

HOUSING OPPORTUNITIES MADE EASIER PRESENTS THE 24TH ANNUAL

# VENTURA COUNTY HOUSING CONFERENCE



CONNECTING COMMUNITIES

*Joining forces for housing solutions*

**Thursday, Oct 16, 2025 | 8:30 am - 2:30 pm**

The Serra Center, Camarillo

[www.vchome.org](http://www.vchome.org)

**HOME**  
Housing Opportunities Made Easier

## JOIN HOME IN SUPPORT OF:

### OUR VISION

A community where everyone has the opportunity for a healthy and secure home.

### OUR MISSION

To promote a diversity of housing opportunities which are essential for a healthy and sustainable quality of life in Ventura County.



### CONFERENCE GOALS (since 2001)

Provide a practical symposium that results in:

- ✓ New and improved programs, tools and solutions for housing creation at all levels, especially at lower income levels;
- ✓ Greater understanding of issues surrounding housing in the region;
- ✓ Enriched partnerships, cooperation, and collaboration.

## NEW LOCATION! NEW EXTENDED FORMAT!

- 8:15 Check-in: Exhibit Hall & continental breakfast refreshments
- 9:00 Welcome, introductory remarks, and sponsor recognition
- 9:20 2025 Carmen Ramirez Housing Advocacy Award
- 9:30 **Keynote: Dr. Jamshid Damooei, Center for Economics of Social Issues @ Cal. Lutheran University**
- 10:30 Exhibit Hall & Networking
- 11:00 **Keynote: Chris Allen, Strong Towns, "Breaking Out of the Housing Trap"**
- 12:00 Project Spotlight
- 12:15 Break
- 12:30 Lunch with facilitated discussion groups
- 1:30 **Panel: "Show me the money" ... new funding sources for housing**
- 2:30 Closing with additional networking and exhibit hall until 3:00





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280+ attendees, 45+ exhibitors from all industry sectors

builders • contractors • finance • housing providers • labor • municipalities  
• nonprofits • planning • real estate professionals • service providers



## TWO DYNAMIC SPEAKERS



**Dr. Jamshid Damooei**

Professor, California Lutheran University – School of Management  
Director, Center for Economics of Social Issues

Delving deeper in our understanding the housing crisis and contributing factors; affect on our residents, workforce, and community; the financialization of housing; underutilized resources; short- and long-term ways to make a difference.

**Chris Allen**

Director of Events and Community Engagement, Strong Towns

Strong Towns is a national grassroots nonprofit helping cities and neighborhoods grow into safe, livable and financially resilient communities. This “Breaking Out of the Housing Trap” presentation will help you understand the root causes of America's interrelated housing crises and identify some rational responses that your city (and every city) can take.



## PANEL DISCUSSION

Local housing authorities, nonprofit builders, and the County will discuss new funding sources and changes to existing funds, including federal, state, and local programs such as Transitional Rent, Prop. 1 Behavioral Health fund, Emergency Housing Voucher, AHSC, etc. Learn about the potential effects of these policies and ways to utilize them to address housing needs in the region. These programs will affect us all ... builders, property managers, service providers, real estate professionals, and local jurisdictions!



## ROUNDTABLE

Enjoy a delicious (Command Performance) lunch while discussing a housing issue. Each 10-person table will have a facilitator and develop post-conference action-items. Table topics may include:

- Streamlining the development process
- Encouraging homeownership
- Housing and services for homeless
- Housing on church and school owned land
- Private sector engagement with housing
- Developing missing-middle housing
- Financial resources for housing development
- Grassroots incremental development
- Resilience and rebounding from disaster
- Earth and climate friendly homes
- Home communities for special populations



