-8:30 p.m. at Santa Clara Youth Soccer Park Conference Room, 5020 Stars and Stripes Dr.

Topics will include parking and traffic management plans, public transit options for event attendees, how neighborhoods near the stadium will be protected from impacts, and other information of interest to the community. Everyone is welcome and no reservations are necessary. Three additional community meetings were held in April and May at other sites in the City.



Neighborhood Street Protection

To make sure that stadium traffic does not negatively impact nearby residential neighborhoods, the Stadium Authority will place security or police personnel at all major intersections around the stadium. They, along with restricted access signage, will direct stadium event attendees toward freeways and away from residences, including the Agnews and Rivermark neighborhoods and the Adobe Wells Mobile Home Park. Several other locations along Lafayette and Lawrence Expressway will have “resident parking only” signs to deter vehicles from entering residential neighborhoods.



Neighborhood protection efforts will be modified as needed once the stadium is open and any new issues are identified. **For the latest information, visit LevisStadium.com.**



[illegible]

- Its status as the 15th most livable city in America confirms Santa Clara's outstanding quality of life.
- Innovations and inventions by superstar Santa Clara technology companies have changed the world – and it all started here.
- Billions of private investment dollars are coming into Santa Clara by corporations and developers who see a long, bright future for this city.
- California's Great America theme park provides fun family

- Santa Clara City Library consistently is ranked as one of the best public libraries in the U.S.
- Utilities in Santa Clara are less expensive than neighboring communities, with reliability and quality ensured by City-run energy, water and sewer services.
- Free outdoor WiFi throughout the City.
- History and art museums, public art and performing arts groups provide a variety of cultural experiences.
- Hundreds of acres of public parks, trails and outdoor recreation facilities.
- Santa Clara University is rated by *Forbes* as one of the top colleges in the nation.
- People come from all over the world to live, work, study or start a business in a community that welcomes and celebrates diversity.



From its World Series Champion youth baseball teams to its internationally renowned swimming and diving stars, Santa Clara has an impressive record of producing outstanding athletes and has been referred to as the “Youth Sports Capital of the World.”

Santa Clara's Pop Warner program is considered one of the best in the nation, claiming 32 division championships, 39 league championships and 10 World Series championships in its history. Youth sports of all types remain popular in Santa Clara with activities available to boys and girls of all ages through schools, the Police Activities League (PAL), the City's recreation programs, and youth sports organizations.

Other notable Santa Clara athletes include Steve Nash who plays for the Los Angeles Lakers basketball team, former All-Pro NFL tight end Brent Jones, former major league baseball all-star Carney Lansford, and soccer star Brandi Chastain.



“Athletes from the city’s sports community can boast of more gold, silver, and bronze medals from Olympic and Pan American games than many of the individual nations in the world.”

Legendary Locals of Santa Clara



Levi's® Stadium is sure to garner awards for its excellence in design, environmental sustainability and its innovative public-private partnership. But Santa Clara is no stranger to winning awards. Here are just a few of the impressive awards and recognitions received by Santa Clara during the past few years that makes it the best place to live, work, play and raise a family.

- *Wall Street Journal's* Top 10 Most Inventive Towns
- Energy Innovator Award from American Public Power Association
- FBI ranking as 8th safest city in the country
- Bay Area Best Workplace for Commuters
- Tree City USA for 26 years running
- Top 10% of public utilities nationwide for reliable, safe electric service
- Bicycle Friendly Community Award
- National Water Efficiency Leader Award
- Green Power Community recognition from U.S. Environmental Protection Agency
- Best Pavement Management city in the Bay Area
- Top 10 city in America for WiFi service
- Green Power Energy Leadership award from U.S. Department of Energy
- "Excellent Place To Do Business" in national survey
- All America City from National Civic League
- Statewide Helen Putnam Award for ethics program to build public trust in government

