

AMANDA JACOBS

AMANDA JACOBS DESIGN X ANCHORAGE PUBLIC SCHOOL

PROPOSAL

Founded by Amanda Jacobs, Amanda Jacobs Design is a Kentucky-based interior design studio specializing in thoughtfully crafted commercial environments, with a focus on hospitality, restaurant, retail, and experience-driven spaces.

Approaching design through the belief that design shapes the way people gather, move, and connect, AJD creates interiors that feel both elevated and intuitive; spaces that leave a lasting impression while functioning seamlessly in everyday use. With more than two decades of experience spanning interior and event design, the studio approaches each project through the lens of atmosphere, storytelling, and human experience.

AJD is known for creating layered interiors that balance warmth, longevity, and refined functionality. Blending timeless materials with contemporary detailing, the studio develops environments that feel cohesive, immersive, and deeply connected to each brand's identity. Inspired by natural palettes, travel, culture, and the character of a space itself, AJD prioritizes interiors that are visually compelling while remaining operationally thoughtful and enduring over time.

Through a collaborative and highly considered process, Amanda Jacobs and her team develop spaces and design standards that support brand continuity, guest experience, and long-term adaptability, resulting in environments that feel memorable, welcoming, and designed to evolve gracefully alongside the people and businesses they serve.

PREPARED FOR ANCHORAGE PUBLIC SCHOOL

THIS PROPOSAL IS VALID THROUGH JUNE 19TH 2026

PROJECT INTENT

The intent of this engagement is to establish a long-term interior finish and aesthetic standards framework for the campus that may be implemented in phases over time as future renovations, maintenance updates, and capital improvements occur.

The resulting standards are intended to create visual continuity across campus environments while allowing flexibility for future growth, budgeting, and phased implementation.

ASSUMPTIONS & EXCLUSIONS

This engagement is intended to provide conceptual interior finish direction and design standards only.

Services **do not** include:

- Construction documents
- Architectural or engineering drawings
- Permit documentation
- Code review or compliance verification
- Final field measurements
- Contractor bidding administration
- Purchasing or procurement unless otherwise noted
- Furniture specification unless specifically included

NOTE: Final product availability, pricing, substitutions, and installation methods shall be verified by the Contractor prior to implementation.

AREAS INCLUDED

District Office Building

- Administrative Offices
- Conference Spaces
- Shared Staff Areas
- Restrooms
- Corridors

Main Academic Building

- Entry
- Hallways
- Restrooms
- Principal's Office
- Administrative Offices
- Staff Café

Academic Zones

- K-2
- 3rd - 5th
- 6th - 8th

FUTURE PHASING

The campus standards developed under this engagement are intended to support phased implementation over time. Individual renovation scopes, budgets, timelines, and construction sequencing may impact the final application of recommendations within each area.

DESIGN CONCEPT + DESIGN DEVELOPMENT

Design Direction

- Establish an overarching design concept and creative direction to guide the design plan and ensure a cohesive vision throughout the project.

Interior Finish Palette Development

- Development of cohesive campus-wide finish selections including paint palettes, flooring recommendations, tile selections, grout recommendations, bathroom stall finish selections, casework & cabinetry finish selections

Lighting Direction

- Conceptual lighting direction including fixture style recommendations, finish coordination, color temperature guidance, and functional lighting considerations to each area.

Design Documentation & Guidance

- Creation of a digital reference guide documenting approved finish palettes, recommended applications, product specifications, and finish coordination standards. **Note:** *AJD provides interior design consulting and design intent services only. Final construction execution, engineering, permitting, code compliance, and field verification remain the responsibility of the Architect, Contractor, and applicable consultants.*

Campus Identity & Cohesion

- Provide recommendations supporting visual continuity, age-appropriate environments, and a cohesive campus identity across buildings and grade levels.

DELIVERABLES

Designer anticipates providing the following:

- Finish concept presentation
- Material specifications and selections
- Digital PDF presentation package
 - Paint palettes by area
 - Tile and restroom finish recommendations
 - Casework and cabinetry finish direction
 - Lighting concept direction
 - Finish specification document
 - Campus design standards guide
- Two rounds of revisions

ADDITIONAL SERVICES (Optional)

Additional services may be provided under *separate* agreement, including:

- Additional revisions beyond included rounds

- On-site consultations
- FF&E recommendations
- Procurement assistance
- Furniture layouts
- Renderings or elevations
- Material sourcing
- Future renovation phase consulting

ANTICIPATED SCHEDULE

- Initial Programming & Discovery
- Concept Development
- Finish Palette Presentation
- Revisions
- Final Standards Documentation Delivery

Timeline to be coordinated based on client review and project scheduling.

REVISIONS

This engagement includes up to [2] rounds of revisions to the overall finish direction and design standards. Additional revisions or scope changes requested after approval may be billed at an hourly rate of \$200 / hour.

MEETINGS & COMMUNICATION

Designer(s) will attend up to [3] meetings/presentations either virtually or in person. Additional meetings beyond those included may be billed hourly.

To maintain project efficiency and clarity of communication, Client shall designate one primary representative responsible for consolidating stakeholder feedback and communicating final approvals on behalf of the project team.

Timely feedback and approvals are necessary to maintain project schedule and deliverables.

INVESTMENT

Design Consulting Fee \$23,500.00.

PAYMENT SCHEDULE

50% due upon execution

25% due upon preliminary presentation

25% due upon final delivery

Invoices are due within thirty (30) days of issuance.

Additional services outside the approved scope will be billed at \$200/hour unless otherwise agreed in writing.

Payment milestones are based upon design progress and deliverable completion and are not contingent upon construction timing, campus implementation phases, or procurement activities.

PROPOSAL EXPIRATION

Unless otherwise extended in writing, this proposal shall expire thirty (30) days from the date issued. AJD reserves the right to adjust fees, scope, scheduling, and deliverables after the expiration date.

This proposal is intended to outline the anticipated scope of services and project approach. Final terms, deliverables, fees, and responsibilities shall be governed by the executed Design Consulting Agreement and Statement of Work.

