

STATE OF ALASKA

Department of Transportation & Public
Facilities

Division of Alaska Marine Highway System



AMHS Gift Shop Merchandising/Marketing Consultant 2525S026

Amendment One

ISSUE DATE: October 31, 2024

This amendment is being issued to:

1. Extend the RFP with a new proposal due date. Proposals must be received no later than 2:00 PM prevailing Alaska Time on November 13, 2024, as indicated by postmark or email timestamp and late proposals will not be considered.

2. Update Sec 2.02 Scope of Work:

Project Scope: On-Board and Terminal Gift Shops

- Design, Source, and Implement a full retail plan to open the gift shop onboard the M/V Columbia/Tustumena – Immediate timeline
 - Working with AMHS staff to determine display equipment needed, assist with the sourcing and procurement
 - Utilize industry standard trending data to make merchandise selection
 - Concentrate on supporting Made in Alaska products wherever possible
- Design, Source and Implement a size appropriate retail plan in a phased roll-out for AMHS Terminals:
 - High volume AMHS Terminals (Juneau/Ketchikan/Haines/Skagway/Valdez/Homer/Kodiak)
 - Utilize industry standard trending data to make merchandise selection
 - Concentrate on supporting Made in Alaska products wherever possible
 - Make recommendations for alternative display options – Example: Vending/QR codes
 - Work with AMHS staff to determine display equipment needed, assist with the sourcing and procurement
- Design, Source and build a “AMHS Company Store” online for staff and customers to purchase logo gear

Project Scope: On-Board Bars

- Design custom drink paraphernalia – Napkins, coasters, posters

All other terms and conditions of the RFP remain the same.

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