



CELEBRATING OUR HISTORY & OUR FUTURE, TOGETHER

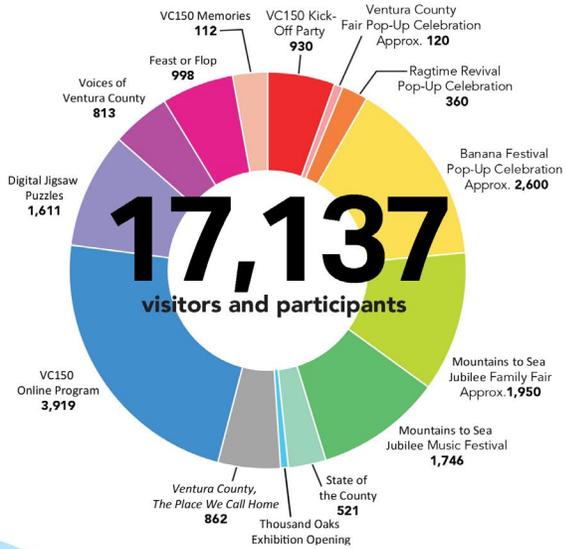


# Acknowledgment

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In recognizing the 150th anniversary of the formation of the County of Ventura, we also acknowledge our presence on the traditional, ancestral, and unceded land of the Chumash peoples. We seek to prioritize respect for the Chumash culture and the contemporary and future presence of Native Americans and other Indigenous peoples throughout Ventura County. We recognize the Chumash as the original stewards of this land while simultaneously recognizing our collective responsibility together, to continue to care for this land.

*Image of mosaic commissioned by Museum Docent Council, depicting a scene in a Chumash village featuring an 'ap, baskets, and grinding stones. Copyright Larissa Strauss, 2008.*



# Snapshot

PHYSICAL PROGRAMS AND EVENTS	Participants
VC150 Kick-Off Party June 23, 2023	930
Ventura County Fair Pop-Up Celebration August 4, 2023	120 (approximate)
Ragtime Revival Pop-Up Celebration September 16, 2023	360 (approximate)
Banana Festival Pop-Up Celebration September 30, 2023	2,600 (approximate)
Mountains to Sea Jubilee Daytime Family Fair October 21, 2023	1,950 (approximate)
Mountains to Sea Jubilee Evening Music Festival October 21, 2023	1,746
State of the County Address and Reception November 2, 2023	521
Thousand Oaks Exhibition Opening November 11, 2023	106
Ventura County, The Place We Call Home Agriculture Museum, October-November	862
ONLINE PROGRAMS	Participants
VC150 Digital Program and Events Schedule	3,919 unique visitors
Digital Jigsaw Puzzles	1,786 participants
Voices of Ventura County	863 listens
Feast or Flop	1,025 views
VC150 Memories	112 photos
State of the County online	237 views
<b>TOTAL ATTENDANCE</b>	<b>17,137</b>



# Kick Off Event

**June 23, 2023**

This introductory event was the first celebration in the VC150 series of events and programs. Beginning with a VIP reception with all VC150 sponsors and our elected officials, the evening continued with a public exhibition opening and reception for all to celebrate the County's 150<sup>th</sup> anniversary.

**Total attendance: 930**



# Ventura County, The Place We Call Home

*Ventura County, The Place We Call Home* is a photography exhibition curated by MVC's chief curator Carlos Ortega that highlights the diversity of the communities who call Ventura County home. The exhibition utilizes both historical and contemporary photographs to compare and contrast, over time, the lives of the people connected to Ventura County and their relationship to nature, the land, and each other.



*Ventura County, The Place We Call Home* first opened at the Santa Paula Agriculture Museum during the Mountains to Sea Jubilee Event on October 21, 2023. The exhibition is on view at three additional venues: the Bank of America Performing Arts Center Thousand Oaks, Oxnard College (Condor Hall), and the Rancho Simi Activity Center.

Artists include Ben Bribriesca, Cristian Castro, Jorge Corralejo, Blake Fagan, Leah Mata Fragua, Porfirio Gutierrez, MB Hanrahan, Oliver Krisch, Trinh Mai, Cris Mejia, Amy Oliver, Liisa Pynnonen, Zaydee Sanchez, George Sandoval, and Amadeo Sumano.





# Mountains to Sea Jubilee Family Fair

**October 21, 2023, 11am-3pm**

The Mountains to Sea Jubilee Family Fair at and around Santa Paula's Agriculture Museum featured food trucks, a kids' zone, community stages, pumpkin patch, petting zoo, historical walking tours, arts and crafts stations, sheriffs, search and rescue dogs, historical enactors, performances, community workshops, information and trivia booths, and more.

**Total attendance: 1,950 (approx.)**



# Mountains to Sea Jubilee Music Festival

**October 21, 2023, 12-8:30pm**

The Mountains to Sea Jubilee Music Festival at Veteran's Park in Santa Paula featured musical acts Big Bad Voodoo Daddy, Mariachi Camarillo, Rey Fresco, Whiskey Business, and the Charles Law Band. Attendees were able to enjoy local food trucks, a beer and wine garden, and artisanal vendors.

