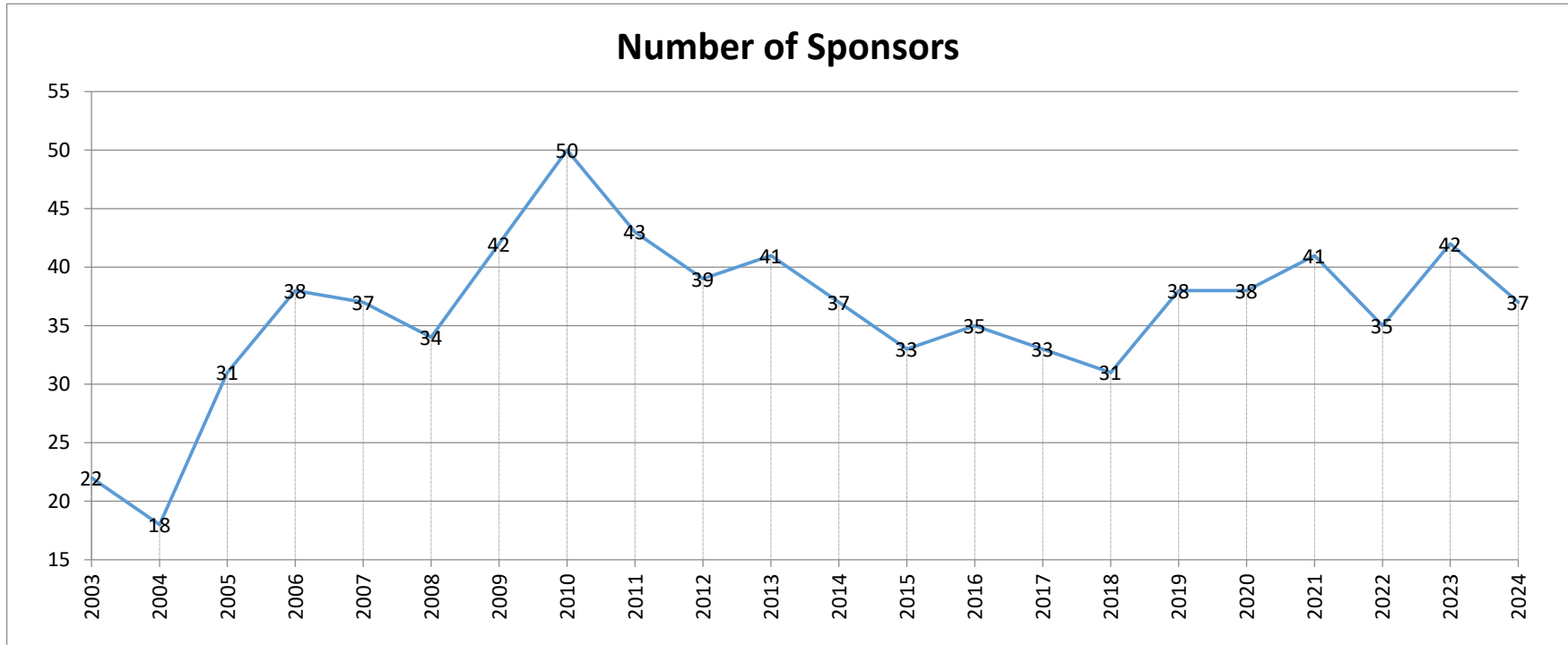
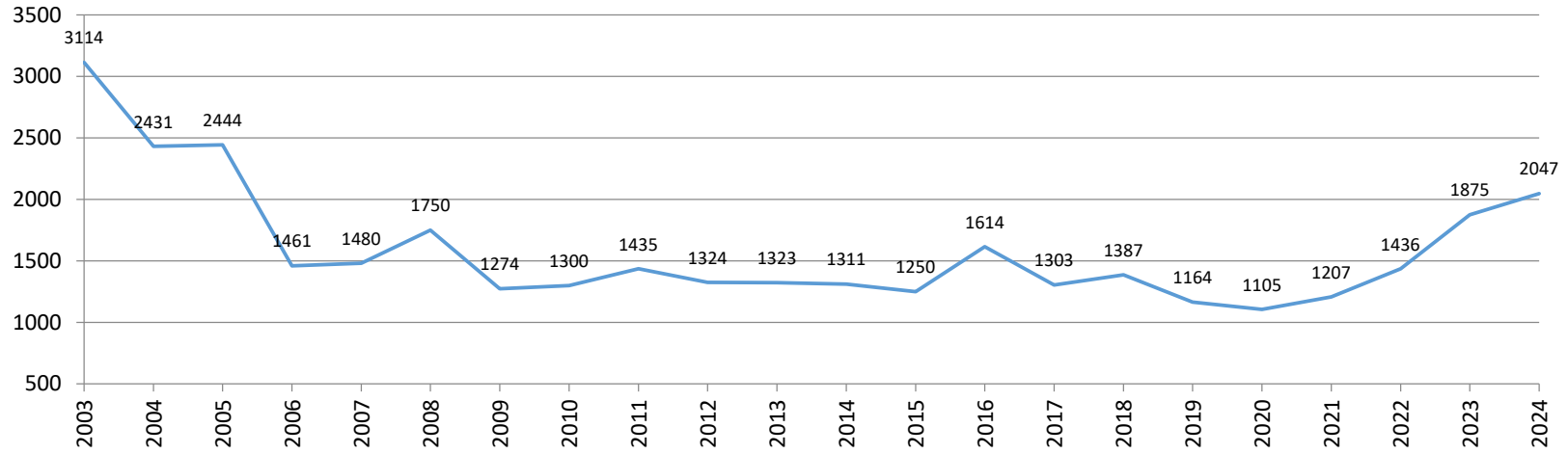


