

**ENTERTAINMENT PERMIT NO. 25-22**  
**CITY OF SANTA CRUZ, CALIFORNIA**  
**2025**

ISSUED IN ACCORDANCE WITH CHAPTER 5.44 OF THE SANTA CRUZ MUNICIPAL CODE. ANY VIOLATION IS A MISDEMEANOR AND PUNISHABLE PER CHAPTER 1.08 OF THIS CODE.

**BUSINESS NAME, PERMIT HOLDER AND LIQUOR LICENSE INFORMATION**

BUSINESS NAME: Santa Cruz County Veteran's Memorial Building

BUSINESS ADDRESS: 846 Front Street, Santa Cruz, CA

PERMIT HOLDER/BUSINESS

OWNER: County of Santa Cruz

MANAGER: Dave Ramos

LIQUOR LICENSE: X NO Beer and Wine License No. and Type  
YES Hard Liquor License No. and Type

Alcohol Service ends @ 8:30 p.m.

**PERMITTED ENTERTAINMENT**

TYPE X Dancing X Acoustical Music X Amplified Music  
X Theater Play X Singing Other (Specify)

DAYS &

HOURS: Monday 8am-10pm Tuesday 8am-10pm Wednesday 8am-10pm Thursday 8am-10pm  
Friday 8am-10pm Saturday 8am-10pm Sunday 8am-10pm

**ADDITIONAL CONDITIONS DURING ENTERTAINMENT HOURS**

OCCUPANCY (MAXIMUM): \* Persons \*Auditorium Standing 320  
\*Auditorium Seated 150  
\*Auditorium Balcony 84  
\*Downstairs Auditorium Standing 225  
\*Downstairs Auditorium Sitting 125  
\*Stage Capacity 28  
\*All Other Rooms 49

SECURITY PERSONNEL (MINIMUM): -- Licensed, Uniformed Security Officers

2 In-House Security (Not including managers) X Other (Describe)

**PERMIT CONDITIONS:**

For a detailed description of the entertainment operation approved and the permit conditions, refer to attachment A, Conditions 1 through 35.

\*Note: This permit is not transferable. Any change in the entertainment operations as described and permitted in this permit and attached conditions requires submittal of a new application by the permit holder to the Chief of Police prior to any such change. A new permit will be issued upon approval. This permit and attached conditions are to be posted in a conspicuous place on the premises, and presented to any City of Santa Cruz official upon request.

**AUTHORITY**

PERMIT ISSUED BY  JONES #106

TITLE POLICE LIEUTENANT DATE 3-24-2025

PERMIT EXPIRATION DATE: 01-01-2026



**SANTA CRUZ COUNTY VETERAN'S MEMORIAL BUILDING**  
846 Front Street, Santa Cruz, CA

**POLICE DEPARTMENT**  
**ENTERTAINMENT PERMIT**  
**CONDITIONS**

**Entertainment Operation**

1. This Entertainment Permit is non-transferable between business owners and/or sites. A new Entertainment Permit must be applied for if there are any changes in the business owner, entertainment operation or the site.
2. The entertainment operation at Santa Cruz County Veteran's Memorial Building, 846 Front Street, is as follows:

- A. Business Owner: County of Santa Cruz.
- B. Type of Entertainment: (describe in detail) A performance rental facility that will host private and public events. There will be live music on stage and patrons in attendance. (Non-entertainment uses will include dance classes, workshops, meetings, etc).
- C. Restaurant/Food Service: United Veteran's Council Wednesday, Thursday, Saturday 8:00 a.m. – 10:00 p.m. (breakfast/lunch).
- D. Alcohol Service: Alcohol service ends at 8:30 p.m.
- E. Entertainment Hours: Monday through Sunday, 8:00 a.m.-10:00 p.m.
- F. Maximum Occupancy during entertainment operation: (determined by Fire Department after inspection) \_\_\_\_\*.

