
COPPER RIVER PRINCE WILLIAM SOUND
MARKETING ASSOCIATION

FY 23 - 24 ANNUAL REPORTS

Fiscal years 2023 and 2024 were marked by modest fleet assessments and a reliance on prior year carryover funds to sustain the operating budget. Emerging from the pandemic, the organization prioritized consumer outreach through expanded retail point-of-sale distribution and by strengthening hard-earned retail partnerships. These relationships, most often initiated at Seafood Expo North America and reinforced in collaboration with seafood sales teams at our five primary local shore-based processors, remain a cornerstone of our marketing success.

On the fleet side, program support continued for Cordova District Fishermen United's aids to navigation in the Copper River District, as well as for the PWS safety program *Buoying Awareness* in partnership with the Whittier tunnel operators and the harbormasters in Whittier and Valdez. Budget constraints, however, led to the reduction and eventual suspension of the long-standing in-state public relations campaign, with the goal of reintegrating this work in the future.

In 2024, the organization faced a SO3E member-initiated election seeking to terminate their 1% seafood development tax, the primary source of RSDA funding. While ultimately unsuccessful, the election consumed significant staff time and org resources. Beyond the measurable costs, the effort also carried unquantifiable impacts on organizational momentum, staff morale, and overall enthusiasm.

Despite these challenges, the organization remains committed to advancing the interests of our fishermen, strengthening market partnerships, and ensuring the long-term vitality of Copper River and Prince William Sound salmon brands.

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.

\$271,903

ASSESSMENT RECEIVED

\$452,133

TOTAL EXPENSES

73%

PROGRAMS

\$331,050 was spent on salmon marketing and fleet programs and the staff time to execute those programs.

27%

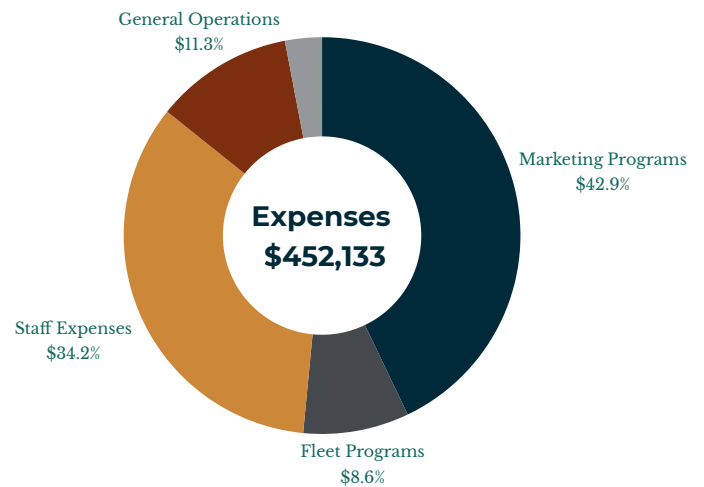
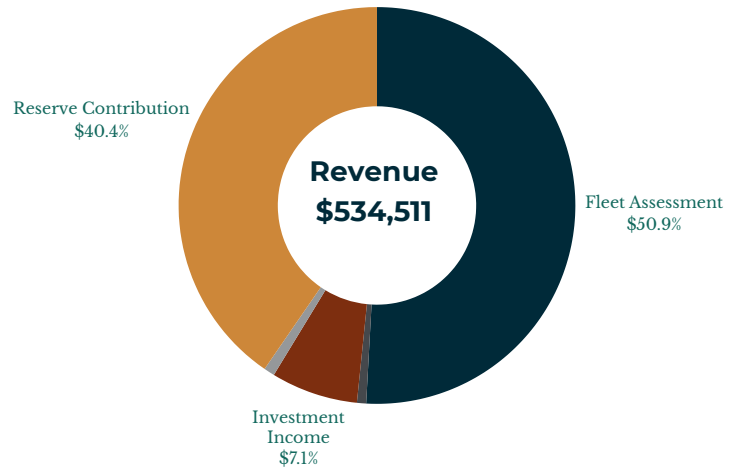
GENERAL OPERATIONS & ADMIN

\$121,083 was spent on general operations, board support and administrating the organization.