2024 Ventura County Housing Conference Wrap Report - SPONSORSHIP SUMMARY

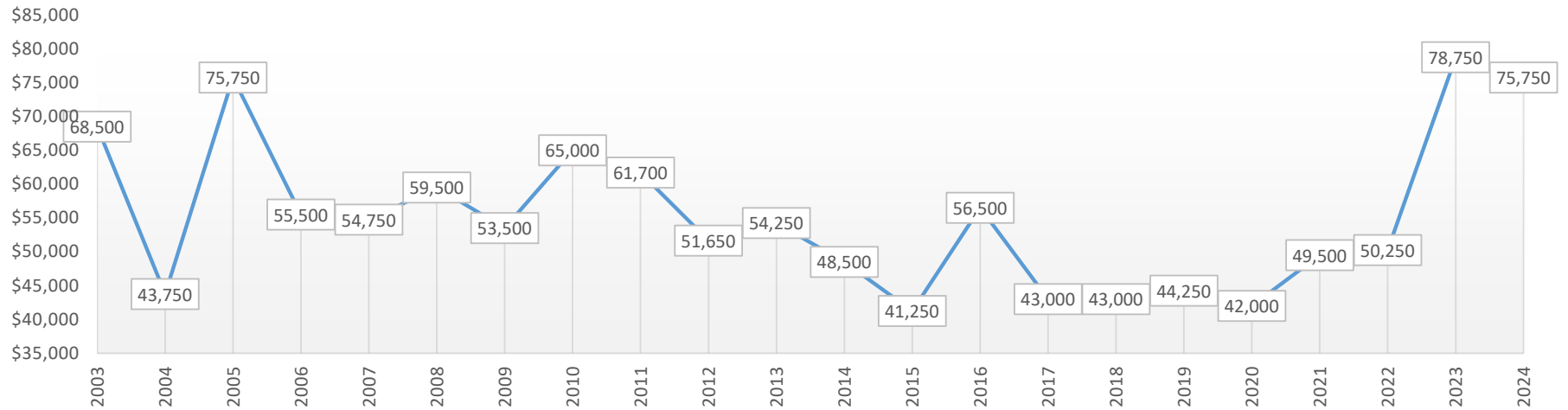
	2024		2023		2022		2021		2020		2019		2018		2017		2016		2015		2014		
	#	\$	#	\$	#	\$	#	\$	#	\$	#	\$	#	\$	#	\$	#	\$	#	\$	#	\$	
\$15,000																						1	\$15,000
\$10,000	1	\$10,000	1	\$10,000											1	\$10,000	1	\$10,000					
\$7,500	1	\$7,500	1	\$7,500									1	\$7,500	0								
\$5,000	2	\$10,000	2	\$10,000	2	\$10,000	1	\$5,000	1	\$5,000	2	\$10,000	1	\$5,000	1	\$5,000	3	\$15,000	2	\$10,000			
\$2,500	11	\$27,500	10	\$25,000	8	\$20,000	7	\$17,500	6	\$15,000	4	\$10,000	5	\$12,500	3	\$7,500	4	\$10,000	3	\$7,500	4	\$10,000	
\$2,000	1	\$2,000	2	\$4,000	1	\$2,000	1	\$2,000															
\$1,500	8	\$12,000	9	\$13,500	7	\$10,500	9	\$13,500			2	\$3,000	2	\$3,000	3	\$4,500	5	\$7,500	7	\$10,500	6	\$9,000	
\$1,250									9	\$11,250	8	\$10,000											
\$1,000	1	\$1,000	1	\$1,000			1	\$1,000			1	\$1,000	8	\$8,000	9	\$9,000	7	\$7,000	7	\$7,000	7	\$7,000	
\$500	11	\$5,500	15	\$7,500	14	\$7,000	20	\$10,000	21	\$10,500	20	\$10,000	14	\$7,000	12	\$6,000	13	\$6,500	11	\$5,500	11	\$5,500	
\$250	1	\$250	1	\$250	3	\$750	2	\$500	1	\$250	1	\$250			4	\$1,000	2	\$500	3	\$750	3	\$750	
Other																							
Total	37	\$75,750	42	\$78,750	35	\$50,250	41	\$49,500	38	\$42,000	38	\$44,250	31	\$43,000	33	\$43,000	35	\$56,500	33	\$41,250	37	\$48,500	
In-Kind	3	\$2,250	4	\$2,750	2	\$1,750	4	\$3,000	2	\$1,750	1	\$5,000	3	\$1,500	4	\$9,999	4	\$9,500	5	\$12,000	4	\$7,000	



