GRAVITY

Town of Palm Beach Achieves GFOA Triple Crown

Gravity saves weeks of effort helping small team win all three GFOA awards for first time ever

THE CHALLENGE

The Town of Palm Beach's finance team was trapped in survival mode. With just one staff member handling budget and payroll, they spent +90 days a year piecing together spreadsheets and Word documents—leaving no room for the strategic work they wanted to pursue.

- **Version control chaos**. Constantly chasing down the right spreadsheet: "*not knowing which one was the right one to be using*"

- **Manual, error-prone process**. Every data change required updating multiple documents (and endless opportunities for inconsistencies)

- **No bandwidth for excellence**. The ordeal left no time to publish a PAFR, something they'd wanted to create for over 20 years

"The biggest challenge had to be the back and forth – never knowing what's changed or what needs to be updated." Melissa Ladd, Controller, Town of Palm Beach

THE SOLUTION

Palm Beach implemented Gravity to transform their fragmented, manual process into an integrated, automated workflow. The solution provided:

KEY IMPACT AREA	SOLUTION
Data integration	All financial data in one, single platform
Real-time updates	One change populates everywhere automatically
Collaborative workflow	Clear status tracking to put an end to version confusion
Configurability	Gravity adapted to their existing process instead of forcing them to change

THE RESULTS

Palm Beach cut production from 90 days to 6 weeks in the first year. And that's just the start.

Not only do they expect even faster publication in years to come, but they finally had the capacity to deliver a Popular Annual Financial Reporting (PAFR). That's how they won the GFOA Triple Crown for the first time ever – a feat accomplished by less than 1% of local US governments.

IMPACT AT A GLANCE

40% faster production:
From 90 days to 6 weeks in first year

PAFR realized:
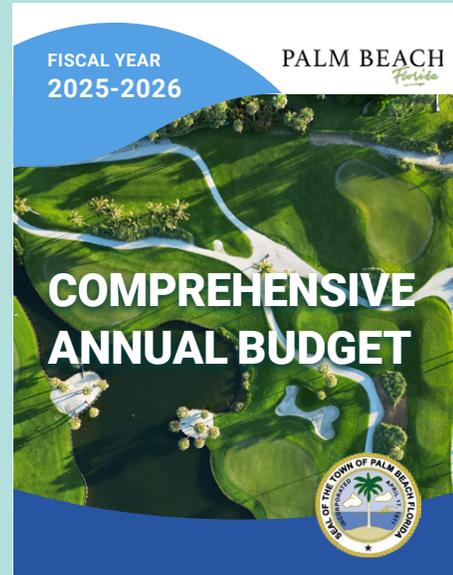Finally had time for strategic, citizen-facing work

Version chaos eliminated:
Clear workflows, no more spreadsheet confusion

Seamless adoption:
Council "had no idea we changed software"

Talent magnet:
Modern tech helped recruit and changed hiring criteria

FISCAL YEAR 2025-2026

PALM BEACH *Florida*

COMPREHENSIVE ANNUAL BUDGET

HOW TO GET THE GFOA TRIPLE CROWN?

- ♛ Distinguished Budget Presentation Award
- ♛ Certificate of Achievement for Excellence in Financial Reporting
- ♛ Award for Outstanding Achievement in Popular Annual Financial Reporting

0.3% | **RARE FEAT**
Just 300 of 90,000 U.S. local governments achieve the Triple Crown every year

> **"We're used to changing one number in five different documents. So, when you enter it once and it populates everywhere? It's hard to believe it actually works – but it does!"**
>
> **– Melissa Ladd, Controller, Town of Palm Beach**