**Total attendance: 1,746**



# City of Santa Paula



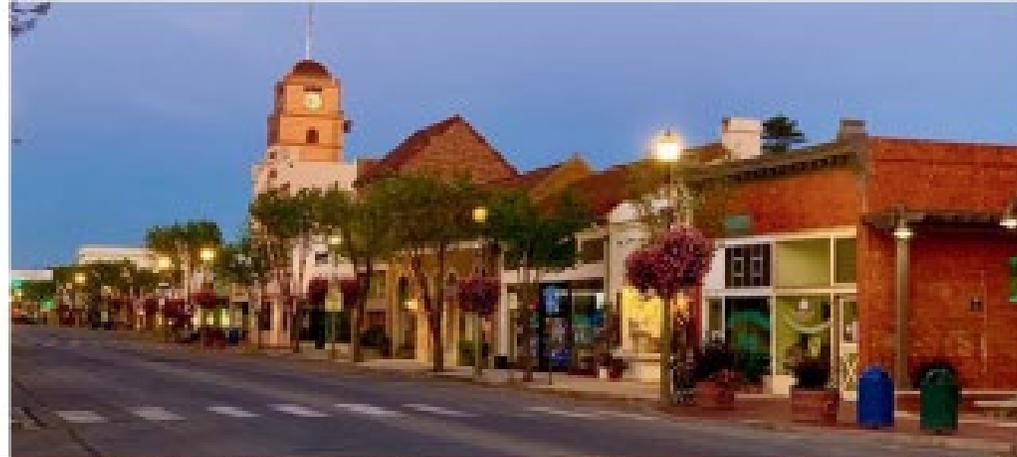
City officials and staff, along with nonprofit organizations and volunteers, collaborated with the County, MVC, and other 150th partners, and led two efforts to welcome the festival.

**Pre-Event Cleanup:** Santa Paula Proud organized their annual Clean Up Day one week the event, attracting over 150 volunteers—double the usual attendance!

**Bursting with Color:** The Downtown Banner Celebration engaged Santa Paula artists of all ages, with 82 light pole banners displaying 150th-themed artwork along historic Main Street.

**Welcome Banners for all 10 Cities:** Light pole banners were placed downtown, welcoming each of the 10 cities to Santa Paula on the Jubilee weekend.





# Thank you to the City of Santa Paula

ACKNOWLEDGEMENT OF THE CITY AND THE COMMUNITY ORGANIZATIONS THAT HELPED

# Pop-Up Celebrations

Our community-facing pop-up tent celebrated the 150<sup>th</sup> anniversary of Ventura County in each of the five districts and engaged thousands of visitors with four interactive history games, prize giveaways, a free photobooth, and community partner activities.



## Interactive Games

- Timeline Game:** guess the chronological order of important historical events
- Memory Game:** use memory to match artworks from the Museum's collection
- Spin to Win:** correctly answer a question about Ventura County to win!
- Did You Know?:** interesting trivia about the County and our VC150 sponsors

## Pop-Up Celebrations

- 08/04/23:** Ventura County Fair  
Ventura County Fairgrounds
- 09/16/23:** Ragtime Revival  
Strathearn Historical Park, Simi Valley
- 09/30/23:** Banana Festival  
The Port of Hueneme
- 11/11/23:** Exhibition Opening  
Civic Arts Plaza, Thousand Oaks

# Community Partner Programming Grants

A total of \$40,000 was granted to individuals and local organizations with stipends ranging from \$100-\$1,700. Applicants could select to participate in the following:

- Pop-Up Festivals across the county (at which a 150th Pop-Up Tent will be present with activities, programs, and more tailored to specific communities)
- *Mountains to Sea Jubilee* in Santa Paula on October 21 featuring food trucks, performances, activities, games, and more.
- The opportunity to brand individual programs as part of the 150th Anniversary.

## By the Numbers

**54**

Proposals  
Awarded

**\$40,000**

In funds  
provided to our  
community



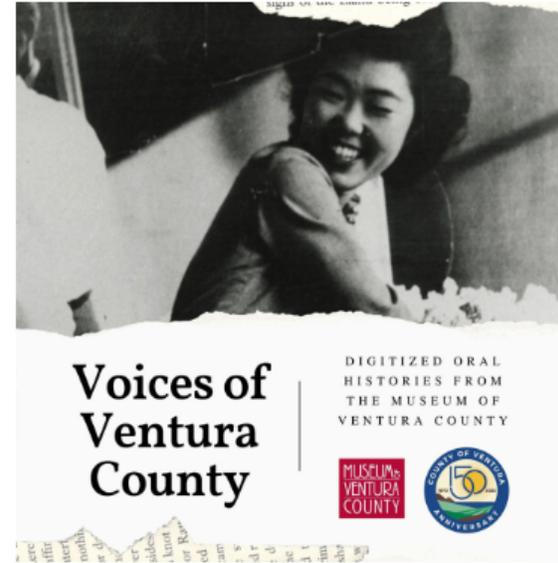
### 150th Feast or Flop

Working with regional chefs, MVC Collections Manager Renee Tallent attempts to recreate dishes from recipes in the Museum of Ventura County's archives. Go on a journey through our county's history to see if the recipes are a delicious Feast or a disastrous Flop.