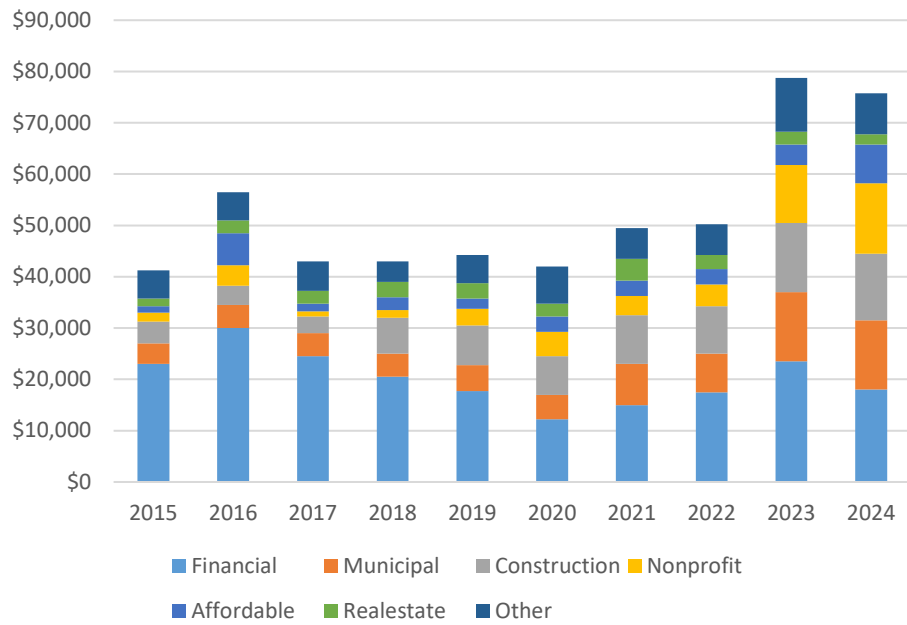
Average Sponsorship Amount



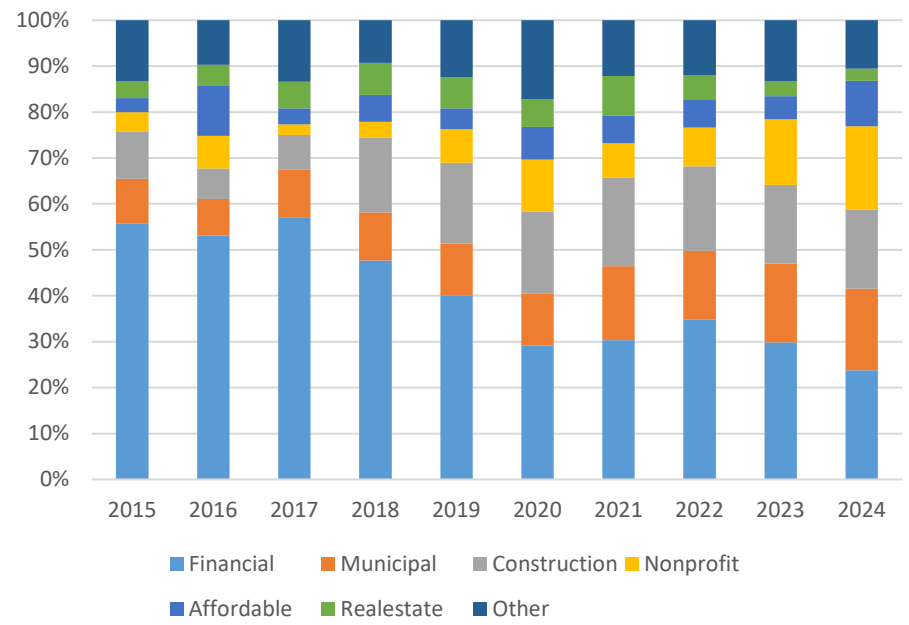
Total Sponsorship Revenue



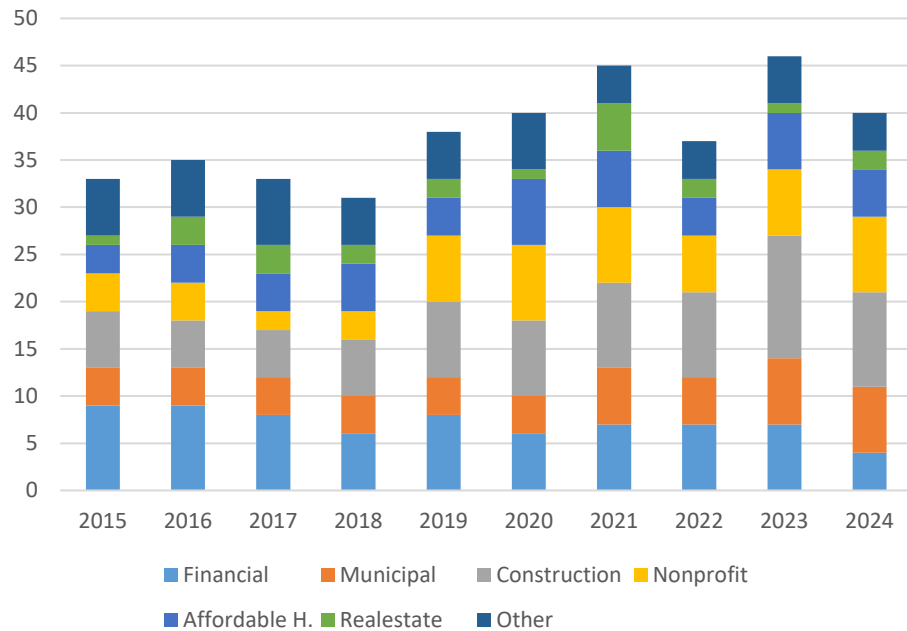
Sponsorship AMOUNT by Type of Entity - last 10 years



