



EXECUTIVE SUMMARY

Recommendation that the Broward College District Board of Trustees authorize the standard agreement (purchase order) with Cocktail Hour Entertainment, Inc. to provide services for the Welcome Back Bash 2025. Fiscal Impact: Estimated \$8,400.00.

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

What is the purpose of this contract and why is it needed? This contract secures entertainment for the Welcome Back Bash, a key event themed "Small Steps, BIG GOALS," designed to welcome students back to campus and foster a sense of community. The entertainment provided by Cocktail Hour Entertainment Inc., including interactive games like battleship, air hockey, and a claw machine, as well as photo opportunities with a giant inflatable chair, is essential for creating an engaging and energetic environment. This helps students connect with one another, promotes involvement in campus activities, and sets a positive tone for the academic year.

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, Broward College has previously worked with Cocktail Hour Entertainment Inc. for similar services at past events. The company has a track record of providing high-quality and reliable entertainment that aligns with our event goals and enhances student experiences.

Was the product or service acceptable in the past? Yes, the products and services provided by Cocktail Hour Entertainment Inc. have been highly satisfactory. The vendor consistently delivers engaging activities that receive positive feedback from students, creating a lively and enjoyable atmosphere at our events. Their reliability and ability to tailor the entertainment to fit our event themes have made them a preferred partner.

Was there a return on investment anticipated when entering this contract? Yes, a return on investment is anticipated through increased student engagement and enhanced campus culture. The interactive nature of the entertainment helps build excitement and participation, which translates into greater involvement in student life activities and a more positive perception of the college experience. This, in turn, supports long-term goals such as student retention and campus involvement.

Was that return on investment not met, met, or exceeded and how? Based on previous events, the return on investment has been consistently met. The entertainment has proven to be a strong draw for students,

contributing to high attendance and engagement. Feedback from students has been positive, with the variety and quality of activities significantly enhancing their overall experience. The investment aligns with our objectives of promoting student connection and fostering a vibrant campus environment.

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:\$2,800.00,per campus worktags CC0507, FD201,PG000255, BU010 (Central) BU020 (North) BU030 (South). Total amount: \$8,400.00



10/08/24	CC0507 Student Life	(\$2,800.00)
	Jan 14 North Campus	
10/08/24	CC0507 Student Life	(\$2,800.00)
	Jan 15 Central campus	
10/08/24	CC0507 Student Life	(\$2,800.00)
	Jan 16 South Campus	
TOTAL:		(\$8,400.00)

APPROVAL PATH: 12528 Cocktail Hour Entertainment Inc. - Welcome Back Bash 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"

Cocktail Hour Entertainment Inc. will be providing a range of interactive activities, including Battleship, 4-person ping pong, Operation, air hockey, a giant inflatable chair for photos, and a claw machine. These engaging activities foster a sense of belonging and enhance retention rates by boosting morale, encouraging social interaction, promoting team building, and keeping students actively involved, creating a vibrant and supportive community.

Obligations of Cocktail Hour Entertainment Inc:

Cocktail Hour Entertainment 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 Life across all campuses. Services will be provided at each main campus from 11:00 am – 2:00 pm:
North on January 14, 2025; Building 46 Patio
Central on January 15, 2025; Building 19 Patio
South on January 16, 2025; Building 68 Breezeway
- c. 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: battleship, 4-person ping pong, operation, air hockey, giant inflatable chair for photos, claw machine
- d. 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 designated areas on each main campus.
- b. Administrative support as needed.

Compensation:

Compensation of \$8,400.00 (split as \$2,800.00 per campus) shall be paid by Broward College to Cocktail Hour Entertainment Inc. under this agreement.