*Auditorium Standing	320
*Auditorium Seated	150
*Auditorium Balcony	84
*Downstairs Auditorium Standing	225
*Downstairs Auditorium Sitting	125
*Stage Capacity	28
*All Other Rooms	49

3. Amplified music and voices shall be allowed to occur from the hours of Monday through Sunday, 8:00 a.m.-10:00 p.m.

**Occupancy Level**

4. Maximum occupancy of the entertainment operation, as determined by the City Fire Department, and shall be posted in accordance with section 1002.3 of the Uniform Building Code.



5. During all business hours, the occupancy level shall not exceed the maximum determined by the Fire Department. At all times, management and staff shall keep a record of the current occupancy level. This occupancy level will be given to any Peace Officer, Fire Inspector, or City Code Enforcement Officer upon demand.

### **Security**

6. The business owner(s) shall submit a current security plan on a yearly basis as part of the entertainment permit renewal process.
7. During all hours of live, amplified music and entertainment, which includes dancing and/or music, there is required a minimum of two (2) in-house, security staff (doormen/bouncers). Additional security staff will be based on the following occupancy level:

1-100 people =	Two (2) in-house, security staff;
101-150 people =	Two (2) in-house, security staff; and, One (1) State licensed, uniformed security officer;
151-200 people =	Two (2) in house, security staff; and, Two (2) State licensed, uniformed security officers;
201-250 people =	Two (2) in-house, security staff; and, Three (3) State licensed, uniformed security officers.
251-300 people =	Two (2) in-house, security staff, and, Four (4) State licensed, uniformed security officers;
301-350 people =	Two (2) in-house, security staff, and Five (5) State licensed, uniformed security officers;
351-400 people =	Two (2) in-house, security staff, and, Six (6) State licensed, uniformed security officers;
401-450 people =	Three (3) in-house, security staff, and, Seven (7) State licensed, uniformed security officers;
451-500 people =	Three (3) in-house, security staff, and,

Eight (8) State licensed, uniformed security officers;

501-550 people = Three (3) in-house, security staff, and,  
Nine (9) State licensed, uniformed security officers;

551-600 people = Three (3) in-house, security staff and,  
Ten (10) State licensed, uniformed security officers;

601-650 people = Four (4) in-house, security staff and,  
Eleven (11) State licensed, uniformed security officers;

651-700 people = Four (4) in-house, security staff and,  
Twelve (12) State licensed, uniformed security officers.

The business owner(s) are responsible for having the required number and type of security personnel at the site during all hours of live, amplified music and entertainment, which includes dancing and/or music, or as directed by the Police Department.

8. The business owner(s) shall submit a copy of its contract with a licensed security company and its written standing orders for its security personnel on a yearly basis as part of the entertainment permit.
9. The State licensed and uniformed security officers (herein referred to as Officers) shall at all times carry the necessary state permits authorizing them to carry their safety equipment (i.e., mace, baton, etc).
10. The City of Santa Cruz Police Department maintains the authority to require the business owner(s) to contract with a different security company if the current security Officers are found to be ineffective. In addition, the Police Department may require the business owner(s) to increase the number of security personnel, including Officers, at the premises and/or pay the cost of City Police services because of safety needs and/or public nuisance occurrences.
11. All security staff (other than the uniformed Officers), while on duty, will wear identifiable name tags and/or clothing displaying the business name, their name and their status as security.

Identifiable clothing may include, though is not limited to: shirts, jackets and vests. Business owner(s) shall provide a sample of the name tags and/or clothing for Department review.



12. All bouncers/doormen and other security staff, while on duty and/or in uniform, will not drink alcoholic beverages.
13. Business owner(s) and security staff are responsible for inspecting, on a regular basis during entertainment hours, the exterior of the premises, including the River Street parking structure, and the parking lot at Front/River to minimize and eliminate any undesirable activity, including though not limited to: loud and/or intoxicated patrons, criminal activity and/or loitering.
14. At closing time, and for the thirty (30) minutes thereafter, the Officers and other security staff are responsible for dispersing the customers from the sidewalk, street area and alley areas adjacent to the premises.
15. Owner(s) and staff are responsible for managing crowds and/or lines of people waiting to enter business or purchase tickets. They shall insure sidewalks are accessible and passable at all times.

