

# GRAVITY

## CASE STUDY

# Collin County, Texas, Earns Special GFOA Recognition for Enhanced Visual Presentation



### THE CHALLENGE

Collin County's finance team maintained an impressive 20+ year streak of GFOA Distinguished Budget Presentation Awards, but their Excel-based workflow consumed valuable time on document assembly rather than analysis.

- **Production over validation.**  
Staff spent most of their time formatting and print-checking rather than verifying data accuracy
- **Annual chart reconstruction.**  
Every fiscal year transition meant dismantling and rebuilding all charts and graphs from scratch
- **Inconsistent quarterly reports.**  
Each analyst maintained separate spreadsheets for their departments, creating fragmented workflows
- **Basic visualizations.**  
Charts and graphs carried the unmistakable look of Excel exports, limiting professional presentation quality



*“We spent most of our time producing the document and making sure everything printed properly.”*

– Teresa Moore, Assistant Director of Budget, Collin County

### THE SOLUTION

Collin County adopted Gravity to automate budget book production and transform their visual presentation capabilities. The system provided:

KEY IMPACT AREA	SOLUTION
Automated fiscal year transitions	Rollover functionality eliminates manual chart reconfiguration
Professional visualization	Advanced graphics engine creates polished charts and performance displays
Standardized reporting	Clear status tracking to put an end to version confusion
Integrated design tools	Easy image placement and customization for personalized touches

## THE RESULTS

Collin County not only maintained their two-decade GFOA award streak but earned an additional distinction for performance measures—directly attributed to Gravity’s enhanced graphics capabilities.

The improved visualizations allowed the team to clearly demonstrate increases and decreases, illustrate goal attainment, and present performance trends with unprecedented clarity. County commissioners and administrators praised both the visual quality and usability, specifically complimenting how easily they could navigate the automatically generated table of contents.

The County reclaimed approximately two weeks from their annual cycle, with the most recent budget representing their smoothest production yet—requiring fewer drafts than previous years.

### IMPACT AT A GLANCE



#### Additional GFOA recognition:

Earned performance measure award for enhanced graphics



#### Two weeks reclaimed:

Production time redirected toward analytical work



#### Leadership endorsement:

Commissioners praised visual quality and navigation



#### Automatic table of contents:

Improved usability earned specific compliments



#### Visual transformation:

From basic Excel charts to award-winning graphics



#### Fewer drafts required:

Improved efficiency with each budget cycle

### WHAT MADE THE DIFFERENCE?

#### Award-winning graphics.

The platform transformed basic Excel visualizations into sophisticated presentations beautiful enough to earn additional GFOA recognition for performance measures.

#### Eliminated chart recreation.

Fiscal year rollovers that once required complete rebuilding now happen seamlessly through automated rollover functionality.

#### Enhanced creative control.

Staff gained the ability to incorporate images and customize layouts easily, creating a distinctively personalized budget book.

#### Progressive improvement.

Each budget cycle brought increased proficiency, with the most recent production representing the team’s best experience yet.

*“Visually it’s a beautiful book.  
It’s easy to put pictures in and add our own touch.”*

– Teresa Moore, Assistant Director of Budget, Collin County