PUBLIC NOTICE OF INTENT TO AWARD

Office of Communications
Public Health Campaigns and Advertising Services Consultants
Request for Qualifications (RFQ) RFx # 3140003176

September 28, 2022

The Mississippi State Department of Health (MSDH) solicited written qualifications from skilled vendors seeking a professional services consultant to create a variety of public health campaigns, including but not limited to, social media, broadcast, print, etc., as directed by the MSDH Director of Communications. At times these campaigns will be created, developed, and placed in short time frames to respond quickly to specific health issues, diseases, and disasters.

A copy of the RFQ can be located at https://msdh.ms.gov/page/19,0,205.html, or by contacting Jennifer Dotson, Chief Procurement Officer via email at jennifer.dotson@msdh.ms.gov.

MSDH intends to enter into a firm fixed price agreement effective November 2, 2022. The initial term of the contract resulting from the RFQ shall be for a period of four (4) years. Upon written agreement of both parties at least 60 days prior to the end of the fourth year, a letter of agreement will be signed by both parties to utilize the option to renew for one (1) successive year under the same prices, terms, and conditions as in the original contract. The total number of renewal years permitted shall not exceed one year.

The agency received responses from:

1. Maris, West and Baker, Inc. (d.b.a. MWB) and
2. The Ramey Agency, LLC.

Both submissions were determined to be responsive and responsible.

Responses were evaluated according to the criteria stated in the solicitation. We announce our intent to award a contract to the following vendor whose proposal was determined to be the most advantageous to the State taking into consideration price and the evaluation factors set forth in the RFQ, upon approval by the Public Procurement Review Board:

**Maris, West and Baker, Inc. (d.b.a. MWB)**

We would like to thank each vendor for your time and efforts in preparing a response to this solicitation.
We appreciate your interest in doing business with the State of Mississippi.

Sincerely,

[Signature]

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Chief Procurement Officer  
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