

# Together We Are Community



*Belonging Never Felt Better<sup>®</sup>*

**Coast Central**   
Credit Union



# TOGETHER WE ARE COMMUNITY

Perhaps one of the greatest lessons the year 2020 taught us was to always expect the unexpected. The pandemic's effects, large and small, will continue to be felt well into 2021. Though our hearts go out to those who suffered hardships as a result, the year 2020 also showed us the tremendous effects when communities and credit unions come together. For Coast Central's milestones, the year was unprecedented as well.

## TAKING CARE OF COMMUNITY & MEMBERS

We are consistently appreciative of a volunteer Board of Directors whose commitment to community is steadfast, but perhaps never more so than in 2020. In addition to maintaining the annual \$200,000 in grants, the Board approved a COVID Community Care Fund of \$55,000 to support those non-profits significantly impacted by the pandemic.

For local businesses, our dedicated team jumped into action to ultimately assist 400 businesses throughout our tri-county area with \$19 million in loans as part of the SBA's Paycheck Protection Program, putting over 650 employees back to work during difficult times. Additionally:

- 40 Business Loans were deferred, for a total of \$16.2 million.
- For Consumer Loans, 1,216 loans were deferred for a total of \$17.1 million.

- In Mortgage, 86 loans were deferred for a total of over \$14.0 million.

These actions are in addition to numerous fee waivers and other steps to support members in need. What a perfect example of People Helping People. Thank you, members, for your loyalty and support.

## ATM FLEET REPLACEMENT

Like our computer system prior to our 2019 upgrade, our 18 ATMs were decades old, no longer could receive updates, and did not have the security required now and in the future. It was a remarkable six weeks last fall when teams of employees and vendors worked jointly to replace those at each Coast Central location. No more deposit envelopes! And we added a second drive-up at Crescent City and a walk-up at McKinleyville. We hope to add a second one at our Fortuna location in the future.



## LOOKING AHEAD

In addition to continuing to offer you complete Online and Mobile Banking services to use from wherever you happen to be, in 2020 we were excited to give you the opportunity to add deposit accounts and apply for loans within those systems, without visiting a CCCU location. Our 2021 Digital Services plans call for adding a Chat option managed by our exceptional representatives and Contactless Cards, a “tap-and-go” payment method that takes less than a second. We are also discovering innovative ways to use our new computer system we updated in 2019 aimed at enhancing your current and future relationship with us.



A handwritten signature in black ink, appearing to read 'R. Rudebock'.

**Ron Rudebock**  
Chairman, Board of Directors

## MEMBER LOYALTY

With a member base of over 72,900 strong, over 36% deposit market share in our tri-county area, a satisfaction rating of 94%, and the primary institution for 82% of members, your credit union is poised for continued success in the future. For Coast Central, that means not only financial stability, but exceeding the expectations of members, employees, and the communities we have the privilege of serving.



A handwritten signature in black ink, appearing to read 'J. Sessa'.

**James T. Sessa**  
President and Chief Executive Officer



## TREASURER'S REPORT

The year 2020 saw the personal savings rate explode nationally, and Coast Central's deposits had the largest increase than at any other time in our 70-year history. The dramatic increase in shares was directly tied to pandemic-related government stimulus funds, unemployment aid, deferred payments and fee waivers, and members generally saving versus spending in this highly unusual year. More than ever, members relied on the safety, security, and convenience that entrusting their funds to a credit union provides. On the loan side, many took advantage of very low fixed rates, even compared to recent years, and refinanced their existing mortgage loans.

As these noteworthy events directly affect our financial performance, without question, Coast Central achieved a high level of growth and net profitability in 2020. As of December 31, total shares increased by 24% or \$315.7 million, compared to just 6% in 2019.

Total loans outstanding increased \$27.6 million, or 3.8%, to \$747.6 million. Total assets grew to \$1.937 billion, an increase of \$359.5 million. Net income was \$9.963 million, and earnings, measured as a return on average assets, was .57%.

