



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 50M+ impressions per year
- Delivered 3M impressions via Paid Social channels
- Delivered 150K impressions via Paid Search (SEM) channel

CONTENT MARKETING

- Weekly Paso Uncorked blog series featuring PRWCA members
 - 53 blogs, 275 members featured
 - 252K reached on Facebook
 - 128K+ pageviews
 - Email campaign lists of 19K
 - Editorials, Listicles/Local Tips, AVA Series, Photo Galleries, Paso Award Winners
- Paso Wine Hour – 31 shows, 90+ members, average show 1.2K views
- Where Wine Takes You podcast, bi-weekly episodes, 50K downloads

VISITOR'S GUIDE & MAP

- 75K brochures w folded map
- 15K tear-off flat maps
- Distributed across California & beyond: visitor centers, airports

WEBSITE

- Pasowine.com continues to draw impressive traffic
- 640K sessions
- 250K organic sessions
- 320K users
- 1.65M pageviews
- Top visited pages: winery profiles, events, classifieds, tasting kits blog

PR / MEDIA

- Fall Press trip
 - 4 journalists, 33 members
- 4 sample pitches
 - 67 journalists, 52 brands
- 3 virtual media visits
 - 31 journalists, 9 brands
 - 10M unique visitors monthly
- 60+ media placements
 - 343M unique visitors monthly
 - \$3M Ad equivalency value

CONSOLIDATED TASTINGS

- Vinous: Josh Reynolds
60 Brands, 360 wines
- Wine Advocate: Erin Brooks
46 brands, 276 wines

EVENTS

- Vintage Paso: Zinfandel Weekend
- Virtual Wine Country Auction
- Wine Festival Weekend
- Harvest Wine Weekend

SOCIAL MEDIA

- Instagram @pasowine
 - 21K followers
 - 2.2M impressions
- Facebook @pasorobleswine
 - 68.7K fans
 - 5M impressions
- Twitter @pasorobleswine
 - 8.5K followers
 - 330K impressions

TRADE / BIG CITIES GRANT

- Big Cities Tastings
 - NYC, D.C., Chicago
 - 30 brands per city
 - 150+ trade & media attended
- SAQ and LCBO Virtual Tours/Meeting
- SGWS AVA Masterclass
- Unified Marketing Seminar
- Paso Wine S'Cool (Buyers Tour)
 - 14 qualified buyers
 - 46 brands, 120+ wines

Partners



434 Total Members



20 New in 2021



166 Winery



29 Grower



143 Associate



96 Hospitality



GOVERNMENT AFFAIRS

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



MEMBER RESOURCES

- Member Directory
- Bi-Monthly Newsletter
- Weekly Promo Opps & Events Email
- Western Weather daily emails
- Frost season weather emails
- Classifieds listings on website



MEMBER EDUCATION

- Business Excellence Service Training (BEST)
- Tasting Room Manager luncheons
- Marketing Roundtables
- Diversity, Equity, & Inclusion workshop
- Vineyard Boot Camp
- Harvest Boot Camp
- Hospitality Boot Camp
- Vit & Wine Tech seminars
- HR & Financial workshops
- Sexual harassment prevention training



COVID-19 EFFORTS

- Dedicated efforts to communicate COVID-19 information
- COVID-19 Update e-blasts



MEMBER EVENTS

- Mid-Year Membership Meeting: Vina Robles Vineyards & Winery
- August Membership BBQ: Peachy Canyon Winery
- Year-End Membership Meeting: Riboli Family of San Antonio Winery



COMMUNITY

- Three \$1,500 college scholarships
- Run Adopt-a-Street cleanups
- Host community blood drives
- Manage PRWCA Community Wine Award program
- Wine Country Virtual Auction
 - Raised \$70K that is gifted back to local community

PRWCA TEAM

We are made up of five full-time employees in addition to two dedicated part-time contractors

Executive Director:	Joel Peterson
Communications Director:	Christopher Taranto
Consumer Marketing Manager:	Jennifer Bravo
Membership Manager:	Emily Reneau
Admin & Marketing Coordinator:	Jamie Guzman
Government Affairs Coordinator:	Patricia Wilmore
Bookkeeper:	Peggy Coon

2021 Board of Directors

Chairman:	Molly Scott, JUSTIN Vineyards & Winery
Vice Chair:	Tyler Russell, Cordant Nelle
Secretary:	Austin Hope, Treana & Hope Family Wines
Treasurer:	Randy Heinzen, VPS & Coakley Vineyard
Director:	Chloé Asseo-Fabre, L'Aventure Winery
Director:	Josh Beckett, Peachy Canyon Winery
Director:	Cris Cherry, Villa Creek Cellars
Director:	Noreen Martin, Martin Resorts
Director:	Faith Wells, FedEx

