



**OFFICE OF PROCUREMENT AND CONTRACT COMPLIANCE
NOTICE OF INTENT TO AWARD**

SOLICITATION #: RFQ-276-25-SA

OPENED: FEBRUARY 20, 2025

TITLE: FINANCIAL ADVISORY SERVICES

DATED AND POSTED: APRIL 7, 2025

RANKING (IN RANKED ORDER STARTING WITH THE HIGHEST RANKED FIRM):

1: PFM FINANCIAL ADVISORS, LLC

2: PUBLIC RESOURCE ADVISORY GROUP, INC.

3: HILLTOP SECURITIES, INC.

***Award is being recommended to the highest ranked firm(s). If the City is unable to negotiate an agreement with the highest ranked firm, the City will terminate negotiations with that firm and commence negotiations with the next highest ranked firm.**

This is a notice of the City of Hollywood's intent to award a contract. The responsible and responsive offeror whose bid/proposal was determined in writing to be the most advantageous is indicated. The offeror identified here submitting the most advantageous bid/proposal is instructed not to proceed with incurring any expenses and/or providing any goods/services until a contract or other form of agreement is executed by the City. Any such action without an executed contract will be at the sole risk of the offeror.

An offeror who wishes to protest this Notice of Intent must file the protest within (5) business days from the posting of this notice in accordance with City of Hollywood Procurement Code ([Section 38.52](#)). The protest shall be in writing, and must establish the protester's basis for the protest, which shall include specific facts, circumstances, and grounds that demonstrate that the contract award by the City would be unlawful or unfair to the detriment of the protester.

A non-refundable deposit of 1% of the amount of the pending award, or \$3,500.00, whichever is greater will be required. The deposit will be returned if the protest is determined to have merit. The deposit must be in the form of a cashier's check or cash.

**Otis Thomas
Director, Procurement and Contract Compliance**

Office of Procurement and Contract Compliance
2600 Hollywood Boulevard, Room 303
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