These strong numbers are a direct result of your continued support and loyalty and prudent financial management by our Board of Directors and senior team, and we sincerely appreciate the trust you place in us.

Despite the many challenges, the year 2020 had strong results in most areas. What will the year 2021 hold? Though COVID-19 vaccines are currently being administered locally and nationwide, it is projected that it will take several months for most to receive it and perhaps not until 2022 for a return to pre-pandemic economic output globally. With Coast Central's continued strong financial position, we look forward to serving your complete financial needs, regardless of how the economy performs.

In conclusion, I would like to express my sincere gratitude to the entire volunteer Board of Directors and Supervisory Committee, Management, and Staff. We truly have an exceptional, dedicated team who can weather the storms and support each other and our members when needed. Thank you for being a valued part of the Coast Central family.



A handwritten signature in dark ink, appearing to read 'J. Gladding'.

John Gladding  
Treasurer



# CONSOLIDATED STATEMENT OF CONDITION

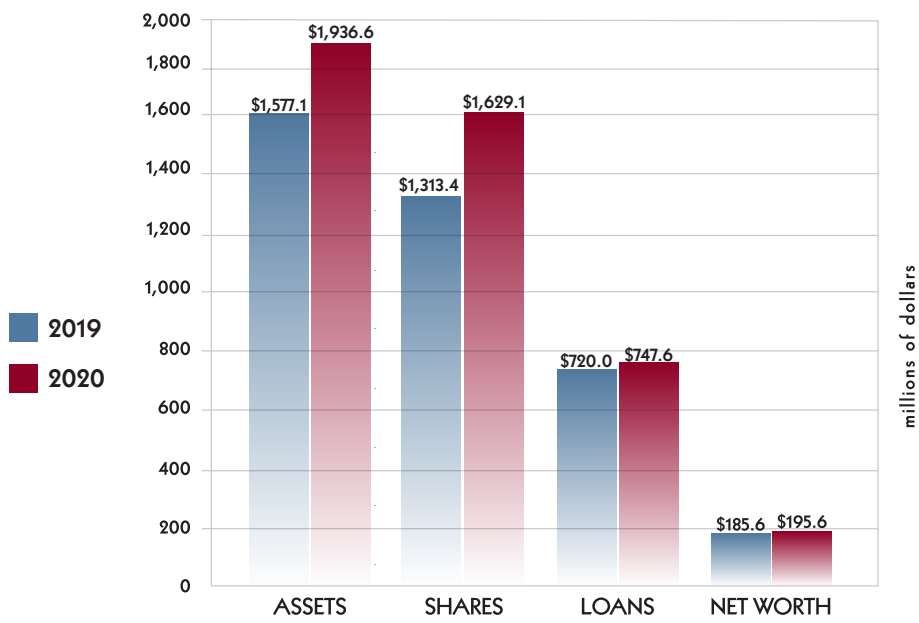
December 2019 and December 2020 (Unaudited)