#### **Security Lighting**

16. The perimeter, exits and entrances of the premises, and any adjacent walkways shall be equipped and maintained with lighting to illuminate and make easily discernible the appearance and conduct of all persons on or about these areas. All lighting shall be directed, positioned and shielded in such a manner so as not to unreasonably illuminate the window area of nearby residences.
  - A. Security cameras shall be installed to cover all four sides of the building. Cameras must cover all entrances and exit points, and the interior of the building. These systems shall be available for review upon request of the Police Department.
17. In order to make the site more easily identifiable for Fire and Police emergency response, install and maintain a lamp to illuminate the address of the site. All lighting shall be directed, positioned and shielded in such a manner so as not to unreasonably illuminate the window area of nearby residences.

The Veteran's Hall shall be required to maintain lighting in the following areas: A light on the east wall (rear side) of the Veteran's Hall building and a light on the south wall directed towards River Street. The South wall light should illuminate the commercial lot located immediately adjacent to the Veteran's building.

### **Alcohol Beverage Control**

18. Violations of ABC rules will result in Entertainment Permit revocation.
19. No alcohol shall be allowed inside the building except with the written authorization of the Veteran's Association Board of Directors. The Santa Cruz Police Department shall be notified in writing a minimum of fourteen (14) days prior to any authorized event where alcohol will be allowed.
20. A member of the Veteran's Association Board of Directors shall be present any time alcohol is served on the premises.
21. One-day alcohol permits shall be obtained from the Department of Alcoholic Beverage Control when applicable.
  - A. All alcohol service ends at 8:30 p.m.,
  - B. Alcohol service shall be beer or wine, no spirits.
22. At any time alcohol is allowed on the premises, all persons 21 and over must have a visible wristband.

### **Sound Level**

23. Any live entertainment or other amplified sound must not be audible outside the structure of the establishment. Complaints about entertainment sound level, received by the City, will be documented and may result in additional conditions placed on this Entertainment Permit or revocation of the permit.
24. Business owner(s), management and staff will be responsible for inspecting the exterior of the premises, on a regular basis during entertainment hours, to keep control of open doors and windows that may be contributing to sound leaving the premises.

### **Miscellaneous**

25. No smoking on the premises.
26. **This Entertainment Permit expires on January 1, 2026. An application for permit renewal and an applicable non-refundable fee must be submitted by December 1, 2025, if the business owner(s) intend to continue the entertainment operations after January 1, 2026.**
27. During all business hours the establishment is open to the public, all permits, including



conditions of operation, and licenses (e.g., ABC alcohol license) shall be posted and available for viewing by any City Official when requested.

28. The business owner(s), management and staff shall be responsible for maintaining free of litter the premises and areas adjacent to the premises that are affected by the entertainment operation.
29. At all times during the operation of the facility, the exit doors will be clearly marked and will not be blocked, either temporarily or otherwise.
30. Failure to operate and maintain the facility within the parameters set forth in these Entertainment Permit conditions may result in additional conditions being placed on the permit and/or permit revocation.
31. The owner(s) shall comply with all local, state, and federal laws, regulations, and rules applicable to the running of their business. Failure to do so may result in additional conditions being placed on the permit and/or permit revocation.
32. Conditions of rental/use agreements are not to conflict with this entertainment permit.
33. Sexually explicit displays, nudity, lap dancing and lewd conduct are prohibited on the premises.
34. Advertising promoting any activity or event at the Veteran's Hall depicting scantily clad or semi-nude persons or persons engaging in lewd conduct shall not be allowed.
35. No raised platforms, cages, portable stages, or other types of apparatus designed for human occupancy shall be allowed without the written authorization of the Fire Marshall.
36. An operational and recorded video surveillance system is to be in place on the premises. The system shall provide video surveillance coverage of all common areas where alcoholic beverages are served and consumed, and shall also provide video surveillance coverage of the exterior of the premises, including outdoor patio area(s), parking lot(s), and entry/exit areas. The system must maintain at least twenty one (21) days of recorded video storage which must be made available to law enforcement within twenty four (24) hours when requested.

March 20, 2025