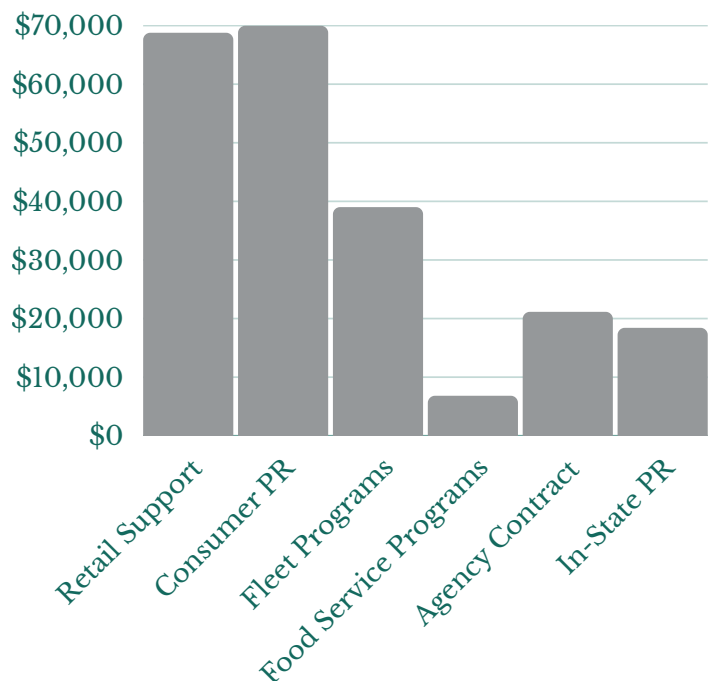
ASSETS

CARRYOVER FUNDS* + RESERVE FUNDS
\$119,240* + \$634,679 (ON 6/30/23)

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



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.

\$320,551

ASSESSMENT RECEIVED

\$381,614

TOTAL EXPENSES

70%

PROGRAMS

\$266,670 was spent on salmon marketing and fleet programs and the staff time to execute those programs.

30%

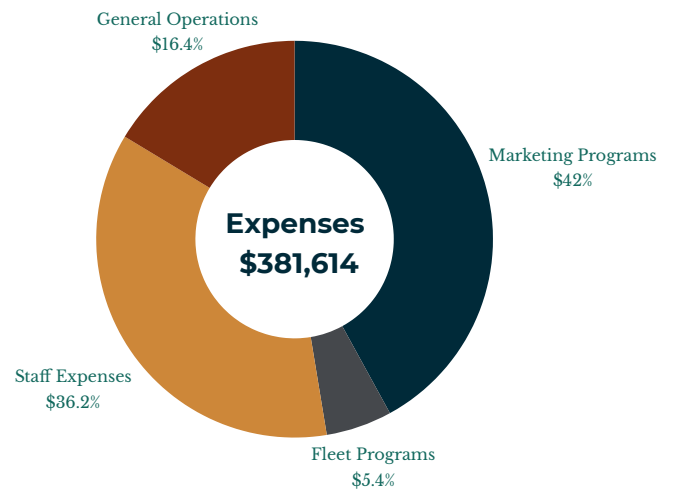
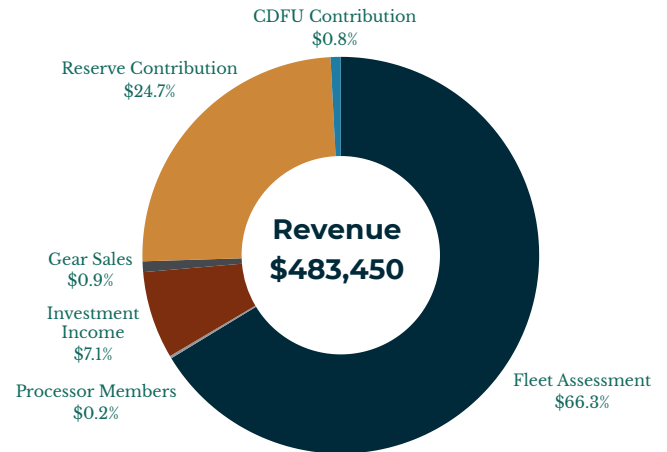
GENERAL OPERATIONS & ADMIN

\$114,944 was spent on general operations, board support and administrating the organization.

ASSETS

**CARRYOVER FUNDS* + RESERVE FUNDS
\$93,420* + \$690,773 (ON 6/30/24)**

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

