

3. ANNUAL REPORTS

Annual reports provide a summary of a particular port authority's major developments and management decisions during that year, and may include an annualized financial accounting (optional). ***You must complete the questions on this page for each entry and include a printed copy of the annual report submission (for judging and display purposes) and a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.***

CATEGORY 1 CATEGORY 2

Type of Entry: Annual Report

Entry Title: 2006 Annual Report: *The Tacoma Advantage*

Port Name: Port of Tacoma

1) Was this entry produced in-house? by an agency? or a combination?

2) To what audience(s) was this entry directed?

Target audiences included the following:

- a) Local community (residents of Pierce County, Washington);
- b) Business partners and supply chain decision makers, including executives from steamship lines, shippers, retailers, railroads, trucking firms, importers/exporters and import distributors;
- c) Local and regional business and community leaders;
- d) Elected officials at the local, state and federal levels; and
- e) Financial analysts.

3) What was the goal or objective of producing this entry and what were the key messages this entry intended to communicate to its target audience(s)?

The *2006 Annual Report* was produced as the financial and historic record for the Port in 2006. More importantly, by adopting the theme, *The Tacoma Advantage*, we not only emphasized the reason for the Port's success (our competitive advantages), but featured our guiding philosophies of doing business – “taking care of customers, building a foundation for success and being a good neighbor” – to frame the structure of the publication and tell the story of a very good year.

4) What was the overall budget and cost breakdown (research, creative, production, distribution, evaluation) of producing this entry?

Overall Budget: \$32,521 (Printing: \$13,550; Graphic design and print coordination: \$9,794, Freelance Writer (first draft only): \$1,260, Photography: \$5,000, Mailing & Distribution: \$2,917). A significant portion of the writing, all editing and design collaboration and supervision were done in-house.

- a) How many printed copies or data disks (e.g., CDs) were distributed, if any? 9,500 printed copies and no data disks. This publication was also published online (pdf format).

- b) **If created for the web, how did you assess readership or “visits”?** The online versions of the Annual Report are accessed by an average of 953 unique visitors per month; In the three-week period since posting the 2006 edition, it was viewed online by 1,321 unique visitors.

5) **How did you evaluate the success of this entry and what were the results?**

Each year, we issue a survey and ask readers to complete an online survey and rate the publication on a 5-point scale (1=poor, 5=excellent). Among others, questions included: How would you rate the overall quality of the Annual Report? **Average response: 4.69.** How well does the Annual Report inform you of the Port's business philosophy and activities? **Average response: 4.45.**

A few verbatim comments from survey respondents included the following:

“I found the Annual Report to be a great publication, informative, creative and an all around magnificent work.” - Member of Transportation/Logistics Industry

“Your annual report is always among the best I receive.” - Port Customer

“The report was done very professionally: the layout exceptionally well, the use of graphs gave a wonderful visual, great use of photos to break up the presentation of information, background articles were educational, and the numbers/figures informative ...” - Port Customer

“[I] love it ... makes me proud to represent this district.” – Elected Official

In addition, we learned that pass-along readership is high – 53% share their publication with four or more people. Total pass-along readership calculated (based on survey replies and projected hand-out of 9,500 printed copies), the *2006 Annual Report* reaches an estimated 36,210 readers – or 90 cents *per impression*, based on overall budget (excluding online readership).