



EXECUTIVE SUMMARY

Recommendation that the Broward College District Board of Trustees authorize the standard agreement (purchase order) with the Everlast Productions, Inc. to provide audio visual services for the Broward College Spring 2025 Commencement ceremonies. Estimated Contract Spend Amount: \$115,277.92, Estimated Cumulative Amount: \$138,333.50, Estimated Contract Revenue: \$0.00

Funding Source: FD201- Student Activities and Service Fees

Additional Fiscal Explanation: The cumulative amount is including the 20% overage.

Presenter(s): Richard Pulido, Vice President of Student Services

1. Describe the purpose of this purchase of goods, services, information technology, construction, or use of space. The purpose of this purchase is to secure audiovisual (A/V) services from Everlast Productions, Inc. for our Spring 2025 graduation ceremony. Everlast will provide all necessary A/V support, ensuring a professional and seamless experience for graduates, faculty, and guests attending in person and virtually.

Everlast Productions will be responsible for:

- **Sound and Lighting:** High-quality audio and lighting systems to enhance the ceremony's atmosphere and ensure clear communication for all attendees.
- **Video Production and Live Streaming:** Professional video coverage, including camera operation and real-time streaming, to allow remote viewers to participate in the event.
- **Technical Staffing:** Experienced A/V technicians to manage setup, operation, and breakdown of all equipment, ensuring a smooth and uninterrupted event.
- **On-Site Support:** Troubleshooting and real-time technical assistance throughout the ceremony.

2. Describe the competitive solicitation method used or, if none, the exemption relied on for bid waiver.

Bid waiver exception pursuant to FL DOE 6A-14,0734(2) (e) and College Procedure A6Hx2-6.34: Services or commodities available from a single or sole source. The supplier selected is Everlast Productions, Inc through the Broward County Convention Center. Everlast Productions, Inc. has exclusive rights for rigging services within the facility and has designated them as the preferred vendor for audiovisual (A/V) services.

3. Describe business rationale for the purchase and how it was procured.

(A) What is the benefit of the purchase. If there is an ROI, describe the ROI and how calculated. While the financial ROI is challenging to quantify, the purchase of audiovisual (A/V) services from **Everlast Productions, Inc.** ensures a high-quality, professional graduation experience for students, faculty, families, and remote viewers. The **primary benefits** of this purchase include:

- **Enhanced Ceremony Experience:** High-quality sound, lighting, and video production create a polished and immersive experience for attendees.
- **Expanded Accessibility:** Live streaming allows family members, friends, and guests who cannot attend in person to participate virtually, increasing engagement and inclusivity.
- **Operational Efficiency:** As the venue's preferred A/V provider, Everlast ensures seamless setup, integration, and execution, minimizing technical risks.
- **Brand and Institutional Reputation:** A well-executed ceremony enhances the college's image and reinforces its commitment to student success.

(B) How does the purchase support the Strategic Business Plan. This purchase aligns with key institutional priorities, including **efficiency, quality, accessibility, and fiscal responsibility** in executing major events such as the graduation ceremony.

By securing **Everlast Productions, Inc.** as the audiovisual provider, this purchase directly supports these priorities by:

- **Ensuring Compliance with Venue Policies:** The **Broward County Convention Center** states, *"Everlast Productions is the Center's preferred event production partner and the exclusive mechanical rigging provider. There are great incentives offered when using in-house production partners."* Utilizing Everlast ensures adherence to venue regulations and maximizes cost savings through exclusive incentives.
- **Enhancing Event Quality & Experience:** As the **preferred A/V provider**, Everlast is uniquely positioned to deliver seamless production services, ensuring a professional and engaging ceremony for students, faculty, and guests.
- **Maximizing Efficiency & Cost Savings:** Leveraging the in-house partnership reduces additional fees, minimizes setup complexities, and optimizes event execution. This approach aligns with **fiscal responsibility and operational efficiency**, key principles of strategic planning.
- **Expanding Accessibility & Institutional Reach:** The inclusion of **live streaming and high-quality production** ensures a broader audience can participate, reinforcing the College's commitment to inclusivity and student success.

(C) If applicable, what is the rationale for the use of piggybacks, existing contract extensions, bid waivers in lieu of the College conducting a competitive solicitation. Bid waiver exception pursuant to FL DOE 6A-14,0734(2) (e) and College Procedure A6Hx2-6.34: Services or commodities available from a single or sole source. The supplier selected is Everlast Productions, Inc through the Broward County Convention Center. Everlast Productions, Inc. has exclusive rights for rigging services within the facility and has designated them as the preferred vendor for audiovisual (A/V) services. As a result, no other vendor is permitted to provide rigging services, and using an external A/V provider would introduce logistical challenges, including additional costs and coordination complexities.

By utilizing Everlast, the College ensures:

Compliance with Venue Policies: The Convention Center mandates that all rigging services be handled exclusively by Everlast, eliminating the possibility of alternative vendors. **Seamless Integration with Venue Infrastructure:** As the preferred A/V provider, Everlast is highly familiar with the facility's technical specifications, equipment compatibility, and operational workflows, reducing the risk of setup delays or technical issues. **Cost and Efficiency Benefits:** Engaging an outside vendor would require additional expenses for venue-approved rigging, coordination, and potential oversight costs. Using Everlast streamlines the process, ensuring a smooth execution of the graduation ceremony.

(D) If a competitive solicitation process was conducted by the College, describe the process. Not Applicable

This Executive Summary is approved by:

Richard Pulido
Vice President of Student Services