

STATE OF ALASKA

Department of Revenue
Alaska Permanent Fund Corporation



Communications Support Services

RFP 2026-0400-0285

Amendment # 2

4/20/2026

This amendment is being issued to answer questions

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Questions submitted by potential offerors and answers from the state:

Question 1: Annual Report production handoff — Will audited financial data be provided in a structured, production-ready format, and how many stakeholders are involved in the review/approval process?

Answer:

- Alaska Statutes Section 37.13.170. REPORTS AND PUBLICATIONS sets the parameters for the annual report. Content is provided and arranged in two sections:
 - Front Section: Stakeholder Outreach and Education on the Fund's History, Structure, Investment Strategy, and Performance.
 - Back Section: Annual Third-Party Audited Financial Statements
- The audited financial statements are provided as a finalized PDF to be placed in the back section of the annual report. Consistent elements to carry forward the annual report theme, such as borders, footers, or images to accommodate blank pages, will need to be added to maintain continuity.
- The front section of the report is reviewed and approved by APFC through an iterative process involving the subject matter experts. Final review and approval of the complete report are provided by APFC staff

and the third-party auditor. A robust editing and review process is also expected of the successful offeror.

- The [Annual Report Archive](#) on apfc.org provides insights into past publications.
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Question 2: Incumbent and prior work — Who held this contract previously, and are there existing brand standards or templates the selected firm would inherit? Why are you going out to RFP at this time?

Answer:

- Yuit Communications holds the existing communications services contract.
 - APFC has existing brand standards established in 2017 that the selected firm would inherit.
 - The current contract was issued in 2023, and we're now seeking proposals to support our program due to bandwidth constraints.
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Question 3: 50th anniversary scope — Is there an existing concept or campaign framework for the Fund's 50th anniversary, or is creative development expected from the selected firm?

Answer:

- Creative development is expected from the selected firm.
- The Annual Report should align with APFC's established brand guidelines while incorporating a refreshed creative approach appropriate for the 50th Anniversary. The official 50th Anniversary logo is established and is to be utilized:



Question 4: Oral presentation format — Will shortlisted interviews be conducted remotely or in-person in Juneau?

Answer: The Oral presentation/interview will be conducted via Teams for shortlisted offerors, remotely.

Question 5: Website platform — What CMS does APFC's current website run on, and is the web-based Annual Report hosted on that same platform?

Answer:

- The APFC website is built on WordPress and hosted via WP Engine.

- Yes, the web-based annual report is to be hosted on the same platform.
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Question 6: Regarding the Alaska Bidder Preference, if an agency is an LLC registered and headquartered in Alaska and one of our members is an Alaska resident located in Alaska, while another is not, do we qualify for Alaska Bidder Preference?

Answer: Yes.

Question 7: How much of the annual budget is typically allocated to printing costs?

Answer: Hard printing costs for the Annual Report have ranged from \$5,500-\$7,500 over the past 5 years.

Question 8: Can you please clarify the page count details? Are case studies, employee resumes, and letters of recommendation included in the page limits?

Answer: Resumes do not count against the page limit. Case studies and letters of recommendation do count against the page limit.

Question 9: Do embedded graphics, mockups, or data visualizations within Forms B, C, D, or E count against the 5-page limit?

Answer: Yes.

Question 10: The scope of work states that one of the deliverables is, "Support the planning and execution of key events and initiatives, including the Alaska Permanent Fund's 50th anniversary (1976-2026), with an emphasis on strategic impact and cohesive storytelling." Does this include any hard costs associated with producing the events (i.e. vendor costs)? Will these costs be counted against the budget outlined in the RFP?

Answer: The budget outlined in the RFP is intended to cover professional services (e.g., strategy, planning, creative development, and coordination, etc.), as well as associated printing and advertising costs. In support of the 50th anniversary milestone, hard costs for core deliverables, including video production, the Annual Report, and the Alaskans' Guide to the Fund, are included in the RFP budget.

Given the significance of the milestone anniversary, hard costs associated with event execution, such as venue, vendors, travel, or materials, will be scoped, estimated, and approved on a project basis and may be accommodated outside the established contract budget.

Question 11: Regarding the Proposal Format and Content Submittal Forms, are we required to use the DOCX file provided for our proposal? Alternatively, can we create our own proposal document that follows the sections and page limits outlined in the RFP?

Answer: You may create your own proposal if it follows the sections and page limits outlined in the RFP.

Question 12: What does a month of work look like working with you?

Answer: A typical month includes a mix of recurring communications support, project-based work, and time-sensitive requests. That can include drafting and editing written materials, coordinating design and production needs, supporting website updates, advising on messaging and strategy, preparing content for meetings or events, and responding to emerging communications needs as they arise.

The workload is not always evenly paced. Some weeks are deadline-driven and require quick turnarounds, multiple revisions, or coordination across several projects at once.

Question 13: What platform is the website hosted on?

Answer: APFC's website is hosted on WP Engine, uses WordPress as its content management system, and is designed and maintained with the Cornerstone page builder.

Question 14: What access will the selected contractor be given to the CMS and hosting for the new APFC website?

Answer: The selected contractor will be provided with appropriate access to the CMS environment necessary to perform the scope of work, including content updates, page creation, and other agreed-upon administrative functions. Access levels will be role-based and aligned with project responsibilities, in accordance with APFC's security and governance protocols.

Question 15: Beyond the annual report, what does the typical division of labor and hard costs (printing, paid media) look like?

Answer: Given the 50th Anniversary Year, APFC would like to publish an updated Alaskans Guide to the Fund; hard costs are estimated at \$6,500. Given today's digital age, web-based content has replaced some need for hard-copy materials. Any paid media will be based on a collaborative communications strategy with the successful offeror; currently, there are no paid media expenses, with a focus on earned media.

Question 16: Has APFC started filming or doing any work on the 50th anniversary video?

Answer: APFC has not yet started filming. Within the internal communications team, APFC has started work on a draft script.

Question 17: Do data visuals or mock-ups count against the 5-page limit?

Answer: Yes. APFC welcomes offerors' inclusion of infographics, visuals, and mockups within the 5-page limit.

Question 18: Four sections, each with a 5-page limit, for 20 total pages - is 20 pages the overall max?

Answer: Yes.

Question 19: What is the timeline for the oral presentation and interview?

Answer: All interviews and oral presentations will be scheduled between May 11 and May 15, 2026.
