
COPPER RIVER PRINCE WILLIAM SOUND
MARKETING ASSOCIATION

FY 2021 ANNUAL REPORT

Fiscal Year 2021, July 1, 2020 through June 30, 2021, was dominated by the global pandemic and the worldwide impacts of residential lockdowns, transitions to work from home, business closures, and supply chain disruptions. To add insult to injury, the Copper River District was closed nearly the entire sockeye season due to low returns. In season base line marketing activities continued even in the face of low supply. In person, immersive familiarity tours to Cordova were ultimately cancelled. Our sampling program took on a more important role than ever before and kept our premium regional brands top of mind via social media personalities. Association staff worked from home most of the season and were finally able to come back to the office to work as a team again just prior to the end of the fishing season.

Fall and winter planning seasons were as tenuous as the early days of the pandemic with so many unknowns due to the evolving global health crisis. Efforts continued to maintain existing relationships with local buyers and their retail clients, and consumers. Emphasis was placed on building a direct relationship with consumers via our web based Fish Finder locations map and a reinvigorated consumer facing monthly digest.

Seafood Expo North America was cancelled for a 2nd year in a row which lead to more direct outreach to those contacts that are typically refreshed annually at that trade show. All in all FY21 was filled with the unexpected from start to finish.

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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.

\$513,520

ASSESSMENT RECEIVED

\$371,182

TOTAL EXPENSES

51%

PROGRAMS

\$265,987 was spent on salmon marketing and fleet programs and the staff time to execute those programs.

20%

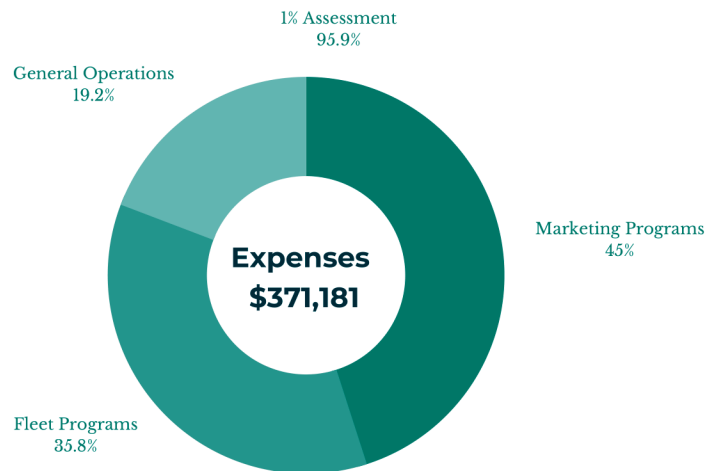
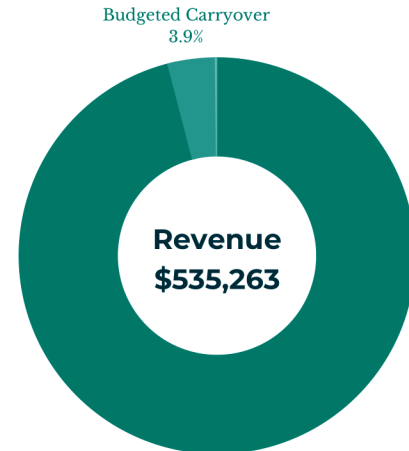
GENERAL OPERATIONS & ADMIN

\$105,195 was spent on general operations, board support and administrating the organization.

ASSETS

CARRYOVER FUNDS* + RESERVE FUNDS
\$535,525* + \$650,941 (ON 6/30/21)

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

