



EXECUTIVE SUMMARY

Recommendation that the Broward College District Board of Trustees authorize the standard agreement (purchase order) with Everything but the Mime, Inc. for Student Life collegewide end of year Comicon themed event. Estimated Contract Spend Amount: \$8,570.00, Estimated Cumulative Amount: \$0.00, Estimated Contract Revenue: \$0.00

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

1. Describe the purpose of this purchase of goods, services, information technology, construction, or use of space. To enter into a contract with Everything But the Mime, Inc. for an end-of-year, Comicon-themed Student Life event. This event is part of our ongoing efforts to enhance student engagement and foster a strong sense of belonging within the College community.

Engagement events like these play a crucial role in creating a vibrant campus culture that supports student well-being and connection. Research consistently demonstrates that a sense of belonging positively impacts student retention and academic success, aligning directly with the College's strategic goals of improving student outcomes.

The Comicon theme has been chosen to appeal to a broad spectrum of students, encouraging participation and inclusivity. Everything But the Mime specializes in creating high-quality, interactive experiences that resonate with diverse student populations, making them an ideal partner for this initiative.

This investment in student life is not only about entertainment but is also a critical component of our student retention strategy, helping to ensure that students feel supported and engaged throughout their academic journey.

2. Describe the competitive solicitation method used or, if none, the exemption relied on for bid waiver. Small purchase for Category One (\$0.00 - \$10,000) per College Procedure A6Hx2-6.34 was used, where there are no formal or informal competitive requirements for goods and services acquired by the College at this dollar threshold.

While a competitive process is not required for this purchase, in a good faith effort to find the best deal possible for the department we reached out to several other companies to get pricing.

- Everything But The Mimi, Inc. was the lowest overall price at \$8,570.00.
- Woody's Burger would have been priced at \$9,672.10.
- Amusement Masters was priced at \$12,950.00.

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. Student Life evaluates ROI through its impact on enhancing the student experience, fostering motivation, and building a strong sense of community on campus. While the return on investment may not always be directly measurable in monetary terms, the benefits are evident in improved student engagement, increased participation in campus activities, and the cultivation of a positive institutional reputation.

These outcomes contribute to critical institutional goals, including higher student retention rates, greater academic success, and a more vibrant campus culture. Such improvements translate into long-term value, as engaged students are more likely to persist through their academic programs, graduate, and even become advocates for the institution.

The value of creating a welcoming and inclusive environment cannot be overstated, as it directly supports the College's mission of fostering a thriving, connected student body and a stronger institutional identity.

(B) How does the purchase support the Strategic Business Plan. Not applicable.

(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. Not applicable.

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

This Executive Summary is approved by:

Dr. Richard Pulido
Vice President of Student Services

Statement of Work

Exhibit "A"

Everything but the Mime will supply food for three college wide events with the appropriate staffing. Food options: Corn Dogs & Fried Oreos

Services will be provided for each Broward College main campus as follows:
South Campus, April 22, 2025, from 12 pm to 2 pm at the Building 68 Breezeway.
Central Campus, April 23, 2025, from 12 pm to 2 pm at Building 19 Patio/Lawn area.
North Campus, April 24, 2025, from 12 pm to 2 pm at the 46 Patio.

Obligations of Everything but the Mime:

Everything but the Mime agrees with Broward College at all times during the term of this Agreement:

- a. Conduct business dutifully and in good faith and not perform any act which would or might reflect adversely upon Broward College, including the integrity or goodwill of Broward College.
- b. Deliver food services for Broward College Student Life across all campuses. Services will be provided at each main campus in the above listed dates, times and locations.
- d. Everything but the Mime is responsible for all liability, attendance, set-up, and break-down related to food services.
- e. All areas must be returned to the same conditions prior to vendor leaving campus after service.

Support Commitment:

In order to ensure the success of the efforts initiated by Everything but the Mime on behalf of Broward College, Broward College agrees to provide the following support in a timely manner including but not limited to:

- a. Access to designated areas on each main campus.
 1. North Campus – Bldg.46 Patio
 2. Central Campus- Bldg.19 Patio/Lawn
 3. South Campus – Bldg.68 Breezeway
- b. Administrative support as needed.

Compensation:

Compensation shall be paid by Broward College to Everything but the Mime in the amount of:

- \$2,990 for 300 servings of corn dogs and oreos at Central Campus
- \$2,790 for 250 servings of corn dogs and 300 servings of oreos at South Campus
- \$2,790 for 250 servings of corn dogs and 300 servings of oreos at North Campus