

OFFICE OF CHILD NUTRITION
Mississippi Department of Education
Notice of Intent to Award

Name of Solicitation (RFx No. 3120003260): Summer Food Service Program Media Campaign

Dates Advertised: 1st Advertisement - Friday, December 8, 2025
2nd Advertisement - Friday, December 15, 2025

Submission Due Date: Monday, January 9, 2026

Offerors Submitting Responses: Focus Group Inc. dba The Focus Group, WLBT3, Mad Genius, LLC, Maris, West, & Baker Inc., Allover Media, LLC dba Momentara Services, LLC

Allover Media, LLC dba Momentara Services, LLC, Maris, West, & Baker Inc. (MWB), Mad Genius, LLC and WLBT3 were deemed non-responsive and/or non-responsible and have been notified separately in writing stating the reason(s).

Focus Group Inc. dba The Focus Group provided the lowest, responsive and responsible bid.

We announce our intent to award contract to the following vendor upon approval by the Public Procurement Review Board and School Board of Education and completion of successful negotiations:

Awarded Vendor: Focus Group Inc. dba The Focus Group
City and State: Biloxi, MS 39630

Scope of Project: The MDE, Office of Child Nutrition requires the Vendor to provide media coverage of the Summer Food Service Program (SFSP) offered through the USDA Food and Nutrition Services. Managing experience of social media channels with using tone and messaging; and knowledgeable of design programs and languages to create appealing visuals from brand identity.

Scope of Contract:

- Term of Contract: April 3, 2026 – June 30, 2030
- Award Amount: \$237,500.00
- Method of Award: Request for Proposal

Funding Source: Federal

Summary of Selection Process: A comprehensive selection process was evaluated according to the criteria stated in the solicitation to award contract.

Scoring Criteria:

I. PLAN OF ACTION – 35 Total Points

- a. Offeror's Philosophy – 20 Points
- b. Client Detail - 15 Points

II. MANAGEMENT – 25 Total Points

- a. Resumes for Key Personnel - 15 Points
- b. References - 10 Points

III. PRICE – 40 Total Points

Whereas MDE sets the price in this RFP; all Offerors shall be awarded the maximum amount of points available for Price.

Note: The contract/attachments are made available for public inspection. Please contact [Public Records](#) to request public records pertaining to the intent to award.

Offerors who responded to this solicitation have an opportunity to request that the procuring Agency reconsider its intent to award the contract to a specific offeror or offerors. Offerors are reminded that any requests for reconsideration of this decision must be submitted MDE's Office of Procurement, attention Monique Corley, Director at ProcurementQnR@mdek12.org and the Director of OPSCR, attention Teselyn Funches at Teselyn.Funches@dfa.ms.gov within three (3) business days after the issuance of this notice or no later than February 18, 2026. Offerors may reference the Public Procurement Review Board Office of Personal Service Contract Review Rules and Regulations, Rule 5.6.3, for instructions on how to make a request for reconsideration. 12 Miss. Admin. Code Pt. 9, R. 5.6.3. It shall be the sole responsibility of the requesting offeror to ensure the request is timely received by all required parties. Failure to timely request reconsideration in compliance with this Section results in waiver of any claim an offeror may have as to the Agency's decision to award the contract.

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

Offerors are reminded that the Agency Procurement File is available on the Agency website at [MDE Bid Announcements – Procurement](#)

Enclosure: Evaluation Committee Report

Evaluation Committee Report

Mississippi Department of Education (MDE)

Request for Proposals

Summer Food Service Program Media Campaign

RFx # 3120003260

EVALUATION COMMITTEE REPORT

The Mississippi Department of Education received proposals from the following Offerors:

- 1. Focus Group Inc. dba The Focus Group
- 2. WLBT3
- 3. Mad Genius, LLC,
- 4. Maris, West, & Baker Inc.,
- 5. Allover Media, LLC dba Momentara Services, LLC

Offeror 2, Offeror 3, Offeror 4, and Offeror 5 were deemed non-responsive and/or non-responsible. The evaluation committee did not evaluate Offeror 2, Offeror 3, Offeror 4, and Offeror 5's proposals. The remaining offeror's proposal was evaluated and received the following scores:

Offeror Name	Plan of Action Score	Management Score	Price Score	Overall Score	Overall Rank
The Focus Group	33.6	24.8	40	98.4	1

The Agency intends to award the contract to: **Focus Group Inc. dba The Focus Group**

The intended awardee was selected because: The Focus Group proposal was found to be responsive and responsible, and was evaluated according to the criteria stated in the solicitation, achieving the highest overall score.

Evaluation Committee Members and Advisors

Name	Job Title	Member or Advisor	State Employee or Non-State Employee*
Sandra Hilliard	Training Specialist III	Member	State Employee
Susie Q. Evans-Gater	Director, CACFP/SFSP	Member	State Employee
Yolanda Bacon	Education Program Supervisor	Member	State Employee
Pamela Cox	Office Director of State Fiscal Support and Contracts	Member	State Employee
Jeremy Berry	Child Nutrition, Pearl School District	Member	Non-State Employee

*The *curriculum vitae* of all non-state employees, evaluation committee scoresheets, record of discussions, and post-evaluation affidavits are attached hereto. The full Agency Procurement File is available for public inspection at [MDE Bid Announcements – Procurement](#).

Any unsuccessful offeror may request reconsideration of the Agency's intent to award the contract in accordance with Section 6.9.3 of the *PPRB OPSCR Rules and Regulations*.