
COPPER RIVER PRINCE WILLIAM SOUND
MARKETING ASSOCIATION

FY 2022 ANNUAL REPORT

Fiscal Year 2022, July 1, 2021 through June 30, 2022, saw global systems begin to normalize after cataclysmic pandemic impacts. Alaska salmon disaster declarations were made in several areas of the state, with declarations for 2018 in CR and 2020 in PWS. Staff at the association initiated long outreach efforts for inclusion in the disaster relief funding due to devastated 1% assessments.

After many years, a CR & PWS salmon quality survey was conducted with input from area buyers, wholesale distributors and retailers. The longstanding in-state public relations campaign continued at a marginally scaled back level. All inclusive funding of the CDFU Channel Markers & Long Lake Weir was supported unanimously by the Board of Directors in Spring of 2022.

Despite the cancellation of Seafood Expo North America for a 2nd year running, retail support programming took center stage with increased production and distribution of retail point of sale materials as well a robust 8 week Facebook advertising campaign to cover both CR & PWS sockeye. Additional retail programming included a photography contract to create “stock” assets for PWS sockeye and keta to be added to the brand digital libraries. This program filled a large gap in the assets available to retailers that promote PWS salmon. With pandemic conditions somewhat clearing, it was a relief to have a Fall CR coho familiarity tour back on the books. Selective sampling of CR sockeye & coho and PWS sockeye continued to keep partner relationships fresh after pandemic disrupted programs began to come back online.

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.

\$159,543

ASSESSMENT RECEIVED

\$419,053

TOTAL EXPENSES

71%

PROGRAMS

\$300,146 was spent on salmon marketing and fleet programs and the staff time to execute those programs.

29%

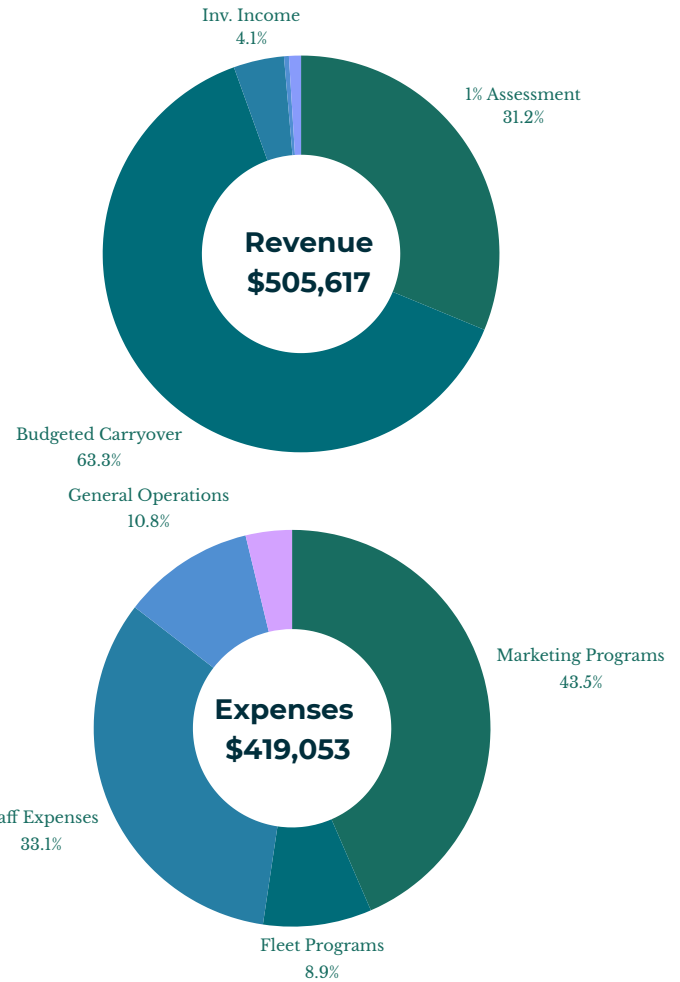
GENERAL OPERATIONS & ADMIN

\$118,907 was spent on general operations, board support and administrating the organization.

ASSETS

CARRYOVER FUNDS* + RESERVE FUNDS
\$275,791* + \$581,122 (ON 6/30/22)

All unexpended annual budget dollars are carried over year to year and available for budget approval. 10% of the assessment is deposited into a reserve fund as per board policy, to cover short-term situations such as delayed payment of the assessment or in time of a cash shortfall due to seasonal cash swings in the assessment.



MARKETING PROGRAMS

