



## YEAR IN REVIEW

**Our mission:** We are dedicated to the promotion and protection of the Paso Robles Wine Country, and the continuous improvement of the quality of its wines, vineyards, and experiences.

### ADVERTISING

- Digital, print, & radio advertising that delivers 35M+ impressions per year
- Delivered 2.7M impressions via Paid Social channels
- Delivered 141K impressions via Paid Search (SEM) channel
- SEO efforts resulted in 13% increase in Organic Search (YOY)

### CONTENT MARKETING

- Weekly Paso Uncorked blog series featuring PRWCA members
- 44 blogs, 305 members featured (230 in 2019)
- 227.1K reached on Facebook (+23%, 184.3K in 2019)
- 82.8K pageviews (+51%, 54.8K in 2019)
- Home With Paso Wine, Editorials, Listics/Local Tips, AVA Series, Photo Galleries, Paso Personalities
- Launched Paso Wine podcast, 12 episodes, 6K downloads

### VISITOR'S GUIDE & MAP

- 100K printed of full guides & 50K tear-off pads of maps
- Distributed throughout CA & beyond

### WEBSITE

- Pasowine.com continues to draw impressive traffic
- 425K sessions
- 200K organic sessions
- 304K users
- 1,014,726K pageviews
- Top visited pages: winery profiles, classifieds, events, COVID-19 updates

### MEDIA

- 320M+ impressions to date
- 33 media attended 4 Virtual Visits
- 3 Pitches to 112 media reached, 15 brands, 18 wines, 36 journalists
- Invited 20 media for the March 2020 press trip; secured 5 media, 29 brands met, 87 wines

### TRADE / BIG CITIES GRANT

- SommCon Virtual Tastings
  - NYC, D.C., Chicago
  - 60 Trade, 18 Brands
- SommCon Summit featuring Paso Wine Masterclass
  - 481 registrants

### EVENTS

- BlendFest on the Coast
  - Seminar, Excursions, Wine Tasting
- ~~Vintage Paso: Zinfandel Weekend~~
  - Seminar, Zinsecurions, Z-After Party Wine Tasting
- ~~Wine Festival~~
- Harvest Wine Weekend
- Zoom Hangouts – 37 shows, 100+ brands featured, 215K reach on Facebook Live, 5K pageviews

### SOCIAL MEDIA

- Instagram @pasowine
  - 17.3K followers
  - 1.9M impressions
- Facebook @pasorobleswine
  - 67.2K likes
  - 4.8M impressions
- Twitter @pasorobleswine
  - 18.8K followers
  - 322K impressions
- Highly engaged audience on all social media channels

### CRITIC TASTING

- Vinous: 50+ Brands, 300+ Wines, Consolidated Shipment
- Wine Advocate: 61 Brands, 300+ Wines

## Partners



460 Total Members



55 New in 2020



162 Winery



41 Grower



155 Associate



102 Hospitality

## GOVERNMENT AFFAIRS

- 500+ hours dedicated to keeping you represented, informed & engaged
- Topics: Economic Impact Study, County Land Use Ordinances, Agriculture Order 4.0, Agriculture Liaison Advisory Board, Paso Basin Groundwater Sustainability Plan, Irrigated Lands Regulatory Program, Adelaide Water Study
- Leveraging our influence by maintaining relationships with key stakeholder groups, County and City staff, elected representatives

## COVID-19 EFFORTS

- Dedicated efforts to communicate COVID-19 information
- 60 COVID-19 Update e-blasts
- Coordinated regional association letters to Gov. Newsom
- Led Beverage sector in drafting County's START Guide
- Advocated for wine industry with regional and State leaders
- Hosted COVID-19 Zoom Update - over 250 attendees
- Produced 2 videos about the region being an 'Open & Safe' destination

## MEMBER RESOURCES

- Member Directory
- Bi-Monthly Newsletter
- Weekly Promo Opps & Events Email
- Daily Western Weather alerts
- Classifieds listings

## MEMBER EDUCATION

- Converted to virtual webinars from March - December
- 4 BEST Series with 1 WISE 3-part series - 100+ attendees
- 3 Vit Tech Series - 100+ attendees
- 3 Tasting Room Managers Webinars - 150+ attendees
- Financial Boot Camp Series - 2 Webinars - 70+ attendees
- Ask the Dr. Webinar - 50+ attendees
- Harvest Boot Camp - 45+ attendees
- HR Webinar - 45+ attendees

## MEMBER EVENTS

- Annual Gala at Cass Winery
- Virtual July Mid-Year Member Meeting
- Virtual Year-End December Member Meeting

## COMMUNITY

- Strategic collaboration with Visit CA, Wine Institute, CAWG, California Mid-State Fair, Visit SLO CAL, and Travel Paso
- Awarded 3 \$1.5K college scholarships
- Organized 4 Adopt-a-Street cleanups
- Hosted 4 community blood drives
- Granted 7 PRWCA Community Wine Awards
- Coordinated Mid-State Fair Wine Awards
- Distributed over \$3000 in school supply donations
- Partnered with must! charities and ECHO to raise \$190k+ for the COVID-19 Community Response Project
- Co-managed the Downtown Dining in the Park Experience

## PRWCA TEAM

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

<b>Executive Director:</b>	Joel Peterson
<b>Communications Director:</b>	Christopher Taranto
<b>Consumer Marketing Manager:</b>	Jennifer Bravo
<b>Membership Manager:</b>	Emily Reneau
<b>Admin &amp; Marketing Coordinator:</b>	Carol Yeaman-Sanchez
<b>Bookkeeper:</b>	Peggy Coon
<b>Government Affairs Coordinator:</b>	Patricia Wilmore

## 2020 Board of Directors

<b>Chairman:</b>	Tyler Russell, Cordant   Nelle
<b>Vice Chair:</b>	Molly Scott, JUSTIN Vineyards & Winery
<b>Secretary:</b>	Austin Hope, Treana & Hope Family Wines
<b>Treasurer:</b>	Sarah Kramer, Umpqua Bank
<b>Director:</b>	Malani Anderson, Turley Wine Cellars
<b>Director:</b>	Josh Beckett, Peachy Canyon Winery
<b>Director:</b>	Jason Haas, Tablas Creek Vineyard
<b>Director:</b>	Randy Heinzen, VPS / Coakley Vineyard
<b>Director:</b>	Faith Wells, FedEx

### ADDRESS

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### CONTACT

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