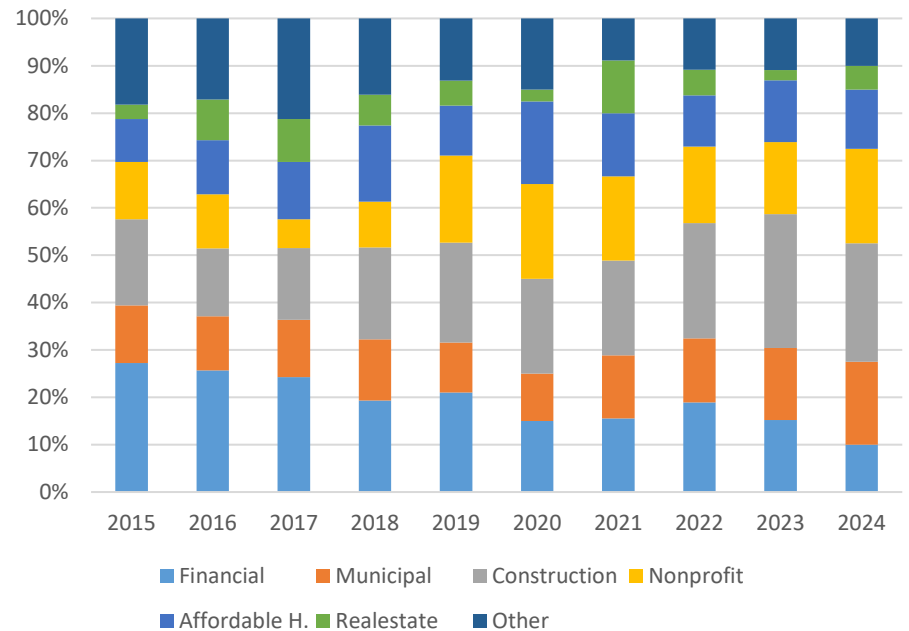
Sponsorship AMOUNT by Type, % of Total - last 10 yrs.



NUMBER of Sponsors by Type - last 10 yrs.



NUMBER of Sponsors by Type, % of total - last 10 yrs.



2024 Ventura County Housing Conference Wrap Report - SPONSORSHIP DETAIL

\$54,250	\$48,500	\$41,250	\$56,500	\$43,000	\$43,000	\$44,250	\$42,000	\$49,500	\$50,250	\$78,750	\$75,750		
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Sponsor	Note
\$2,500	\$2,500	\$2,500	\$5,000	\$2,500	\$2,500					\$10,000	\$10,000	US Bank	
\$250	\$250							\$500		\$7,500	\$7,500	VC Community Foundation	
\$2,500	\$2,500	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	Bank of America	
\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,250		\$1,500	\$1,500	\$5,000	\$5,000	City of San Buenaventura	
											\$2,500	BOSS Homes	new
			\$5,000	\$500	\$500	\$500	\$500	\$500	\$1,500	\$1,500	\$2,500	Cabrillo Economic Development Corp.	increase
						\$500	\$1,250	\$500*	\$500	\$500	\$2,500	Coastal Housing Partnership	increase
\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$2,500	\$2,500	\$2,500	\$1,500	\$2,500	County of Ventura Exec. Office	increase
\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$500	\$1,250	\$1,250	\$1,500	\$1,500	\$2,500	\$2,500	CSUCI MVS Business & Econ	
\$500					\$500	\$500	\$500	\$500	\$500	\$500	\$2,500	Housing Authority - Ventura	increase
\$1,500	\$1,500	\$1,500	\$1,500	\$1,000	\$1,500	\$1,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	McCarthy Companies	
\$2,500	\$1,500	\$1,500	\$2,500	\$2,500	\$2,500	\$2,500	\$500	\$2,500	\$2,500	\$2,500	\$2,500	Montecito Bank & Trust	
						\$1,250	\$1,250	\$2,500	\$2,500	\$2,500	\$2,500	Port of Hueneme / Oxnard Harbor	
\$250										\$2,500	\$2,500	RRM Design Group (Mainstreet merged)	
				\$500	\$500	\$500	\$1,250	\$1,500	\$2,500	\$2,500	\$2,500	SCAG	
\$500	\$500	\$500	\$1,000	\$1,000	\$1,000	\$1,250	\$1,250	\$1,500	\$1,500	\$2,000	\$2,000	City of Thousand Oaks	
\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$500	\$1,500	\$1,500	\$1,500	\$1,500	City of Moorpark	
										\$1,500	\$1,500	City of Simi Valley	
\$250	\$250			\$250	\$500	\$500	\$500	\$500	\$500	\$500	\$1,500	Di Cecco Architecture Inc.	increase
\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,000	\$1,250	\$2,500			\$1,500	\$1,500	Limoneira	
\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$1,500	Peoples' Self Help Housing	increase
\$250								\$500	\$500	\$1,500	\$1,500	SL Leonard & Associates	
\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$1,500	VC Coastal Assoc. of Realtors	decrease
\$500	\$1,000	\$1,000	\$1,000	\$500	\$1,000	\$1,250	\$1,250	\$1,500	\$1,500	\$1,500	\$1,500	VC Transportation Commission	
\$250	\$250	\$250	\$250	\$250	\$500	\$500	\$500	\$1,000	\$500	\$1,000	\$1,000	Many Mansions	
							\$500	\$500	\$500	\$500	\$500	3C-REN	
							\$500	\$500	\$500	\$500	\$500	American Institute of Architects VC	
							\$500	\$500	\$500		\$500	Ca. Housing Partnership Corp.	returning
										\$1,500	\$500	City of Santa Paula	decrease
											\$500	Coastal Architects	
							\$500	\$500	\$500	\$500	\$500	Fence Factory	
			\$500	\$500	\$500			\$250	\$250		\$500	Hamner, Jewell & Associates	returning
								\$1,500	\$1,500	\$500	\$500	Landscape Development, Inc.	
										\$500	\$500	Matrix Construction	
							\$1,250	\$2,000	\$2,000	\$2,000	\$500	Premier America Federal Credit Union	decrease
\$250											\$500	Rincon Consultants, Inc.	newish
						\$250	\$250	\$250	\$250	\$250	\$250	House Farm Workers!	
											\$250*	American Planning Association, Central Coast S	new
							\$500*	\$500*		\$500*	\$500*	Habitat for Humanity	
							\$1,250*	\$1,500*	\$1,500*	\$1,500*	\$1,500*	VC Community Development Corp	
										\$2,500		Energy Code Ace, Edison Int'l	1X-speaker

