



## EXECUTIVE SUMMARY

**Recommendation that the Broward College District Board of Trustees authorize the Non Standard Agreement with ASM Global Broward County Convention Center for Broward College Spring 2025 Commencement Ceremony. Estimated Contract Spend Amount: \$126,237.00, Estimated Cumulative Amount: \$151,485.00, Estimated Contract Revenue: \$0.00**

**Funding Source:** FD201- Student Activities and Service Fees

**Additional Fiscal Explanation:** Accounted for 20% variance in overages, etc.

**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 Broward County Convention Center has been selected as the venue for our Spring 2025 graduation 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 the Broward County Convention Center, managed by ASM Global.

- Hard Rock is only available on Monday, May 5, which would require setup and execution of the ceremony on the same day, increasing the risk of logistical challenges and diminishing the quality of the experience. Additionally, this would require a late evening ceremony, which is not preferred by the college.

- Amerant Arena is unavailable due to scheduling conflicts with the Florida Panthers.

- Other venues in Broward County do not have the necessary capacity to host a single ceremony for all graduates.

Due to these constraints, the Broward County Convention Center is the only venue that can accommodate our event on the required dates, ensuring a high-quality experience for graduates, their families, and faculty.

**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.** The ASM Global Broward County Convention Center is the only venue in Broward County that can accommodate our entire graduating class and their guests in a single ceremony. This allows for a **more inclusive experience**, ensuring that graduates can celebrate with more family and friends.

Key benefits include:

- **Adequate Space:** The venue supports a larger audience, eliminating the need for multiple ceremonies or guest restrictions.
- **Scheduling & Setup:** The ability to set up in advance ensures a seamless and high-quality production.

**(B) How does the purchase support the Strategic Business Plan.** This purchase aligns with key institutional priorities, including student success, community engagement, and operational efficiency in executing a major milestone event like graduation.

**(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 the Broward County Convention Center, managed by ASM Global. This is the only available venue in Broward County that can accommodate our Spring 2025 graduation ceremony. The venue meets all the necessary requirements, including capacity, accessibility, and availability on the preferred dates.

**(D) If a competitive solicitation process was conducted by the College, describe the process.** Broward County Convention Center is the only venue that can accommodate our event on the required dates.

**This Executive Summary is approved by:**

**Richard Pulido**  
**Vice President of Student Services**

# **Broward College – May 2025 Graduation Summary Prepared by Student Services**

## **Historical Overview with timeline & expenses:**

### **Spring 2022 – Broward County Convention Center (BCCC)**

- **Total cost\$ 200,499.14**
  - Facility \$21,523
  - Ancillary \$73,516
  - Everlast Production \$96,490
  - Edlen Electrical \$8,924

### **Fall 2022 – Hard Rock**

- **Total cost\$ 145,957**
  - Facility \$128,000
  - Production \$17,957

### **Spring 2023 – Broward County Convention Center (BCCC)**

- **Total cost\$ 247,743**
  - **Facility \$19,800**
  - **Ancillary \$107,593**
  - **Everlast Production \$25,265**
  - **Trupixel Production \$83,600**
  - **Edlen Electrical \$8,907**

### **Fall 2023- Amerant**

- **Total Cost \$177,942**
  - Facility \$92,832
  - Food \$5,148
  - Production \$79,962

### **Spring 2024- Hard Rock**

- **Total Cost \$181,585**
  - Facility \$130,000
  - Ancillary \$21,655
  - Production \$29,930

### **Fall 2024- Amerant**

- **Total Cost \$214,496**
  - Facility (food & ancillary included) \$121,320
  - Production \$93,156

## **Spring 2025- Convention Center**

- **Total Estimated Cost \$278,018**
  - Facility \$21,486
  - Ancillary \$104,751
  - Savor Food & Beverage \$10,156
  - Everlast Production \$115,277
  - Edlen Electrical \$10,564
  - Internet \$15,784 (previously waived)

## **Rationale for selecting the Broward County Convention Center for Spring 2025:**

We had not considered the BCCC a viable option since Fall 2023 due to pricing; however, as we looked at venues for Spring 2025, the Convention Center was the only venue that could meet our needs. As mentioned below Hard Rock would require us to move our dates but also require that everything be done in one day. This would push us into an evening ceremony, which was not desired. Hard Rock also only allows for around 3 tickets per graduate while the BCCC allows for 4 tickets per graduate.

### **Nova Southeastern University**

-Not a viable option for Spring semester. Their graduation is at the same time as ours.

### **Amerant Bank Arena**

-Not a viable option for Spring semester due to hockey season. If the team makes the playoffs, the stadium will be utilized for this purpose.

### **Hard Rock**

Would require shifting graduation from Tuesday May 6 to Monday May 5

Would require we load in and host same day, no additional day for rehearsals, etc.

Estimated Price: ~\$185,000

\$155,000 – Venue & Ancillary

\$30,000 – AV Services

### **Convention Center**

Would keep schedule as is Load In/Rehearsal Monday May 5, Graduation Tuesday May 6

Estimated Price: ~\$300,000

\$22,000 – Facility Rental

\$105,000 – Ancillary

\$5,000 – Food

\$16,000 – Internet

\$11,000 – Electrical

\$115,000 – AV Services through Convention Center contract, Everlast Production (could require additional services from Trupixel)