



EXECUTIVE SUMMARY

Recommendation that the Broward College District Board of Trustees authorize the standard agreement (purchase order) with Cocktail Hour Entertainment, Inc. to provide entertainment services for the Student Life Awards Banquet 2025 on April 16, 2025. Fiscal Impact: Estimated \$6,350.00

Presenter(s): Jamonica Rolle, Vice Provost, Academic Affairs

What is the purpose of this contract and why is it needed? This contract is for Cocktail Hour Entertainment, Inc. to provide entertainment at the annual Student Engagement Awards Banquet, a signature event recognizing the achievements of approximately 300 students from key academic and co-curricular programs, including Nest Academy, The Robert “Bob” Elmore Honors College, Student Publications, and Student Life Clubs and Organizations.

The banquet not only highlights the hard work and accomplishments of our students but also reinforces the college’s commitment to holistic student development by celebrating both curricular and co-curricular success. This year’s event theme, “Reaching for the Stars,” reflects the institution's focus on helping students aim high and reach their full potential.

By securing this entertainment, we will provide an engaging and memorable experience that complements the theme, elevates the ceremony, and creates a lasting impression on attendees. High-quality entertainment also fosters an atmosphere of excitement and celebration, enhancing student morale, promoting retention, and encouraging future involvement in student life. The entertainment is a key element in making this a well-rounded event that honors our students in a meaningful and impactful way.

What procurement process or bid waiver was used and why? 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 provided by the College at this dollar threshold. One quote was obtained by the requesting department to identify the best value for the required commodity or service. No bid waiver used.

Is this a budgeted expenditure from the budget established at the last June Board of Trustees meeting? Yes, Student Life falls under Student Services which receives Fund 2/Student Activities and Service Fees Allocation. This event will be paid for out of the annual allocation for Student Life.

What fund, cost center and line item(s) were used? FD201, CC0507, 64500:Other Services BU010 (Central), BU020 (North), BU030 (South)

Has Broward College used this vendor before for these products or services? Yes, we have used this company in the past. We have been using this vendor for various engagement events since 2022. The vendor typically provides gaming and other like services for our college-wide events and has provided entertainment for the last two years for the banquet.

Was the product or service acceptable in the past? Yes, this is a local vendor and has provided exceptional service. They are selected because they are a local vendor who has a large variety of options to choose from, but also offers competitive pricing and provides the college with a discount for every booking.

Was there a return on investment anticipated when entering this contract? Yes, a return on investment (ROI) is anticipated through enhanced student experience, motivation, and community building. While the ROI may not always be quantifiable in financial terms, the intangible benefits, such as increased student satisfaction, stronger engagement with the college, and a positive institutional reputation, are key outcomes. These factors contribute to student retention, which ultimately aligns with our broader institutional goals.

Was that return on investment not met, met, or exceeded and how? The ROI for the entertainment at previous banquets has consistently been met. Entertainment has proven to significantly enhance student engagement, contributing to a memorable and vibrant atmosphere. Post-event surveys and feedback have shown high satisfaction rates among attendees, with students expressing appreciation for the event's quality. These outcomes affirm that the investment successfully met its goals by fostering a positive student experience and strengthening the campus community.

Does this directly or indirectly feed one of the Social Enterprise tactics and how? This contract directly supports the Social Enterprise Plan, specifically in the area of "Increase student retention and completion" and "Empower Student Development - Provide A Best-In-Class Student Experience." By investing in quality entertainment, we enhance the overall student experience, which is a critical factor in promoting student engagement, retention, and ultimately completion rates. The event exemplifies our commitment to creating a dynamic, supportive campus environment that encourages both academic and personal growth.

Did the vendor amend Broward College's legal terms and conditions [to be answered by the Legal Office] if the College's standard contract was used and was this acceptable to the Legal Office?

The General Counsel's office has reviewed the agreement and any deviation to the College's standard terms has been deemed acceptable.

FISCAL IMPACT:

Description: \$2,116.70 worktags CC0507, FD201,PG000255, BU010 (Central) BU020 (North) BU030 (South). Total: \$6350.00

10/29/24	CC0507 Student Life	(\$2,116.60)
	South Campus	
10/29/24	CC0507 Student Life	(\$2,116.70)
	Central Campus	
10/29/24	CC0507 Student Life	(\$2,116.70)
	North Campus	
		TOTAL: (\$6,350.00)

APPROVAL PATH: 12555 Cocktail Hour Entertainment, Inc. - Student Life Awards Banquet 2025

 **Workflow**

 Edit View

 Add Work Item

Stage	Reviewer	Description	Due Date	Status	
1	Jamonica Rolle	SVP Review		 Completed	
2	Natalia Triana-Aristizabal	Contracts Coordinator		 Completed	
3	Orlando Aponte	Procurement Approval		 Completed	
4	Rabia Azhar	CFO Review		 Completed	
4	Christine Sims	Budget Departmental Review		 Completed	
4	Legal Services Review Group	Review and Approval for Form and		 Completed	
5	Board Clerk	Agenda Preparation		 Completed	
6	District Board of Trustees	Meeting	11/12/24 11:00 AM	 Pending	
7	Electronic Signature(s)	Signatures obtained via DocuSig 		 Pending	
8	Natalia Triana-Aristizabal	Contracts Coordinator		 Pending	



Statement of Work

Exhibit "A"

This contract is for Cocktail Hour Entertainment Inc. to provide entertainment at the annual Student Engagement Awards Banquet, a signature event recognizing the achievements of approximately 300 students from key academic and co-curricular programs, including Nest Academy, The Robert "Bob" Elmore Honors College, Student Publications, and Student Life Clubs and Organizations. Cocktail Hour Entertainment Inc. is responsible for all liability, attendance, set-up, and breakdown of the following items related to the performance of the services: LED pool table, air hockey, golf, battleship, skee-ball and dance arcade machine.

Obligations of Cocktail Hour Entertainment Inc.

Cocktail Hour Entertainment Inc. Productions Inc. 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 educational entertainment services for Broward College Student Awards Ceremony at the Charles F. Dodge Center in Pembroke Pines. Services will be provided from 6 pm – 9pm.
Location: 601 City Ctr Wy, Pembroke Pines, FL 33025
Time: 6:00 pm – 9:00 pm
- c. There will be no commercial auto use on BC property. The event takes place off campus.
- d. Cocktail Hour Entertainment Inc. is responsible for all liability, attendance, set-up, and break down of the following items related to the performance of the services: LED air hockey, golf, foosball, skeeball.
- e. All areas must be returned to the same conditions prior to vendor leaving campus after performance of the Services.

Support Commitment:

In order to ensure the success of the efforts initiated by **Cocktail Hour Entertainment Inc.** 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 Charles F. Dodge Center.
- b. Administrative support as needed.

Compensation:



Compensation of \$6350.00 (split as \$2,116.70 per north & central campus \$2116.60 south campus) shall be paid by Broward College to Cocktail Hour Entertainment Inc. under this agreement.