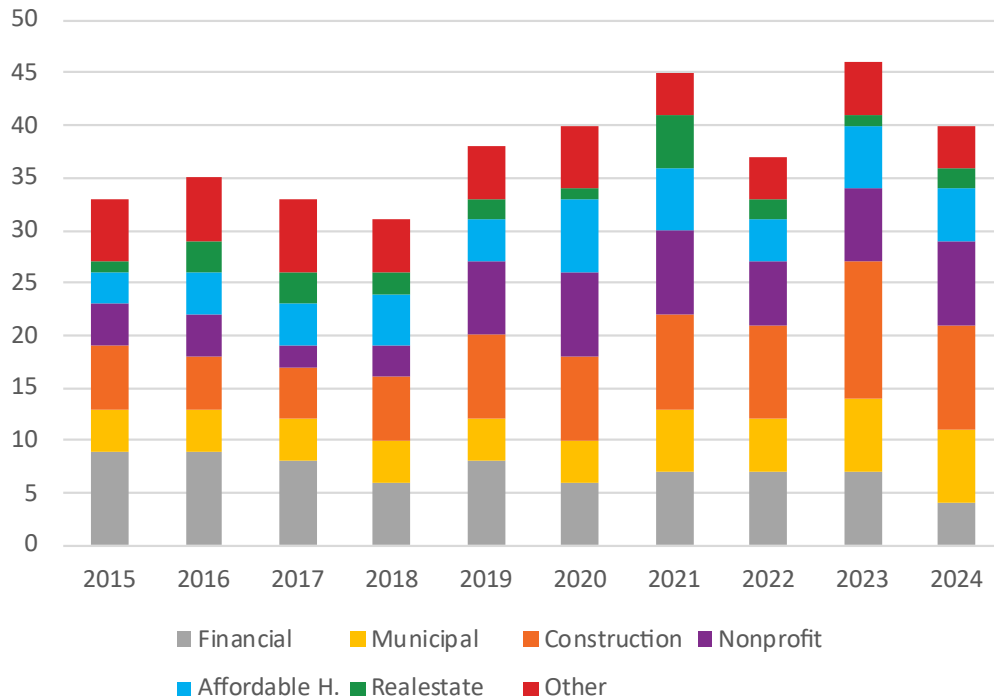
## YOU'RE IN GREAT COMPANY

We've had the honor of working with many great organizations over the past 22 years.



## PROMOTE YOUR BRAND

**NUMBER of Sponsors by Type- last 10 yrs.**



### 2021-24 sponsors include:

- 17** new partner organizations
- 8** returning after a 5+ year absence
- 9** increased sponsorship level
- 42** average # of sponsor partners