2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Sponsor	Note
	\$1,000	\$1,500	\$1,500	\$1,000		\$1,250	\$2,500	\$2,500	\$2,500	\$2,500		Mechanics Bank (was Rabobank)	restructuring branch
					\$1,000	\$2,500	\$1,250	\$1,500	\$2,500	\$2,500		New Urban West, Inc.	drop-project denied
		\$1,000	\$500	\$500		\$500				\$1,500		CBC Federal Credit Union	drop-reorganized as OceanAir
					\$500		\$500	\$500		\$500		A Community of Friends	drop
										\$500		California Construction Compliance	one-timer?
										\$500		Lewis Group of Companies	one-time bc speaker
\$1,500	\$250	\$500	\$500	\$500	\$1,000	\$1,250	\$1,250	\$1,500		\$500		Sespe Consulting	drop
										\$500		Shea Homes	one-timer?
										\$500		SW Council of Carpenters	drop
							\$500			\$500*		VC Contractor's Association	one-timer
500*	500*	500*	500*	500*	500*	500		500*	250*	\$250*		Housing Trust Fund Ventura County	
\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$5,000			MUFG Union Bank	merged US Bank
									\$500			Central Coast ADU	one-timer?
						\$500	\$500	\$500	\$500			CSUCI	drop
					\$500	\$500	\$500	\$500	\$500			Pacific Western Bank	merged Banc of CA
						\$500	\$500	\$500	\$500			Warmington Residential	drop
									\$250			Draphics	1X-HIF speaker
								\$500				Assisted Living Locators Thousand Oaks	attends
			\$500	\$500		\$500		\$500				Dyer Sheehan Group, Inc.	attends
\$500		\$500	\$500	\$500	\$500	\$500	\$500	\$500				Farm Bureau of VC	
\$500	\$500	\$500	\$500	\$500	\$500	\$500		\$500				Michael Baker International	
								\$500				State Farm Ins. - Salena Bracamontes	attends
								\$500				VC Area Agency on Aging	one-time bc HIF
\$500	\$500	\$500	\$500	\$250			\$500					Century Housing	
							\$500					CHPC -SOMAH program	
							\$500					Daniel Saltee Architects Inc.	
							\$500					Lambert Consulting LLC	Not Viable Prospect
2500*	2500*	2500*	2500*	2500*		5000*						Pacific Coast Business Times	
		\$5,000	\$10,000	\$10,000	\$7,500	\$5,000						Wells Fargo Bank/WF Home Mortgage	
						\$500						Arris Studio Architects	
						\$500						Coastal Housing Coalition	
1500*	1500*	1500*	1500*			\$500						Lauterbach & Associates	
		5000*	5000*	5000*	500*							Area Housing Authority CofV	attends
					500*							Housing Innovations & Solutions	Not Viable Prospect
\$500	\$1,000	\$1,000	\$1,000	\$1,000	\$2,500							Staples Construction Co.	
	\$500	\$500	\$500	\$500	\$1,000							Ca. Lutheran University, School of Mngt.	
\$500	\$1,000	\$1,000	\$1,000	\$1,000	\$500							Brokaw Nursery	
			\$2,500		\$500							VC Economic Development Association	co-host in beg. Resurrect?
				1999*								Federal Reserve Bank of San Francisco	
				\$1,000								Cohen Begun & Deck LLP	
			\$500	\$500								Citizens Business Bank	
	\$1,500	\$500	\$500	\$250								Jackson Tidus, a Law Corp	
\$2,500	\$2,500	\$2,500	\$2,500									Chase Bank	

2024 Ventura County Housing Conference Wrap Report - ATTENDANCE

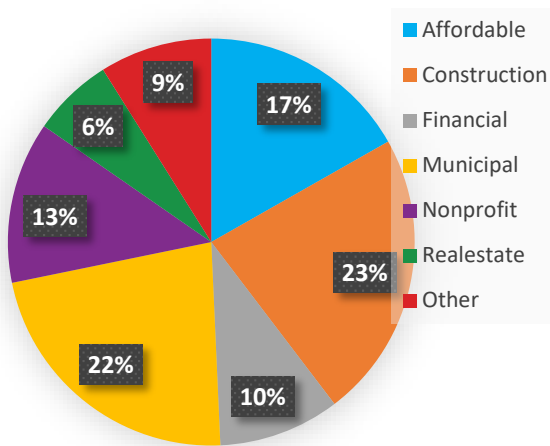
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
Pre-registered Early-bird	31	39	25	23	32	44	59	47	25	25	34	140	62	73	46	57	57
Pre-registered Regular	37	30	41	37	21	50	22	31	57	25	25						
Late & Other	5	10	5	1	0	2	7	2	2	9	2	3	2	3	12	5	12
TOTAL PAID TICKETS	73	79	71	61	53	96	88	80	84	59	61	143	64	76	58	62	69
Sponsor Tickets	151	147	88	90	78	74	75	91	101	94	126	96	98	135	147	138	131
Reallocated Sponsor Tix	8	13	13	15	23	20	8										
HOME & Volunteers	12	9	17	11	15	11	12	11	12	24	17	37	48	24	19	15	18
Speaker/Panelists	25	25	11	6	9	13	5	17	17	17	13	14	15	17	15	15	17
Press, Dignitary & Misc.	23	18	5	3	3	7	5	2	1	2	4	12	17	21	20	20	3
TOTAL COMP TICKETS	219	212	134	125	128	125	105	121	131	137	160	159	178	197	201	188	169
TOTAL REGISTRATION	292	291	205	186	181	221	193	201	215	196	221	302	242	273	259	250	238
No-Shows (Paid)	-1	-6	-9	-23	**	-7	-5	-19	-14	-32	-27	-38	-32	-35	-24	-24	-25
No-Shows (Sponsor, Comp)	-11	-23	-2	-11	**												
TOTAL ATTENDANCE	280	262	194	152	181	214	188	182	201	164	194	264	210	238	235	226	213

