



Coastal Villages Region Fund Acquires Homer-based All Seasons Honda

Purchase underscores growing economic ties between Western and Southcentral Alaska

HOMER, Alaska – May 25, 2023 – [Coastal Villages Region Fund](#) (CVRF) has expanded its investment portfolio with the acquisition of [All Seasons Honda and Peninsula Ski-Doo](#) in Homer, Alaska, known for its quality customer service and product lines. The companies have long partnered to support equipment purchases and service for Western Alaskans through the popular People Propel® program and collaborated on joint training programs for mechanics who live and work in coastal Alaska communities.

“This acquisition deepens our investment in Southcentral Alaska, a growing hub of operations and service for our fleet, and especially important to Alaska’s coastal and upriver residents who live subsistence lifestyles,” said Eric Deakin, CEO of Coastal Villages Region Fund. “All Seasons Honda has sold and serviced countless boat engines, ATVs, and snow machines that are essential in the villages and helped us train our own mechanics, all while serving the Kenai Peninsula community of charter captains and recreational powersports alike for nearly 30 years. We expect this to continue as CVRF invests further in the shop, and in the marine trade of the Homer community.”

The acquisition is a natural extension of CVRF’s assets in Alaska, which include community service centers in 18 western Alaska villages, an office in Anchorage, and recently acquired boats which are home ported in Kodiak and serviced there by local shops. The company intends to invest further in its Homer presence as the harbor expands.

The company’s Bering Sea fishing operations fund critical programs in Western Alaska. People Propel is one of the most visible programs delivering nearly \$16.1 million to more than 5,600 residents to subsidize the purchase of nearly \$50 million in equipment in the last 10 years — ATVs, outboards, snowmachines, appliances, boats, heating systems, fishing gear and more – much of it from Alaska-based dealers like All Seasons Honda. The two companies partnered in 2021 to establish authorized Honda service centers in Eek, Scammon Bay, and Kipnuk. Prior to this partnership, warranty service required shipping equipment to dealers hundreds of miles away from CVRF’s communities.

John Rummery, the owner and operator of All Seasons Honda prior to the acquisition, will stay on as the general manager. CVRF will set up offices in the shop, which will serve as a local point of presence for local hiring and community relations.

“I have lived in Scammon Bay my whole life, and started working for Coastal Villages in 2006,” said Jacob Rivers, who began working as a mechanic for CVRF in 2006. Following training in Los Angeles through a new partnership between CVRF and Honda, Rivers said he now works with a team in Scammon Bay and can service a wide range of equipment there. “CVRF has come a long way, and with All Seasons Honda we can continue to strive to help our community more effectively and efficiently.”

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About Coastal Villages Region Fund

Coastal Villages Region Fund (CVRF) uses Bering Sea fishing rights granted to it by the Community Development Quota (CDQ) program to foster sustainable and diversified local economies in western Alaska. CVRF is organized as a 501(c)(4) Alaska non-profit corporation and operates in 20 member communities located along the west coast of Alaska, from Scammon Bay to Platinum. CVRF generates the money to fund its programs by harvesting fish in the Bering Sea with its own fleet of vessels.

CVRF is dedicated to creating sensible, tangible, and long-term economic development opportunities that generate hope for the more than 9,100 residents of its communities. It is governed by a Board of Directors consisting of one member democratically elected from each community. CVRF is the largest Alaskan-owned seafood company in history and the first CDQ group to own and control the vessels that harvest the vast majority of its CDQ allocations.

For more information, visit www.CoastalVillages.org and www.facebook.com/CoastalVillagesRegionFund.

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