

**3. ANNUAL REPORTS**

Annual reports provide a summary of an organization's major developments and management decisions during a particular 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 being submitted (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

Entry Title:

CALIFORNIA'S HEARTLAND PORT

Port Name:

PORT OF STOCKTON

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

2) To what audience(s) was this entry targeted? A BROAD AUDIENCE OFTEN USED AS A MARKETING TOOL AT TRADE SHOWS, FUNCTIONS RELATED TO CUSTOMER ATTRACTIONS AND GENERAL PORT BUSINESS. REPORT IS AIMED AT EDUCATION FOR THE GENERAL PUBLIC

3) What was the goal or objective for this entry and what were the key messages this entry intended to communicate to its target audience(s)? REPORT WAS USED TO ILLUSTRATE THE IMPORTANT ROLE THE PORT PLAYS IN ECONOMIC DEVELOPMENT FOR CALIFORNIA'S CENTRAL VALLEY. THE PORT HAS SUCCESSFULLY BALANCED BUSINESS DEVELOPMENT WITH RESPONSIBILITY TO PROTECT THE ENVIRONMENT.

4) How many printed copies or data disks (e.g., CDs) were distributed, if any? If created for the Web, how did you assess readership or "visits"? 5,250 HARD COPIES PRODUCED AND THE REPORT WAS INCLUDED ON A CD WHERE 1,000 UNITS WERE PRODUCED THE WEB VERSION HAS RECORDED OVER 22,000 HITS BY PORTS IT DEPT. COUNT.

5) How did you evaluate the success of this entry and what were the results? (Be specific.) PORT RECEIVED OVER 73% RESPONSE TO FEED BACK FORM PROVIDED TO CUSTOMERS AND TENANTS.

6) If your Annual Report is in a language other than English, please briefly describe the major points of this entry in English.

**Award of Excellence**

PORT OF STOCKTON 2007 ANNUAL REPORT PRODUCTION COST  
BREAKDOWN

Overall Budget:

Research: \$1,800

Creative: \$12,300

Production: \$24,000\*

Distribution: \$0

Evaluation: \$0

5,250 copies were produced.