



economic
development
alliance

REQUEST FOR PROPOSALS (RFP)
FLORIDAWEST ECONOMIC DEVELOPMENT ALLIANCE (FWEDA)

Program Name

REQUEST FOR PROPOSALS:
CUSTOMIZED INSTANCE OF SALESFORCE FOR FWEDA

PROPOSAL DEADLINE
12 September 2025
5:00 PM, Central Standard Time

**REQUEST FOR PROPOSALS:
CUSTOMIZED INSTANCE OF SALESFORCE FOR FWEDA**

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Request for Qualifications: Customized Instance of Salesforce for FWEDA

1.0 INTRODUCTION

FloridaWest EDA has been using Salesforce for some time. The current “instance” was created in conjunction with several other economic development organizations resulting in too many unnecessary functions, objects and fields for FloridaWest’s needs; therefore, the instance needs to be a completely new build. The organization needs the instance for economic development operations, including but not limited to: CRM, lead management, project management, reporting, existing industry program and case management, entrepreneurship program management, and fund-raising effort management.

1.1 PURPOSE

FloridaWest Economic Development Alliance of Escambia County, Florida, is seeking proposals and qualifications from firms with demonstrated expertise in customized Salesforce instance development.

The selected Contractor will analyze the current instance, build a new instance and migrate over old data into the new instance. Some training of staff may need to be included.

1.2 BACKGROUND

FloridaWest Economic Development Alliance is the lead economic development agency for the Town of Century, the City of Pensacola and Escambia County, Florida. FWEDA is run by a team of full-time professionals and governed by a Board of Directors. The purpose of FWEDA is to recruit and retain industry in Escambia County and the municipalities therein. FWEDA fosters economic development, job creation, enhancement of the economic environment, expansion of the tax base, enticement of industry to the area and growth of existing industry.

2.0 CONTACT AND TIMELINE INFORMATION

2.1 CONTACT INFORMATION

Contact:	R. Christopher Platé
Email:	cplate@floridawesteda.com
Phone:	(850) 898-2201

2.2 DEADLINES

Release Project Date:	29 August 2025
Submission Deadline:	12 September 2025
Selection Date:	15 September 2025
Project Start Date:	1 October 2025
Project Completion Date:	31 December 2025

3.0 PROPOSAL SUBMISSION REQUIREMENTS

Firms desiring to provide the described professional services shall submit one (1) electronic copy of:

- Firm's qualifications, previous work for economic development agencies,
- Numbers of hours to complete the instance,
- Price for the new instance, and
- Submittals delivered late shall not be considered or accepted. No exceptions will be made.

3.1 REQUIRED ELEMENTS

- A. Company Profile - Respondent shall provide a brief profile of the company, which should include the firm's legal name; designation of the legal entity by which business operates (sole proprietor, partnership, corporation, LLC, etc.); type of ownership (small business, small disadvantaged business or W/MBE business); length of company's existence; and proposed project team.
- B. Approach to Project/Understanding - Demonstrate understanding of proposed project and the technical approach to be taken in addressing the proposed work.
- C. Similar Project Experience - Identify several projects to demonstrate the firm's prior project experience, within the last three (3) years.

3.2 CONTRACTOR'S MINIMUM QUALIFICATIONS

Companies must demonstrate that they have the resources and capacity to provide the services as described herein and a history with economic development agencies.

4.0 SCOPE OF WORK

All proposals must be made on the basis of, and either meet or exceed, the requirements contained herein. All contractors must be able to provide:

- Analyze the current Salesforce Instance
- Build a new customized Salesforce Instance, including
 - Contact Management
 - Management of New Economic Development Projects
 - Existing Industry Management with Cases
 - Investor Management
 - Renter / Tenant Management for Incubator Facility

5.0 DELIVERABLE:

Highly functioning Customizes Salesforce Instance base on the scope of work and transferring/migration of existing Salesforce Instances data into the new Instance.

6.0 EVALUATION AND AWARD

Professional Services Consultants will each submit their response in accordance with the solicitation. FloridaWest EDA staff will review all responses and will provide the recommendation to award to the FWEDA Board of Directors. The FWEDA Board of Directors will award the contract.

7.0 PUBLIC RECORDS

All materials submitted in response to this RFP are public records under Florida law and may be inspected.

8.0 DISCLAIMER

This RFP does not commit FloridaWest Economic Development Alliance to award a contract, pay any costs incurred in preparation of a proposal, or procure services or supplies. FWEDA reserves the right to accept or reject any or all proposals received as a result of this RFP.