## REACH PROFESSIONALS IN YOUR TARGET AREA

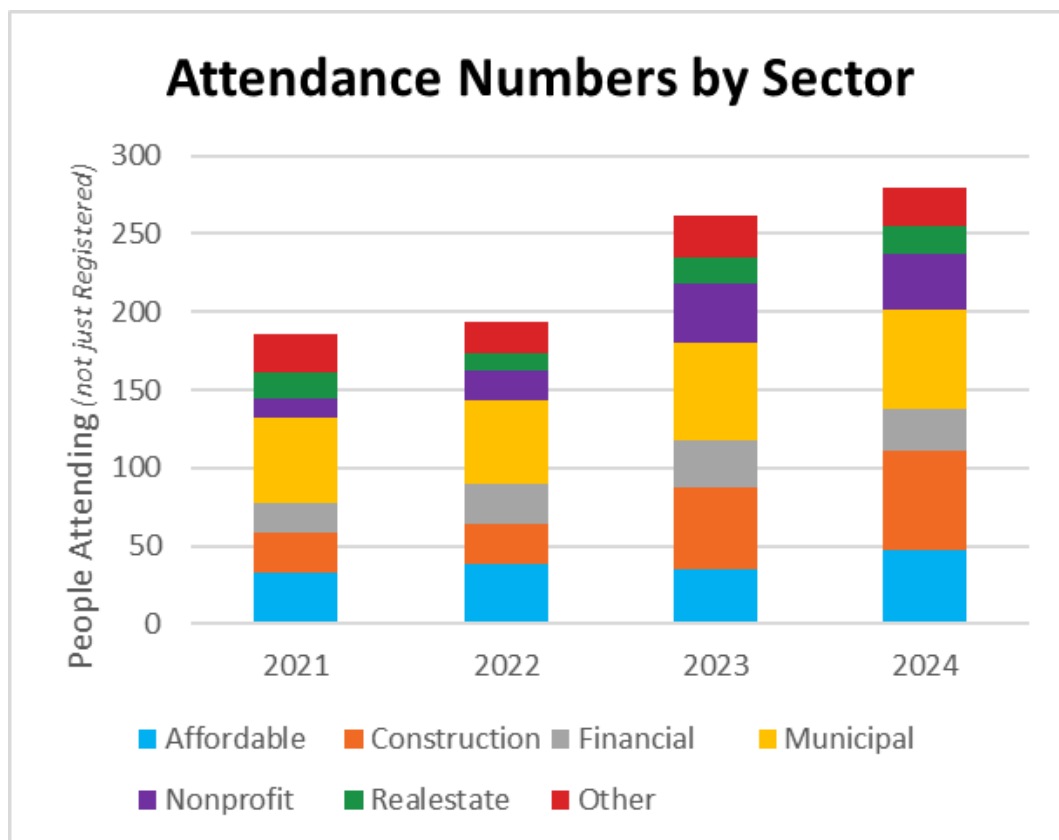
**1,700** people reached by email

**10** pre-conference targeted emails

**37%** open and click rate

**292** people registered, 2024 Conference

**281** confirmed attending



## CONFERENCE OUTCOMES

### Information, advocacy, and interactions at this conference

#### Influence local housing development.

- New methods which make housing more affordable (e.g., small footprint, missing middle, live/work, modular build, land trust)
- Zoning and design that maximizes site efficiency and facilitates flexibility in the use of space and people-centered communities.
- Streamlined processes, collaboration, and improved coordination between the municipality, the development sector, and community organizations.



#### Foster synergy for community betterment

- Greater coordination between housing and service providers working with at-risk and very-low-income individuals.
- Growth in grassroots housing efforts and support between groups.

## CONFERENCE OUTCOMES

### Information, advocacy, and interactions at this conference

#### Transform other community elements

- Residents with affordable housing options have improved health, education, and financial stability
- Businesses have a stable and local workforce
- Traffic is reduced as more employees live locally and neighborhood design encourages walking, biking, etc.
- Jobs expand in the construction, housing services, and support industries
- Resources are used more efficiently as new technologies in energy, water and materials are implemented





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BENEFITS	Castle \$10,000	Chateau \$7,500	Villa \$5,000	Cottage \$2,500	Cabin \$1,500	Condo \$500	ADU* \$250		
PRE and POST CONFERENCE									
Promotional Article	in event program, email blast, or LinkedIn								
Email Marketing	Logo and name in marketing emails (1,800 distribution)								
Social Media	Recognition with logo in social media posts				Shout out on social media				
Website	Logo & Link on <a href="http://www.vchome.org">www.vchome.org</a> for 1 year								
AT THE CONFERENCE									
Exclusivity	Address the group (1)	Introduce keynote (2)							
Podium Recognition	Standing Introduction							Shout-out	
Program Ad (color)	Full page 8x10½		Half-pg 8x5¼	Quarter 4x5¼	Card 3x4				
Logo in Program	Logo with size and placement commensurate with sponsorship level								
Banner	Display your banner								
Signage	Logo on welcome poster							Name on welcome poster	
Slideshow	Logo with custom ad			Logo, group page			Name		
Exhibit table	Own table (6 ft') in main room			Shared 8 ft'		Shared 6 ft'			
Tickets	10	8	6	4	3	2	1		

\* ADU rate is available exclusively to small local nonprofit and community organizations with less than 5 employees.

For customized sponsorship packages, in-kind donations, and reciprocal trades, contact [Karen@vcHOME.org](mailto:Karen@vcHOME.org).



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"Loved it! Wonderful, insightful speakers and presentations! "

"Refreshing perspectives from key housing leaders. "

"This event is truly the who's who in housing! Each year I have learned valuable takeaways and connected with new individuals and organizations. "

"Well organized, well orchestrated, great information and atmosphere. "

"Best conference in VC that I've attended - most substantive! "

"It was an incredible day for us! Met several very impactful folks who we are already starting to meet with in person. "

"I appreciate the involvement of a wide range of professionals. The conference helps build networking and allies so we can all tackle the housing crisis better prepared/informed. "

"This is the most important housing conference of the year in the County & it delivered again! Keep up the good work. "



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For sponsor reply form, donation link and tickets:

[www.vchome.org/2025-conference](http://www.vchome.org/2025-conference)

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