

From Reactive to Real-Time:

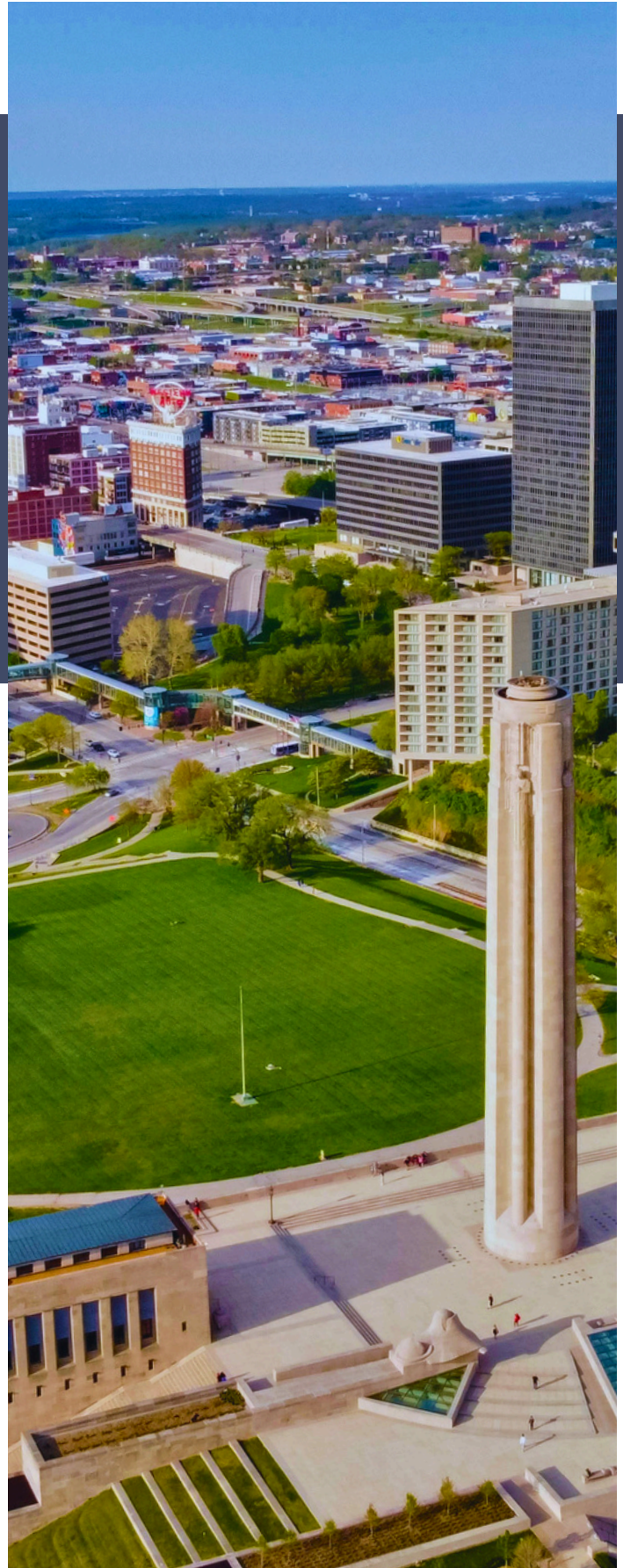
How Visit KC Transformed Its Financial Operations with Sage Intacct

Implemented by GRF CPAs & Advisors

About Visit KC

Visit KC is the destination marketing organization for Kansas City, responsible for promoting the city as a premier destination for visitors, conventions, and events. Like many destination management organizations (DMOs), Visit KC operates with a complex structure of departments, projects, and budgets. Each required precise financial tracking and reporting to support strategic decision-making.

Dan Van Dyke, Vice President and Controller, oversees the organization's accounting and financial operations. When Visit KC's legacy accounting platform was flagged for end-of-support, it triggered a long-overdue opportunity to modernize.





Month-End close

Automation improved the month end close process from 7-10 days to 3 days



The Challenge: A System That Created More Work Than It Solved

Before implementing Sage Intacct, Visit KC was operating on an outdated, on-premise accounting system that had become a significant barrier to efficiency and insight. The problems were pervasive:

- Financial statements were produced manually in Excel, consuming several hours each month just to compile before any analysis could begin.
- The month-end close process stretched 7 to 10 business days, leaving leadership without timely financial data.
- The chart of accounts had grown to several hundred line items as the team tried to track spend by project without true project accounting capabilities.
- Department heads had no visibility into their own financials and could not access profit-and-loss (P&L) reports on demand.
- There were no automated workflows for accounts payable or credit card spend, meaning every transaction required manual intervention.

The system was not cloud-based, and the vendor announced it would be discontinuing support. This left Visit KC with an urgent need to migrate before being stranded on an unsupported platform.



We were completely reactionary. Our financial statements were produced in Excel and it took several hours each month just to put them together.

— Dan Van Dyke, VP & Controller, Visit KC

Why Sage Intacct

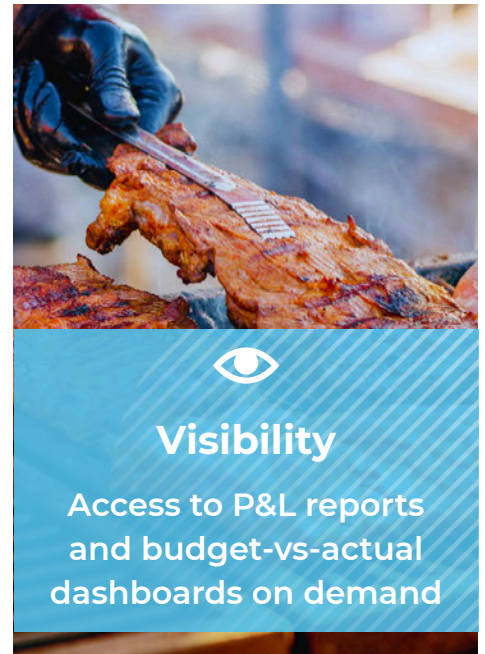
Visit KC evaluated several ERP platforms and selected Sage Intacct based on its robust and flexible reporting capabilities, real-time dashboard functionality, and the depth of its project accounting features. The ability to share live financial data across the organization — tailored to individual roles and departments — was a decisive factor.