** Virtual - no way to determine

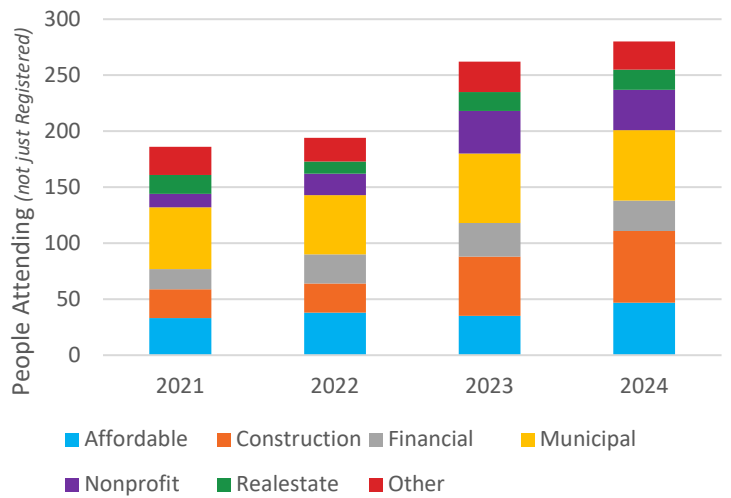
2024 VC Housing Conference Wrap Report - ATTENDANCE BY SECTOR

Sector	2024		2023		2022		2021	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Affordable	47	17%	35	13%	38	20%	33	18%
Construction	64	23%	53	20%	26	13%	26	14%
Financial	27	10%	30	11%	26	13%	18	10%
Municipal	63	23%	62	24%	53	27%	55	30%
Nonprofit	36	13%	38	15%	19	10%	12	6%
Realestate	18	6%	17	6%	11	6%	17	9%
Other	25	9%	27	10%	21	11%	25	13%
	280	100%	262	100%	194	100%	186	100%