### VC150 Memories

"VC 150 Memories" is a community-driven project that aims to celebrate and preserve the cherished memories of residents in Ventura County. Residents are invited to submit their favorite images, which will be featured in a public photo gallery.



### Voices of Ventura County

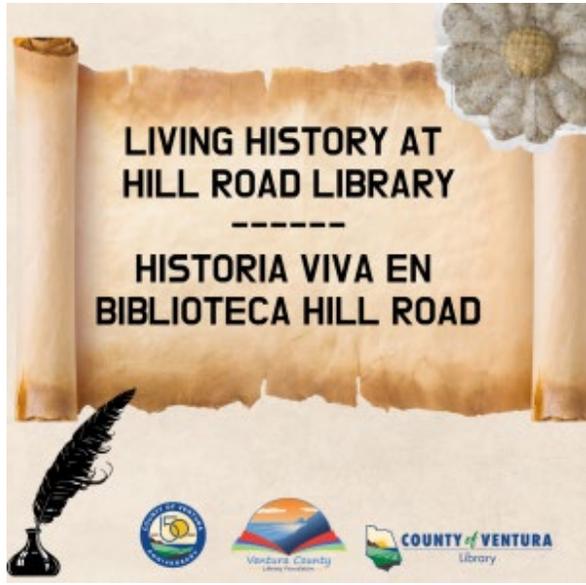
Voices of Ventura County Digitized Oral Histories is a remarkable collection that commemorates the rich tapestry of Ventura County's history over the past 150 years. We invite you to participate in the stories of our community— these oral histories shed light on the County's evolution.



### 150th Celebration Monthly Digital Puzzles

Explore Ventura County's history through monthly digital puzzles created using photographs from the Museum's collection. For the 150th Celebration puzzles each month enjoy solving jigsaw puzzles featuring images from a new city.

## Other Events and Programs



# Ventura County Library Programming

- **Film Screening - Mariposas del Campo:** Saturday, August 12, 2023; Albert H. Soliz Library
- **Living History Performances with Connie Korenstein:**
  - Saturday, September 2, 2023; E.P. Foster Library
  - Sunday, October 22, 2023; Hill Road Library
  - Saturday, December 2, 2023; Ray D. Prueter Library
- **One County, One Book Selection - Solito:** Saturday, September 30, 2023; CSUCI
- **Young People's Poetry Workshop:** Monday, October 23, 2023; Hill Road Library
- **Author Talk - A Lovely Girl:** Saturday, November 4, 2023; Ventura City Hall
- **E.P. Foster Library History Exhibit:** Throughout 2023; E.P. Foster Library

# California Humanities Grant Funded Programs



**The Legends of Nardcore: 40 Years of Punk Rock in Ventura County**, Oxnard Performing Arts Center

**The Asian American Experience in Ventura County**, by Dr. Lily Anne Welty-Tamai, CSUCI

**The Ramona Story: Film Screening and Discussion**, Rancho Camulos Museum

**History is Now Photography Exhibit**, Hall of Administration and Bank of America Performing Arts Center

**Los Braceros De Buena Vista: A Mariachi Opera**, Fillmore Town Theatre

**Staging the World Film Screening and Know We Are Here Panel**, Chumash Indian Museum

**Finding Our Voices – Youth Artist Showcase**, Simi Valley Cultural Arts Center

**Youth Poetry Workshops and Readings**, Santa Paula, Oxnard, and Thousand Oaks



# State of the County

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**November 2, 2023**

The State of the County Address and Reception at the Ronald Reagan Presidential Library in Simi Valley was a sold-out event. The presentation featured keynote speaker and County CEO Dr. Sevet Johnson, opening remarks from Supervisor Matt LaVere, and an introduction by MVC's Executive Director Elena Brokaw.

**Total attendance: 758**  
(online and in person)



**QUICK LINKS**

- › Events
- › About
- › History
- › Get Involved
- › Share a Memory
- › 211 Ventura County

**SOCIAL MEDIA**

Follow us on social media for the latest information on this project.



# Website and Social Media

## WEBSITE

- **24,000** Total Visitors
- **55,000** Page Views
- **19,371** Top Traffic

## SOCIAL MEDIA

- **2.2 Million** Total Reach
- **3 Million** Total Impressions
- **170,138** Total Engagement (Reactions, Comments, Shares, Saves)



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# Thank you to our Sponsors

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