



COPPER RIVER PRINCE WILLIAM SOUND
MARKETING ASSOCIATION

FY 25 ANNUAL REPORT

Fiscal year 2025 was marked by continued financial pressure, organizational strain, and a challenging operating environment for the RSDA. Declining salmon returns, reduced harvest volumes, and continued weak ex-vessel pricing resulted in lower fleet assessments, placing additional pressure on the organization's operating budget and long-term planning efforts.

During the early portion of the fiscal year, the organization was heavily engaged in a State-mandated election process following receipt of a member-driven petition seeking to rescind the 1% seafood development tax that funds the RSDA. The required notifications, timelines, compliance measures, and member communications associated with the process demanded substantial staff time and organizational resources throughout much of 2024. While the initiative to preserve the assessment ultimately passed in the fall of 2024, the process created a prolonged period of uncertainty that affected organizational momentum, staff and board morale, and the ability to focus fully on long-term mission work.

Despite these challenges, retail partnerships and promotional programs remained active in collaboration with seafood buyers, distributors, and local processors. Consumer-facing marketing efforts continued throughout the season alongside support for marine safety initiatives in both the Copper River District and Prince William Sound, as well as ongoing efforts to strengthen member communication and engagement.

The year served as a reminder that regional marketing and industry collaboration require ongoing commitment, particularly during periods of financial and organizational uncertainty. The year also underscored the importance of continued member engagement, clear communication, and maintaining focus on the long-term work of strengthening markets for Copper River and Prince William Sound salmon.

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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.

\$286,851

ASSESSMENT RECEIVED

\$391,305

TOTAL EXPENSES

71%

PROGRAMS

\$263,734 was spent on salmon marketing and fleet programs and the staff time to execute those programs.

29%

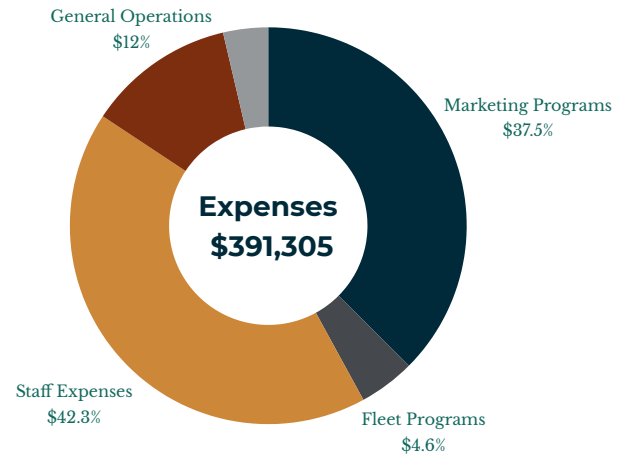
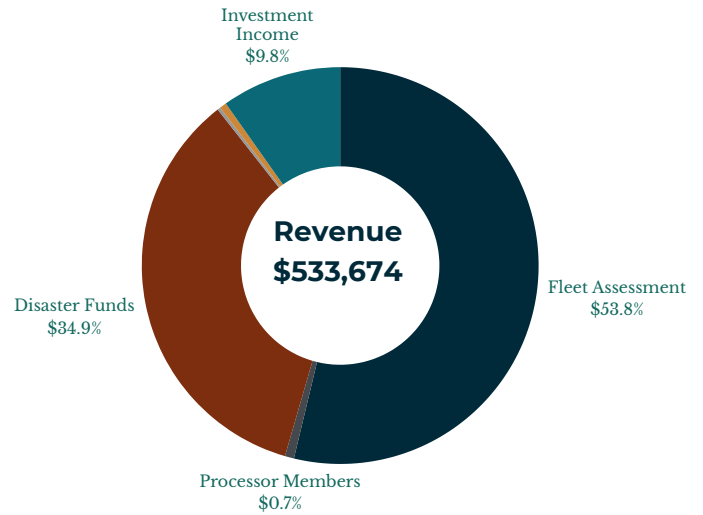
GENERAL OPERATIONS & ADMIN

\$113,228 was spent on the RSDA election, general operations, board support and administrating the organization.

ASSETS

CARRYOVER FUNDS* + RESERVE FUNDS
\$112,889* + \$767,204 (ON 6/30/25)

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