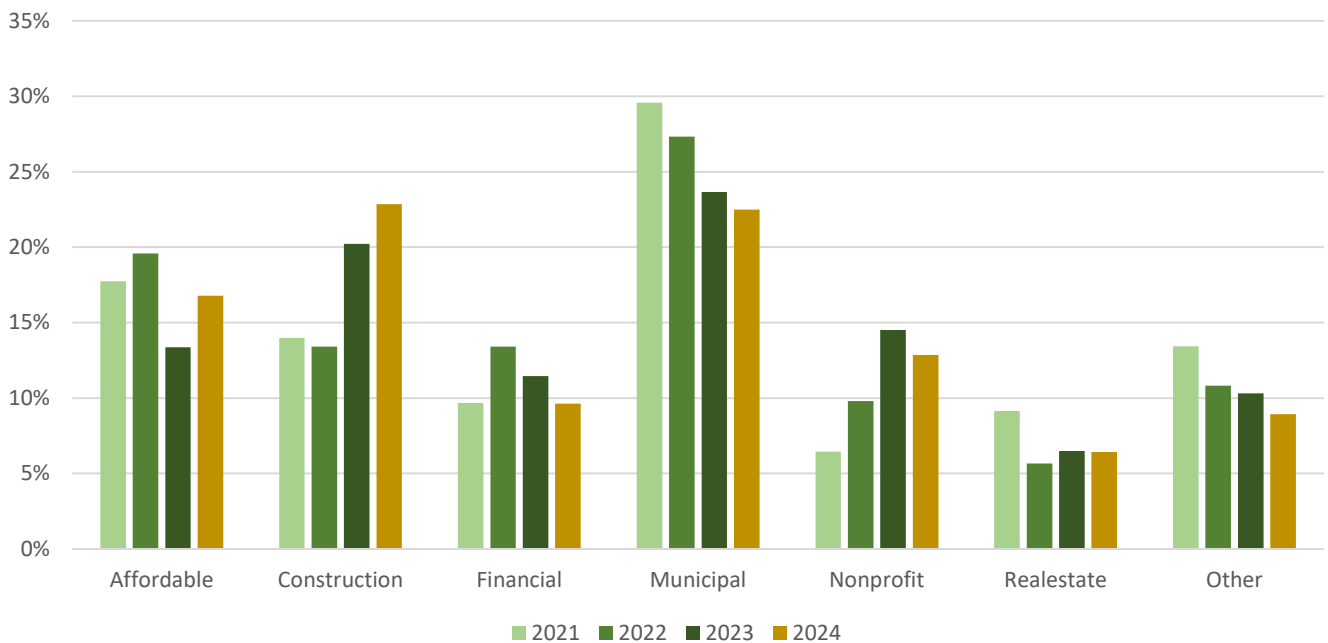
2024 Attendance % by Sector



Attendance Numbers by Sector



Attendance Percentage by Sector



Ventura County Housing Conference Titles & Program

23	2024	ReBuilding Common Ground - 20 years later	<i>RRM Design "Transforming Single-use Public Land into Vibrant Civic Places"; AMCAL's Somis & Ventura Ranch Farmworker housing spotlight; Legislative/Advocacy panel with Mark Stivers (CHPC)+9 local orgs; Breakout sessions 1) Building housing that is affordable, 2) Transitioning renters to homeowners, 3) Insurance & transactional fees, 4) Navigating impact fees collaboratively, 5) Housing studies with CSUCI, County, HFWI; C.Ramirez Award - Ellen Brokaw</i>
22	2023	Forward Momentum	<i>Randall Lewis; Thousand Oaks Navigation Center spotlight; Approval Process - Camarillo Springs spotlight; Housing Advocacy Panel; Breakout sessions: 1) Housing, Cars & Transit, 2) Controlling rent, 3) Cost to build, 4) Energy & Environment, 5) Housing for Life Stages; C.Ramirez Housing Advocacy Award - Karen Flock</i>
21	2022	RECONNECT	<i>Sarah Jepson (SCAG - REAP), MESA Ojai, Community Voices video, Breakout sessions: 1) Housing's interconnectivity 2) Influencing CEQA reform & state policy, 3) Repurposing other-to-residential, 4) Building blocks to fund housing, 5) Local labor challenges, 6) Reimagining the housing life cycle to improve affordability, 7) Legislation & policy to streamline & facilitate housing, 8) The future of energy at home, 9) Providing hope and goals with services, 10) Addressing community concerns</i>
20	2021	Housing Reimagined: 20th Anniversary Celebration	<i>Supervisor Carmen Ramirez; State v Local Jurisdiction Panel; Effects of Pandemic - Sher Heard (VCCAR), Gustavo Almarosa (CEDC), Mark DiCecco (architect); 20th Anniv. Awards (9); Project Highlights (6); Lunch Discussions (15)</i>
19	2020	Scaling Up: From Blueprint to Home (virtual)	<i>Dowell Myers; Ophelia Basgal; CSCUCI; Preserving Housing in a Covid19 (CEDC, Formatic PropMngt); New Housing Toolbox (Many Mansions, Mainstreet Arch); Breakout discussions (The Future of Zoning & Urban Design; Building Homes in VC; Do we have the Skilled Labor Needed for Construction Demand?; Housing or Workforce; Strategies to Improve Housing Affordability; new Homeownership Tools; Housing Our Homeless: New Strategies since Covid19)</i>
18	2019	Taking a Closer Look	<i>Wade Nomura (Carpinteria & Rotary); CSUCI Economic Student Study; 2 panels (Elected Officials, Dept Directors)</i>
17	2018	Leading the Way...Challenges, Innovations, Solutions	<i>Matthew Fienup; Mark Schneipp; Noah Ornstein (Leap of Faith); Don Monte (Renaissance Downtown USA); Tyson Cline</i>
16	2017	Building a Collaborative Voice to Advance Housing Solutions	<i>Jacqui Irwin; Compelled Coalitions: New Partnerships (Ca. Housing Consortium, Santa Ana, League of Cities); Who should we be building for (Roesling ... Architects, Patagonia, Mission Produce, CMH); Regional and Local Issues and Challenges (EDCVC, R. Bruckner, Ventura Chamber, CEDC, CERF@CLU); Greg Greenway</i>
15	2016	Where Will We Live? Getting It Built	<i>Peter Rupert (UCSB); Short-term Vacation Rentals (VCCAR, Re/Max Gold Coast, Century 21); Innovations in Affordable Housing (Turning Point, HA-Ventura, Many Mansions); New Water Technologies (City of Simi Valley, Toro Co., Nexus eWater); NIMBY to YIMBY (20/20 Network, Homes for All Coalition, Ventura Port, Charles Cohen, National Community Renaissance)</i>
14	2015	The Price of Paradise Unintended Consequences	<i>Stuart Gabriel (UCLA); Housing Innovations (R. Mulvihill, GrowthPoint Structures, County); Inclusionary Housing (Best Best & Krieger, Barbara Macri-Ortiz Law, BIA); Infill in the Marketplace: Alternatives to Sprawl (Sandy Smith, TO, Oxnard, Westcord Commercial RE); SOAR & Sustainability (VC Star, Sup. Bennett, Pepperdine - Public Policy, Farm Bureau, BIA)</i>
13	2014	Home Matters® In Ventura County Home Matters	<i>Jennifer LeSar; State of the VC Region: Designing Communities that are Sustainable & Healthy (VCCF, Sandy Smith, CERF@CLU, Ventura); Critical Nexus: Health & Home (Peoples', Kaiser Perm., Mainstreet Arch., One Stop); Housing Options for Populations w/ Limited Resources (COC, Sal.Army, M.Mansions, St. Vincent de Paul); Why Home Matters (Housing Trust Fund, Farm Bureau +)</i>
12	2013	The Pulse of Housing	<i>Dowell Myers, USC; How a Project Pencils (Mark DiCecco, Vince Daly, McCarthy, Many Mansions); Life After Redevelopment (HA – Ventura, SC Assoc. of Non-profit Housing, Peoples' SHH, City of Ventura, City of TO); Current Housing Economics – Who's Winning, Who's Losing (CERF@CLU); Back to Life, the Fragile Recovery (Lynn Jacobs, SCAG, Watt Communities, CERF@CLU)</i>
11	2012	Quality of Life, It's All Connected	<i>Tony Salazar "Linking Jobs with Housing"; Collaboration – Building Partnerships in VC (Dan Hardy, Jeffrey Lambert, McCarthy, Detlev Peikert); The Next Generation of Housing (Kirk Lesh, Michael Towbes, BJ Ward, Holly Schroeder); Preview of the State of the Region Report Land Use & Housing Section; VC Housing Trust Fund; Linking Housing & Health; Housing the Homeless; Michael Powers</i>

