

---

COPPER RIVER PRINCE WILLIAM SOUND  
MARKETING ASSOCIATION

# FY 2018 ANNUAL REPORT

A note to our members,

With a fiscal year end of June 30, the association's federal tax return, Form 990, is due November 15 each year. It is commonplace for nonprofit tax returns to be filed on an extension. Certified Public Accountants prioritize clients with a tax burden to those without. As a nonprofit we file a tax return, but we do not pay federal income tax. Subsequently our return has more often than not been filed in spring. We continue to work with our CPA file the tax return as timely as they can. There is no negative impact to our nonprofit status to file on an extension.

In partnership with Cordova District Fishermen United, Alaska Wild Seafoods, Copper River Seafoods, North Pacific Seafoods, Ocean Beauty Seafoods, and Trident Seafoods a state of the art ARIS sonar unit and accessories was purchased for Alaska Department of Fish and Game for use at the Miles Lake Sonar Project on the Copper River. This was a one time expense to the partnership.

A new suite of Copper River salmon point of sale materials was created for nationwide retail promotional support. Providing posters, in-ice signs, vinyl clings, stickers, labels, recipe cards, and looping video continues to be an important program in promoting our premium brands.

*[www.copperrivermarketing.com](http://www.copperrivermarketing.com) / 907-424-3459 / [info@copperrivermarketing.org](mailto:info@copperrivermarketing.org)*

---

**COPPER RIVER PRINCE WILLIAM  
SOUND MARKETING ASSOCIATION**

**ANNUAL REPORT FY18**  
July 1, 2017 - June 30, 2018  
tax return filed December 17, 2018

**YOUR 1% AT WORK**

*Maximizing the value of Copper River Prince William Sound salmon fisheries through effective marketing, quality enhancement, cooperative partnerships, and organizational competency to the benefit of its members.*

**\$362,409**

ASSESSMENT RECEIVED

**\$495,178**

TOTAL EXPENSES

**75%**

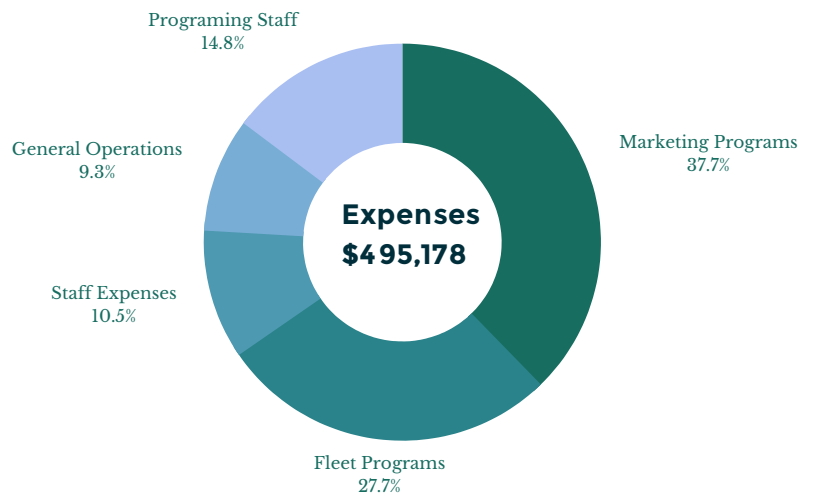
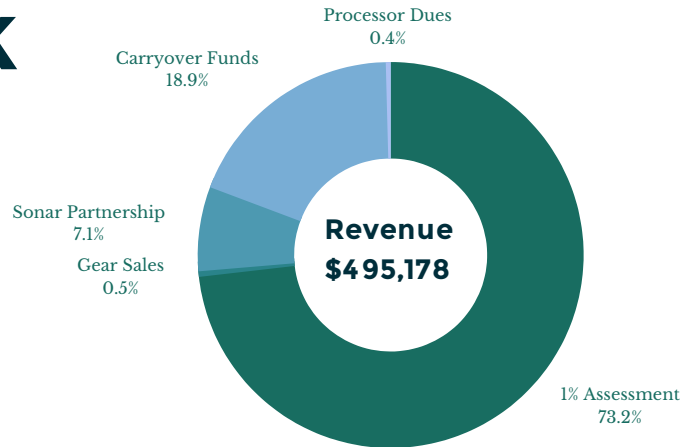
PROGRAMS

\$368,796 was spent on salmon marketing and fleet programs and the staff time to execute those programs.

**25%**

GENERAL OPERATIONS & ADMIN

\$126,382 was spent on general operations, board support and administrating the organization.



**MARKETING PROGRAMS**

