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.

CATEGORIES 1 ☐ CATEGORY 2 ☒

Type of Entry: ☐ Annual Report

Entry Title: ☐ 2006 Annual Report: Creating Family-Wage Jobs

Port Name: ☐ Port of Stockton, CA

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

2) To what audience(s) was this entry directed?
The Port of Stockton Annual Report targets a very broad audience. Our annual report is often used as a marketing tool at trade shows and other functions related to customer attraction and general Port business. It is also aimed at educating the general public about the activities that are occurring at the Port and how the many businesses that are located here are a vital economic engine for the region.

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 message for the 2006 annual report was to illustrate the important role that the Port of Stockton plays in economic development of the Central Valley. With a steady increase in Port activity, a greater number of family-wage jobs are brought to Stockton and the greater San Joaquin Valley. The Port has successfully balanced this development with a responsibility to protect the environment.

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

Overall Budget: $37,600
Research: $1,900
Creative: $12,500
Production: $23,300
Distribution: $0
Evaluation: $0

a) How many printed copies or data disks (e.g., CDs) were distributed, if any?
5,250 printed copies were produced and approximately 1,000 data disks will be produced and distributed over the course of the year.

b) If created for the web, how did you assess readership or "visits"?
The 2006 Annual Report is uploaded as a pdf document on the Port website. The Port maintains website tracking software that will show total downloads over any given period of time.
5) How did you evaluate the success of this entry and what were the results?

On the back cover of the annual report, readers are asked to access the Port website and submit their comments and/or questions on a Feedback bank. At the time of this award submittal, the 2006 Annual Report has just been placed on our website so we are not able to adequately assess the results of this effort. However, the Port website receives an average of 5,500 daily hits and the expectation is that many viewers will be able to interact with Port staff through this medium.