ASSETS	2019	2020
Loans	\$719,982,630.35	\$747,622,982.83
Less Net Orig Fees/Costs	\$862,977.88	-\$228,281.85
Less Allowance for Overdraft Loss	-\$135,261.00	-\$89,248.25
Allowance for Loan Loss	-\$5,827,003.33	-\$6,235,049.86
<b>NET LOANS</b>	<b>\$714,883,343.90</b>	<b>\$741,070,402.87</b>
<b>FEDERAL RESERVE DEPOSITS/ LIQUID FUNDS</b>	<b>\$261,562,865.83</b>	<b>\$510,518,946.26</b>
Other Investments	\$8,196,981.26	\$8,857,300.00
Securities, Available for Sale	\$548,094,443.47	\$599,731,470.07
<b>TOTAL INVESTMENTS</b>	<b>\$556,291,424.73</b>	<b>\$608,588,770.07</b>
Buildings, Land and Equipment	\$20,814,905.88	\$20,975,333.00
Share Insurance Funds	\$11,025,192.82	\$13,108,560.36
Other Assets	\$12,505,050.66	\$42,334,357.06
<b>TOTAL ASSETS</b>	<b>\$1,577,082,783.82</b>	<b>\$1,936,596,369.62</b>
<b>LIABILITIES AND MEMBER EQUITY</b>		
Accounts/Notes Payable	\$70,967,904.54	\$91,605,534.67
Other Liabilities	\$4,514,467.54	\$4,837,525.62
Member Shares*	\$1,313,429,319.00	\$1,629,126,354.58
Reserves/Undivided Earnings	\$185,594,489.13	\$195,557,828.60
Unrealized Gains (Loss)/Market Value	\$2,576,603.61	\$15,469,126.15
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,577,082,783.82</b>	<b>\$1,936,596,369.62</b>
*Includes collateralized deposits		

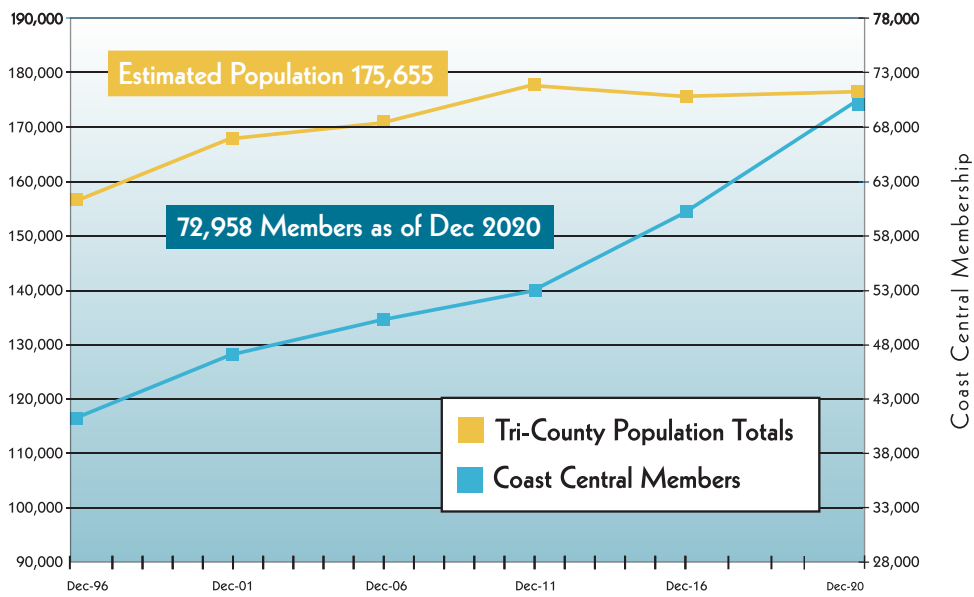


# FINANCIAL HIGHLIGHTS

As of December 31



## TRI-COUNTY POPULATION & COAST CENTRAL MEMBERSHIP GROWTH





## BOARD OF DIRECTORS



**BACK ROW, LEFT TO RIGHT:** Peter Pennekamp; Kelly Walsh; Robin Bailie, Secretary; Louis Bucher; Brendan McKenny.

**FRONT ROW, LEFT TO RIGHT:** Denise Jones, Vice Chair; Ron Rudebock, Chair; John Gladding, Treasurer. (Not pictured: Klark Swan)

## SUPERVISORY COMMITTEE



**FROM LEFT:** Karen Zimbelman; Paula Mushrush; Diane Sharples



## MISSION STATEMENT

To be the primary financial institution  
for members by providing high quality  
financial services at competitively  
favorable rates consistent with  
maintaining financial strength.

*Belonging Never Felt Better®*



(707) 445-8801

[coastccu.org](http://coastccu.org)



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