

STATE OF ALASKA
DEPARTMENT OF TRANSPORTATION AND PUBLIC FACILITIES
TED STEVENS ANCHORAGE INTERNATIONAL AIRPORT

Amendment No. 3

Issue Date: January 16, 2026

**REQUEST FOR PROPOSAL ELECTRONIC/STATIC DISPLAY ADVERTISING CONCESSION
ADA-32628**

The following changes and/or additions are hereby made to subject Request for Proposal (RFP) and Sample Concession Agreement (SCA):

1. **Amend RFP & SCA:** Dates impacted by the Amended Timeline issued December 23, 2025 have been updated accordingly.

1/16/26	Tues	Issue response to questions through addendum
2/10/26	Tues	Proposals due – 2pm Alaska Time
2/10/26	Tues	Proposals opened – 2:15pm Alaska Time
2/17-20/26	Multi	Oral interviews/presentations at State’s discretion
2/24/26	Tues	Issue Notice of Intent to Award
3/17/26	Tues	State awards contract on successful proposal
3/24/26	Tues	Signed Agreement due from successful Proposer
4/7/26	Tues	Written transition plan due
7/1/26	Wed	Contract begins

2. **Amend RFP & SCA:** Exhibit B has been updated throughout and is now titled Amended Exhibit B (December 2025). Please note Sheet 6 of 15 added a digital display in the atrium, between the escalators and above the bear.
3. **Amend RFP (Page 4):** Terms of Request, Section I, Overview of Concession Agreement Offering, paragraph 2, is hereby amended to read, in relevant part, “The successful proposer shall replace all existing advertising fixtures identified on Amended Exhibit B (December 2025) as requiring replacement with new fixtures at Agreement Inception.”

4. **Amend RFP (Page 6):** Terms of Request, Section I, Overview of Concession Agreement Offering, subsection D, Revenue to the State, paragraph 2, is hereby amended to require a single minimum acceptable percentage rent of forty-three percent (43%) of Gross Revenues.
5. **Amend RFP (Page 10):** Terms of Request, Section VII, Proposal Evaluation is hereby amended to revise the evaluation criteria by: 1) combining Advertising Strategy and Marketing into a single weighted criterion; 2) removing the Infrastructure Investment criterion; and 3) adjusting the related evaluation weights to read as follows:

Advertising Strategy & Marketing	30%
Demonstrated Experience, Management Plan & Industry Knowledge	20%
Quality of Service and Maintenance Plan	20%
Annual Minimum Guarantee	15%
Percentage Fees	15%
Financial Ability	Pass/Fail

6. **Amend RFP (Page 20):** The Infrastructure, Refurbishment, Annual Guarantee, and Percentage Fees Commitment Form, Subsection C, is hereby amended to correct the Minimum Annual Guarantee commitment from a percentage (____%) to a fixed dollar amount of (\$_____).
7. **Amend RFP (Page 21):** Infrastructure, Refurbishment, Annual Guarantee, and Percentage Fees Commitment Form, subsection D, is hereby amended to require a single Percentage Fee of Gross Revenues.
8. **Amend RFP (Page 35):** Specific Evaluation Criterion No. 1 has been amended from Advertising Strategy to Advertising Strategy and Marketing. All Marketing criterion previously located in Specific Evaluation Criterion No. 3 now appear under Specific Evaluation Criterion No. 1, items K through S.
9. **Amend RFP (Page 35):** Specific Evaluation Criterion No. 1, Advertising Strategy, A. is hereby amended to read, in relevant part, "All existing advertising fixtures identified on Amended Exhibit B (December 2025) as requiring replacement shall be replaced with new fixtures at Agreement Inception."

10. **Amend RFP (Page 37):** Specific Evaluation Criterion No. 3 has been consolidated with Specific Evaluation Criterion No. 1, resulting in Criterion 3.I being amended to Criterion 1.S. Specific Evaluation Criterion No. 1, subsection S, is hereby amended to read, in relevant part, "...describe all proposed locations included on Amended Exhibit B (December 2025) and the advertising strategy behind these locations."
11. **Amend RFP (Page 40):** Specific Evaluation Criterion No. 2, Infrastructure Investment, has been removed from the RFP Terms of Request, Section VII, Proposal Evaluation, and shall not be assigned a weighted score or considered in the evaluation of proposals for concession award.
12. **Amend SCA (Page 5):** Article I, Definitions, is hereby amended to incorporate the following definition of "Inception": The commencement of this Agreement on the Effective Date.
13. **Amend SCA (Page 11):** Article VI, Fees and Payments, subsection A.2, Percentage Fees, is hereby amended to reflect a single percentage fee of Gross Revenues.
14. **Amend SCA (Page 23):** Article IX, Operation of Concession Services, subsection D, Operation, paragraph 3.a, is hereby amended to read, "All existing advertising displays identified on Amended Exhibit B (December 2025) as requiring replacement shall be replaced with new displays at Agreement Inception."
15. **Amend SCA (Page 34):** Article XII, Construction, Remodeling, and Refurbishment, subsection B, Investment Requirement, paragraph 5, Statement of Investment, is hereby amended to read, in relevant part, "Within one hundred eighty (180) days after acceptance by the State of this construction, the Concessionaire shall provide the State with a statement, certified by the Concessionaire's chief financial officer, of those costs that the Concessionaire incurred to meet its minimum investment, **to include a breakdown of the actual investment for each advertising location.**"
16. **Amend SCA (Page 58):** Article XXVII, Transition Plan, subsection A, Transition Plan, is hereby amended to read, in relevant part, "The plan shall require the Concessionaire to have all existing advertising displays identified on Amended Exhibit B (December 2025) as requiring replacement at agreement

Inception in place no later than sixty (60) days from the State's written approval of the Transition Plan, except for those displays where the Concessionaire has obtained the written approval of the State to be installed at a later date."

All other terms, conditions and specifications remain unchanged.

An electronic (.pdf) copy of the Request for Proposal is available at State of Alaska's website under Online Public Notices or this link <http://notice.alaska.gov/221834>. It is your responsibility to periodically check the website for any addenda.