10	2011	Riding the Housing Rollercoaster: Dips, Curves and Staying On Track	<i>M.Schniepp "What Got Built, What Didn't and Why?"; Financing Future Projects; Foreclosures: Prevention, Preservation & Opportunities; Building green – Innovative Housing Projects; CEDC Millennium Housing Study; Compact for a Sustainable VC; Housing VC's Farm Workers; Retooling Redevelopment; 10-year Strategy to End Homelessness; Transportation & Housing Integration; VC Housing Trust Fund Progress; A Decade of Challenges and Progress</i>
9	2010	HOME New Dynamics. New Directions. Reconstructing the American Dream	<i>Lynn Jacobs "Ca Housing Trends for the Next Decade"; David Erickson – Affordable Housing: Past, Present and Future; Sung Won Sohn, VC Housing What Will the Future Bring?; Housing the Boomers: Reinventing Senior Living; New Laws: Redefining the Future of Housing; Creative Housing Solutions; Funding the Future; Four Generations of Housing Dreams and Realities</i>
8	2009	Lead, Follow or Get out of the Way: Housing Leadership in a Changing World	<i>R/E & Economic Forecast (CERF@CLU); Ca Housing Update (HCD); New Laws Impacting Housing; Leadership: Tough Times, Tough Choices (T.Paulson); Leading the Way; Today's Housing Market; Stand Up and Lead for Elected Officials; AB32/SB375/MS4; Town Hall Forum (hosted by David Maron)</i>
7	2008	Facing a New Reality	<i>"Are We There Yet" (William Dallas); Facing a New Reality (Charles Maxey), Re-Framing the Housing Debate (Michael Goldberg), Housing Trust Fund (D.Dyer), Ballot Box Initiatives (Herbert Gooch, Richard Francis, Bill Fulton); Lessons Learned (Harvey Champlin, Gray Wartik), Green Building/Sustainable Development (David Inger, Keith Rivera)</i>
6	2007	Boomer or Bust	<i>"Boomer or Bust" (Raphael Bostic); What if We Did Nothing? (Bill Watkins), Civic Alliance indicators Report (Charles Maxey), Housing Trust Fund update; Getting the Story Straight (Michael Goldberg), Creative Solutions - Jones Ranch Project - Can We? Should We? (Tom Holden, Lynn Jacobs, Charles Dragicevich, Michael Goldberg)</i>
5	2006	Growing Up in Ventura County	<i>"Then and Now" (D.Dyer); Successes to Date - Overcoming Challenges and Sharing Best Practices; Moving from Adolescence to Adulthood - How will VC grow up in the Future?; Is there a Housing Trust fund in VC Future; Housing Trust Fund Feasibility Study; We Cannot Afford Not to Have Affordable Housing</i>
4	2005	What's In It For Me? Why should I care about Workforce Housing?	<i>"What is Workforce Housing" (D.Tapking); The Cost of Not Caring (Raphael Bostic); Workforce Housing from Accountants to Zookeepers; 20 Solutions for 300,000 Questions; Living with SOAR and Meeting our Housing Need; YIMBY - Yes in My Backyard; Lunch pres by Lucy Dunn (CA HCD Director); Closing by Jeffrey Loustau (ED - CA Housing Consortium)</i>
3	2004	Building Common Ground: A Dialogue on the Economics of Housing, & How Policy and Process Affect Supply & Affordability	<i>Connecting the Dots - Feedback on Growth & Sustainability (VCCA); Keynote (Jack Kyser-LA County EDC); A Layered Approach to Solving Ventura County's Housing Needs; Lunch (Cathy Creswell-HCD); Inclusionary Housing: Panacea or Pandora's Box; Growing Up, Not Out: The Promise and Pitfalls of Infill Development; Avoiding the Long and Winding Road; Closing (Tom Torlakson - Senator)</i>
2	2003	Winning Land Use Strategies (Housing Solutions Tool Box)	<i>Housing Solutions Toolbox (Jennifer Bigelow McGovern);Panel Discussion (Rick Holiday +); Small Group Community Dialogues; Report Back Lessons Learned Panel;</i>
1	2002	A Call to Action: New Alliances and New Tools for Housing in Ventura County	<i>Smart Planning Principles & Model Projects (New Financing Tools & Model Programs; Employers and Community Partners - Workforce Housing Options; Public Education - New Alliances to Create a New Paradigm); Keynote (Carl Guardino - Silicon Valley Manufacturing Group); How to Make a Difference in Your Community (Key Ideas from Workshops & Tools for Local Participation; Community Action Brainstorming Sessions; Next Steps); Affordable Housing Models Slide Show; CEDC Housing Production Study; Play the Density Game</i>