

PASO ROBLES WINE COUNTRY ALLIANCE 2019 YEAR IN REVIEW

Mission: Paso Robles Wine Country Alliance is dedicated to the promotion and protection of Paso Robles Wine Country, and the continuous improvement of the quality of its wines, vineyards, and experiences.



Advertising

- Delivered 35.4M impressions
- Site visits from FL up 47% YOY, only behind CA
- Utilized two partners (Yahoo/Facebook) to maximize spend and deliver hyper-efficient CPM (\$2-\$3 range)
- Apple News: Targeted pre-roll video campaign
- Generated over 700K video views & 103K clicks
- 26% completion rate & .58% CTR



Events

- Vintage Paso: Zinfandel
 - Sold out seminar & Z After party
- 37th Annual Wine Festival
 - 3K attended Sat.
 - 70% from outside SLO Co.
 - 87% rated event Exc./V Good
 - 86% Exc./V likely to return to Paso
- Harvest Wine Weekend
 - 100+ winery events



Website

- 413K sessions
- 164K organic sessions (+3% vs 2018)
- 55.1K from Florida due to CDFA grant (+40% vs. 2018)
- 292K users
- 958K pageviews
- Top 3 pages visited: events, winery profiles, classifieds



Social Media

- Facebook: 64.4K likes
- Twitter: 18.9K followers
- Instagram: 10.3K follows
 - Engagement, paid media, and contests have helped grow followers +76%



Content Marketing

- 230 Members featured (121 in 2018)
- 184.3K reached on Facebook (up 104%)
- 54.8K pageviews (+96%, 28K in 2018)
- Personality profiles, photo galleries, wine awards, editorials, and listicles



Paso Wine in the Sunshine State

- Miami & West Palm Beach
- Masterclass, trade and media tasting, and consumer tasting
- 18 participating wineries
- Bern's Wine Fest & San Destin Wine Festival
- Reached 450+ trade, media, and consumers



Promotions

- Instagram LA Mag sweepstakes generated 900+ registrations and increased Instagram followers
- Instagram #PasoWineHappy hashtag contest generated 200+ posts and increased Instagram followers



Tour Brochure / Map

- 125K printed of full brochure and 50K tear-off pads of maps
 - Always available at PRWCA office
- New foldable winery map
 - 30K distributed across California



Media

- 290M digital impressions
- 3 media tours; 15 journalists hosted
- 3 pitches, 18 wines, 36 journalists
- Contributed to media tours for Travel Paso, Visit SLO CAL, & members



Critic Tastings

- Vinous: 53 brands, 200+ wines
- Wine Advocate: 58 brands, 228 wines



Trade

- Wine S'Cool: 85 applicants, 16 Buyers representing high end on-premise, resorts, and specialty retail accounts
- 44 brands participated; 155 wines
- 100% will increase Paso Robles representation in portfolio
- TEXSOM, Aug 18-20; 14 brands represented at Paso tasting
- Whole Foods Market - Nor. Cal CA promotion, 6 wineries, 44 stores, over 1,400 cases sold



Sponsorships



Government Affairs

- 500+ hours dedicated to keeping you represented, informed and protected
- Topics: Land use, fees, Regional Water Quality Control Board, ordinances related to the Paso Basin, Groundwater Sustainability Plan (GSP), Agricultural Worker Housing
- Leveraging our influence by maintaining relationships with key stakeholder groups



Membership

- 457 Members
 - 81 new/rejoin (vs 50 in 2018)
 - 156 Winery, 47 Grower
 - 159 Associate, 95 Hospitality



Member Events

- Annual Gala at Park Ballroom
- June Member Meeting at Park Cinemas & Studios on the Park
- Member Barbecue at Sensorio
- December Member Meeting at Broken Earth Tasting Room



Member Education

- 187 members participated
- Monthly BEST Series (6)
- Tasting Room Manager Luncheon (6)
- Vit Tech (2) & Wine Tech (2)
- Peer Forum (20 wineries)
- Vineyard Boot Camp (120 attendees)
- Harvest Boot Camp (168 attendees)
- Hospitality Boot Camp (68 attendees)
- Sexual Harassment Prevention (187)



Member Resources

- Member Directory
- Bi-Monthly Newsletter
- Weekly Promo Opps & Events Email
- Daily weather / frost alert from Western Weather



Community

- Three \$1.5K college scholarships
- Mid-State Fair Cattleman's Day Tasting & Wine Awards
- Adopt-a-Street clean-up & Blood Drive

PRWCA TEAM

Accomplished all this with four full-time staff members and two dedicated part-time contractors!

Executive Director:	Joel Peterson
Communications Director:	Chris Taranto
Membership Manager:	Candice Sanders
Consumer Marketing Mgr:	Jennifer Bravo
Bookkeeper:	Peggy Coon
Government Affairs:	Patricia Wilmore

BOARD OF DIRECTORS

Chairman:	Tyler Russell, Cordant Nelle
Vice Chair:	Jason Haas, Tablas Creek Vineyard
Secretary:	Austin Hope, Treana & Hope Family Wines
Treasurer:	Sarah Kramer, Umpqua Bank
Director:	Malani Anderson, Turley Wine Cellars
Director:	Molly Scott, JUSTIN Vineyards & Winery
Director:	Bob Tillman, Alta Colina Vineyard & Winery
Director:	Faith Wells, Faith Wells Communications
Director:	Randy Heinzen, VPS / Coakley Vineyard

Thanks for your support!