



**City of
Santa Clara**
The Center of What's Possible



SANTA CLARA  **A SUPER COMMUNITY**

MAYOR:

Jamie L. Matthews

COUNCIL MEMBERS:

Dominic J. Cserta
Debi Davis
Lisa M. Gillmor
Patrick Kolstad
Jerry Marsalli
Teresa O'Neill

Mayor and Council Offices
1500 Warburton Avenue
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Fax: 408 241 6771
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Super Bowl 50 at Levi's® Stadium in Santa Clara Story Ideas

Santa Clara's Football Legacy

Santa Clara has a long, proud connection to the game of football that dates all the way back to 1896, when the University of Santa Clara fielded its first football team. Alumni of Santa Clara's highly esteemed program include NFL players like Brent Jones, Dan Pastorini, and Doug Cosbie. One former Bronco was Tony Morabito (class of 1931), who built a sizable fortune in the lumber business and then fought tirelessly to bring professional football to the west coast. He founded the San Francisco 49ers in 1946 and hired Santa Clara's Buck Shaw as the team's first head coach. Later, in the 1980s, as the 49ers became one of the elite teams in the NFL, the team selected Santa Clara as the site of its new training facility. Over the years, though the 49ers played their "home" games at Candlestick Park in San Francisco on Sundays, most of the players and coaches chose to live in Santa Clara. So the team's decision to build its new, state-of-the-art Levi's® Stadium in Santa Clara (which opened in 2014) is really about bringing Bay Area football back where it all started—to "The Center of What's Possible."

Santa Clara: The Center of What's Possible

In 2015, the City of Santa Clara adopted a new tagline, "The Center of What's Possible," to reflect Santa Clara's geographic location at the heart of Silicon Valley as well as the city's enduring spirit of innovation. From humble beginnings as Mission Santa Clara de Asis (founded by Franciscan padres in 1777), the city has grown into a bustling modern city with a population of more than 118,000. Santa Clara today is a diverse and vibrant community, encompassing over 19 square miles of tree-lined family neighborhoods, high-tech corporate campuses, and attractions like California's Great America theme park and the new Levi's® Stadium that draw hundreds of thousands of visitors each year. In February 2016, the City of Santa Clara is proud to be at the center of Super Bowl 50 and the NFL's golden anniversary celebration.



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SUPER BOWL 50
HOST COMMITTEE

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Santa Clara: Where Old Meets New

The city of Santa Clara, California, is a perfect balance of the past, present, and future. Visitors can step back in time at the beautiful Mission Santa Clara de Asis, which was originally founded by Franciscan padres in 1777 as the eighth of 21 Spanish missions in California. Today, the mission is located at heart of Santa Clara University, where students can major in engineering, math or computer science – while just across the street cloistered nuns still live in isolation at the Carmelite Monastery. Today's Santa Clara is an active, dynamic community, with peaceful tree-lined neighborhoods and family-friendly attractions like Central Park and California's Great America. And, of course, Santa Clara is also "The Center of What's Possible" – the heart of Silicon Valley and home to innovative high-tech companies like Intel, Applied Materials, and Texas Instruments that have revolutionized the way we live, work and play. The new Levi's® Stadium itself reflects this blend of old and new. The stadium, which opened in 2014, features a 49ers Museum to pay homage to the game's legends of the past—as well as state-of-the-art technology like Wi-Fi routers every 100 seats, 4G networks, over 2,000 Sony TVs, giant LED displays, and custom apps for everything from finding your seat to ordering a Polish dog. It is the perfect place for the golden anniversary celebration of Super Bowl 50.

Santa Clara: One of America's Most Diverse Cities

At the center of Silicon Valley, California, the city of Santa Clara is right in the middle of the melting pot and welcomes visitors and residents from all over the world. In Santa Clara elementary schools, students speak 32 different languages! The community's diversity is on display everywhere you turn, from the Cricket Club on Benton Street to the Korean restaurant row on El Camino Real, from the infectious sound of Bollywood blockbusters playing at the AMC Mercado theater to the exotic sights and smells of the New India Bazaar. The city is home to Mission Santa Clara, founded by Franciscan monks in 1777, as well as the iconic Our Lady of Peace Church and Shrine that overlooks Highway 101 and offers traditional Catholic masses in Spanish and English. Right across the freeway is one of the largest Muslim mosques in the U.S. In addition to daily prayer times, the Muslim Community Association



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provides educational and social programs and even has its own Toastmasters Club. Want to discover Santa Clara's diversity for yourself? Just stop by the Central Park Library at storytime, go shopping in the Rivermark retail center, or take a stroll through any of the city's lovely parks. For people hailing from all corners of the globe, Santa Clara truly is "The Center of What's Possible."

Santa Clara's Legacy of Aquatic Champions

Long before Levi's® Stadium came to town, Santa Clara was already the home of champions. Back in 1951 (right around the same time the San Francisco Forty-Niners joined the NFL), 26-year-old Coach George Haines founded the Santa Clara Swim Club with just 13 swimmers. Twenty-three years later, Santa Clara had won 43 national club team titles, a record that stood until 1985. Haines also coached the Santa Clara High School boys swimming and water polo teams at such an elite level that some of his high school swim teams could have placed in the top five at the Men's NCAA Championships. Even more impressive were the achievements of George's swimmers at the Olympics. By the time Haines retired in 1988, he had coached 53 swimmers to Olympic Teams that won 44 gold, 14 silver and 10 bronze medals. Fifteen of his Santa Clara swimmers have been inducted into the International Swimming Hall of Fame, more than any other team in history. George Haines' legacy continues at the International Swim Center that now bears his name, where swimmers, divers, synchronized swimmers and water polo players of all ages train and compete every day of the week. The huge facility, located in Central Park, includes an Olympic-size competition pool, diving well, indoor pool, and bleachers for spectators – and was recently selected as the future home of the International Swimming Hall of Fame. For any young swimmers with Olympic dreams, Santa Clara remains "The Center of What's Possible."