Business Recognition Program: Stan's Donuts September 21, 2010 7 p.m. City Council Meeting

Tonight we have the pleasure of recognizing an outstanding Santa Clara business, Stan's Donuts, and the Wittmayer family who established the business and still run the donut shop today.

While the City has been recognizing the accomplishments of local businesses for many years, a more formal Business Recognition Program was established by the City Council in 2003, upon the recommendation of a committee of the City Council, the Mission City 21 (Economic Development) Committee. The recognition program is a joint one with the Santa Clara Chamber of Commerce and Convention-Visitors Bureau. We have with us tonight Steve Van Dorn of the Chamber/CVB who will also be making a presentation to Stan's Donuts. The recognition program recognizes the valuable contributions that all businesses make to the City of Santa Clara.

Stan's Donuts has been a community fixture in Santa Clara for more than five decades. When you visit the donut shop, found at 2628 Homestead Road, across the street from Central Park Library, with its long counter, quaint signs,

and familiar faces that span generations, it is almost as if time stopped many years ago.



This family-owned, independent donut shop was established in April, 1959. Stanford Wittmayer, the "Stan" behind the shop, is a World War II veteran. He has been married to his wife, Florence Natalie Wittmayer, known to family and friends as Tina, for 61 years. They relocated to Santa Clara from Castro Valley decades ago. And we are very glad that they did.

In 1959, when Stan opened his shop, he paid \$12,000 for the business. His donuts sold for 65 cents per dozen and the rent was \$175 a month. Today donuts sell for \$7.75 a dozen, and the rent is now \$4,000 a month. While these prices have changed, not much else about the shop is different then it was, way back when. The shop looks much the same, and it even still uses the same mixer that they have used for decades.





Stan and Tina's nine children went to Santa Clara High School, and each spent time working in the donut shop. Daughter Julie Clark has fond memories of many long time donut patrons. Stan's has been a favorite of

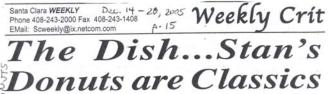
many a St. Justin parishioner, and when church would let out, she would see "waves of parishioners" cross the street to get their donuts after church. Members of the Santa Clara Swim Club and the Santa Clara Aquamaids would also dash across the street from the International Swim Center to get their donut fix, when they weren't in

the pools. And many former Olympians, including Donna de Varona, Mark Spitz, and Pablo Morales, enjoyed their Stan's donuts, as did George Haines, past head Coach of the Santa Clara Swim Club and past Olympic Swim Coach. Another long time customer, Joe Babb, is such a great fan



of Stan's donuts, that when he flies to Romania to a school for orphans that he helped build, he takes the children Stan's donuts for a treat.

The Wittmayers' business has thrived along Homestead Road for many years. They have loyal customers from this community, and from the region. It's almost a cult following, with crowds lined up every morning outside the shop.



Clara fixture at the Mari- for your box include sugar, down at the counter and or-Sposa Gardens center on frosted, cake, decorated der one of a handful of Homestead Road since cake, and old-fashioned. sandwiches, like fried ham, 1959. The tiny shop rubs There are also maple bars or a cheeseburger, and a clbows with a barbecue and chocolate bars the size milkshake. joint, a sushi stop, and an of bricks but the weight of Stan's Donuts Indian bistro. Only in balloons. How can some-America. Stan's retired thing so light make one so now, but dutifully do his heavy? There are twists, donuts soldier on, bringing jelly rolls, cinnamon rolls, warm fuzzies to tummies apple fritters, and dense everywhere.

their heels on a tower of something. baker's trays, and are still A dozen is \$6.75.

warm by the time they land able and \$1.65 nets you a or suggestions, email in your box. Krispy who? small cup plus a donut. Stacey Tea comes with a bag of staceyhlee@yahoo.com.

But don't stop there. trendy Numi tea, If you're Stan's has been a Santa Other hopeful contenders here for lunch, hunker

(408) 296-5982 2628 Homestead Rd, Santa Clara Rating: 3.5 out of 4 stars Prices: \$ out of \$\$\$\$ buttermilk donuts. Not all Note: All reviews are con-Donuts are plied out will necessarily be avail- ducted anonymously and fresh before your eyes. able during your visit, but are typically based on one Puffy glazed donuts cool chances are you'll find visit. The Santa Clara Weekly pays for all meals. Stan's coffee is pass- For comments, questions, Lee at

Today Stan's sells a variety of donuts including the very popular sugar glazed donuts, sugar frosted, cake, decorated cake, chocolate bars, twists, jelly rolls, cinnamon rolls, and apple fritters, to name a few. Makes your mouth water, doesn't it?! Here are quotes from some of Stan's patrons, taken from the Internet:

- ◆ "This is my Sunday treat...I'm always here," says a selfdescribed donut connoisseur. "If I'm going to eat the calories, I'm going to eat the very best."
- "I wasn't sure why anyone would get up at 5:30 in morning just to experience fresh out of the fryer donuts. But this is an experience worth getting up for."

- ◆ "Stan's was the ultimate stop of a 5-Donut-Shop-Rally that I sent my friends on! I had a glazed donut from here and it was delicious (not too heavy and good amount of sweetness). Area locals always seem to have high praise for this place. Stan's Donut impressed all Donut Rallyers and was the favorite!"
- "These are the best donuts..., ever..., anywhere.
 The only problem is that after eating two or three, I am full



and can't eat anymore. Maybe if I try spacing them out, more can be eaten, but they are so dang delicious that it's almost impossible to do. I sincerely hope that Stan's never changes the recipe, because it is a WINNER!!!!"

A final comment is from our very own Chief of Police Steve Lodge.

As a kid, Steve had a paper route and he would always plan to end his paper route near the donut shop. That way he rewarded himself for a job well done!

Stan Wittmayer, Stan's patriarch, is now retired and the next generation of his family is responsible for running the donut shop. We are very pleased to hear that the family recently extended their Santa Clara lease for another 10 years.

We congratulate the entire Wittmayer family and their employees on their long and fruitful accomplishments in this community, all of which can be traced back to Stanford Wittmayer.

Stan says he loves Santa Clara and the people who live here. And we know that Santa Clara loves Stan's. Congratulations on Stan's Donuts' 50+ years of excellent service to the Santa Clara community.

I would now like to introduce Steve Van Dorn, President & General Manager of the Santa Clara Chamber of Commerce and Convention-Visitors Bureau.