



CASE STUDY

How Collier County Transformed Financial Reporting and Reaffirmed Their Commitment to Gravity

THE CHALLENGE

Collier County, Florida, home to over 400,000 residents, has grown dramatically over the past few decades. With a \$2.4 billion budget, a small but mighty finance team, and multiple independently elected constitutional officers, the County's financial reporting demands are vast and complex. Before Gravity, Collier's ACFR process was extremely manual and prone to error. Spreadsheets were siloed, password protected and managed by an

administrative assistant. Accountants created disconnected schedules in Excel, then manually linked them into Word documents. A whiteboard tracked progress. Rounding errors were frequent. Version control? A constant headache.

"It was a one man show, and that's a lot of pressure," said Kelly Jones, Assistant Director of Finance and Accounting. "We had a web of spreadsheets, manual formatting, and a whole lot of duct tape."

"It looked professional, cohesive, and polished. For the first time, I didn't have to explain what was done in Word, Excel, or Adobe, it all flowed."



THE SOLUTION

In 2019, Collier County adopted Gravity to modernize its ACFR and Budget Book processes. After deep research, Kelly Jones championed a single source selection based on Gravity's flexibility, ease of use, and pricing.

"I cyber stalked every solution I could find. Gravity was the only one that let us manage the process, not just generate a book," said Jones. Collier published their ACFR with Gravity, and the feedback was immediate.

THE TURNING POINT: MDFM

Collier was an early adopter of Gravity’s MDFM (Multi-Dimensional Financial Model) engine. While the rollout had hiccups, the Gravity team responded swiftly.

MDFM has since transformed Collier’s workflow. Rule based logic replaced spreadsheet chaos.

Year dependent rules allowed for nuanced reporting without duplication. Check figure logic and centralized adjustments reduced rework and audit stress.

“It just fits how we work,” said Jones. “I think in rules, and now Gravity does too. It’s more logical, easier to manage, and just smoother.”

TIME SAVINGS AND TEAM EMPOWERMENT

With MDFM in place, Collier saved at least a week in ACFR preparation. More importantly, they gained visibility and peace of mind. “I can assign a task, see who’s working on it, and track progress without asking ‘Where are we at?’ all day. That’s huge.”

Jones also spearheaded bringing the budget team onto Gravity in 2024. “I couldn’t work the old way anymore. Gravity helps us move faster, work smarter, and hit deadlines without excuses.”

A new staff member was onboarded into Gravity within months of hire, reinforcing how scalable the platform is, even during transition.

KEY IMPACT AREA	SOLUTION
Process Management	Clear task ownership and visibility into progress
Time Savings	One or more weeks saved during ACFR prep
Output Quality	Cohesive, professional reports that require less review
Internal Collaboration	Easier team coordination and fewer last-minute scrambles
Platform Evolution	MDFM delivers a more logical, rules-based workflow

SUPPORT THAT FEELS LIKE A PARTNERSHIP

"Your support team is the best I've ever worked with," said Jones. "I put them right up there with my SAP consultant, who's basically family. They're responsive, informative, and truly care." Even when things were challenging, Gravity’s team stepped in quickly and clearly. "Support is a dealbreaker for me, and Gravity’s team shows up. Every time."

ADVICE TO OTHER FINANCE LEADERS

"Understand the process from beginning to end before you start, that's my number one advice," Jones said. "But don't let the learning curve scare you. This is one of the best decisions we've made."

WHAT'S NEXT

Collier is now using Gravity for ACFR, PAFR, GASB 96, and is rebuilding its Budget Book in MDFM for fiscal year 2025. With evolving needs and new leadership, the County is doubling down on Gravity to deliver high quality reports faster, with less stress. "We're finally working the way we should be working," said Jones.