

# DEPARTMENT OF MENTAL HEALTH

## State of Mississippi

239 North Lamar Street  
1101 Robert E. Lee Building  
Jackson, Mississippi 39201



(601) 359-1288  
FAX (601) 359-6295  
TDD (601) 359-6230

Diana S. Mikula - Executive Director

### NOTICE OF INTENT TO AWARD

November 20, 2020

<b>Procurement Type and Number</b>	IFB #3160003934
<b>Procurement Title</b>	Comprehensive Communications Campaign for Opioid Awareness
<b>Opening Date and Time</b>	November 17, 2020 at 10:00 AM

The following vendors submitted responses to the above solicitation:

- Broadhead Operating LLC, Minneapolis, MN 55401
- Fahrenheit Creative Group, Jackson, MS 39202
- Frontier Strategies, Ridgeland, MS 39157
- Red Rock Branding, Milford CT 06460
- The Focus Group, Biloxi, MS 39530

The following vendors were determined non-responsive and/or non-responsible and have been notified separately of the reason(s) therefor:

- Frontier Strategies, LLC, Ridgeland, MS 39157
- Red Rock Branding, Milford, CT 06460

Responses were evaluated according to the criteria stated in the solicitation. We announce our intent to award a contract to the following vendor upon approval by the Public Procurement Review Board:

- The Focus Group, Biloxi, MS

We would like to thank each vendor for your time and efforts in preparing a response to this solicitation.

We invite you to contact Toni Johnson, Procurement Officer if you would like to request a post-award vendor debriefing where we can share with you any applicable information about **your response** including significant weaknesses or deficiencies, technical ratings, and overall ranking specific to **your company's response**. This debriefing is a meeting and not a hearing; therefore,

legal representation is not required. However, if you prefer to have legal representation present, you must provide notification prior to the scheduled meeting so that we can also have legal representation present. Your request for debriefing must be received within three (3) business days after the issuance of this notice or no later than [Insert Date].

Vendors are reminded that any protests of this decision must be submitted to [Insert Procurement Officer/Agency Assigned Special Assistant Attorney General Name, Title] within seven (7) calendar days after the issuance of this notice or no later than [Insert Date]. The protest must be in writing, identify the name and address of the protestor, provide appropriate identification of the procurement and resulting contract number (if known), and detail the nature of the protest, including available supporting exhibits, evidence, or documents to substantiate any claims.

The successful vendor is instructed not to begin work, purchase materials, or enter into subcontracts relating to the project or services until execution of the contract.

We appreciate your interest in doing business with the State of Mississippi.

Sincerely,

Maria "Toni" Johnson  
Director of the Bureau of Human Resources  
MS Department of Mental Health  
239 North Lamar Street  
Jackson, MS 39201  
Phone: 601-359-6244  
Email: 601-359-6295