Sage Intacct's cloud-native architecture also addressed the organization's immediate concern: ensuring continuity and support for years to come, without the risk of running on a deprecated system.



When we held our pre-bid conference with several potential firms, GRF was the most engaged and seemed to be the most knowledgeable about Sage Intacct. They made us feel comfortable that they would be easy to work with and could deliver the build-out that would best suit our needs.

— Dan Van Dyke,
VP & Controller, Visit KC



Why GRF CPAs & Advisors

Once the decision to move to Sage Intacct was made, Visit KC needed the right implementation partner. They issued a competitive request for proposals and held a pre-bid conference with multiple firms.

GRF CPAs & Advisors (GRF) came recommended through a peer organization that had worked with the Director on a previous Sage Intacct implementation. That word-of-mouth endorsement was validated in the evaluation process: GRF stood out immediately.

- GRF was the most engaged firm at the pre-bid conference, asking the right questions and demonstrating deep platform fluency.
- Their knowledge of Sage Intacct was clearly differentiated from the other firms under consideration.
- GRF submitted an extremely competitive bid while still projecting confidence that they could deliver the full build-out Visit KC needed.
- The team made Visit KC feel comfortable that the relationship would be collaborative and responsive — not transactional.

The Implementation: Building for Long-Term Success

GRF worked closely with the Visit KC accounting team to design a Sage environment that matched how the organization actually operates.

This included:



✓ Rationalizing and simplifying a chart of accounts that had ballooned to hundreds of entries, replacing project-specific accounts with true project accounting dimensions.

✓ Establishing bank feed connections and configuring automated cash rules so that recurring transactions post without manual entry.

✓ Building department-level P&L dashboards and budget-vs-actual reports accessible directly by department heads.

✓ Implementing AP workflow automation and credit card spend approval routing, with rules that direct invoices and expenses to the appropriate department head for approval.

✓ Structuring the annual budget by department, project, account, and month and maintaining it in the system for real-time analysis.

⚙️ **The implementation was not just a technical migration.**
GRF helped Visit KC rethink how accounting information flows through the organization from data entry to approval and reporting.

The Results: Measurable, Meaningful Transformation

✓ Faster Close. Every Month.

The most immediate, quantifiable result was a dramatic reduction in the time needed to close the books. What previously took 7 to 10 business days now happens within the first 3 business days of the month — and the team is still improving. With bank and credit card feeds connected and automated cash rules handling recurring transactions, the accounting team enters the close process already well ahead of where they used to start.

✓ Real-Time Visibility for Department Leaders

Department heads now have direct access to their own P&L reports and budget-vs-actual dashboards at any time without submitting a request to accounting. They can see their spend, monitor their budgets, and approve invoices from within the system. This has fundamentally shifted the relationship between finance and operations: department leaders now have ownership of their financials.

✓ Simplified Chart of Accounts, More Powerful Reporting

By leveraging Sage Intacct's project and dimension capabilities, Visit KC eliminated hundreds of redundant accounts that had accumulated in their old system. Financial data is now organized by account, department, and project. This allows for granular analysis at the click of a button, without the complexity of maintaining a sprawling chart of accounts.

✓ A Culture Shift in How the Organization Thinks About Accounting

Perhaps the most telling outcome was the change in mindset across the organization. As Dan described it, department heads who had long asked for new accounts began to understand the power of projects and dimensions once they saw live P&L data. Their reaction was consistent: "This is amazing. I have wanted this for years."

For the accounting team itself, a pivotal moment came when they had to access the old system to retrieve historical information. The contrast was stark. What had seemed like normal "work" — pulling basic data from multiple places, piecing together documents and figures like a puzzle — was suddenly recognizable as an extraordinary waste of time.

“Just seeing how difficult it was to get an answer in the old system made us realize how much easier our life was in Sage Intacct. It was a breath of fresh air.

— Dan Van Dyke, VP & Controller, Visit KC

Advice for Organizations Considering This Journey

Dan's message to peers still running legacy systems is direct: Don't wait. The risks of inaction are real, and the upside of modern cloud ERP is substantial.

- **If your system is not cloud-based, find out about its support roadmap now.** Being caught without a plan when a vendor discontinues support is a crisis that can be avoided.
- **The integration capabilities of modern ERP platforms are a force multiplier.** Connecting your bank, credit cards, AP workflows, and budgeting tools into one system eliminates the patchwork of manual processes that drain your team's time.
- **Real-time data sharing changes how your organization makes decisions.** When department heads have access to their own financials, accountability improves across the board.
- **Choose your implementation partner carefully.** The right partner brings not just technical knowledge but the ability to understand your organization's workflows and translate them into system design.

For Visit KC, the move to Sage Intacct (with the right implementation partner) has created the foundation for a finance function that is no longer reactive. The team has the time and the tools to focus on organizational performance, continuous improvement, and strategic insight.

GRF Can Help

If your current accounting system isn't empowering your finance team to add value to your organization, it's time for an upgrade. GRF works with organizations of all sizes ready to transform their accounting function and implement Cloud Enterprise Resource Planning (ERP).

Our team helps nonprofit organizations build and customize a technology stack that eliminates manual processes, reduces errors, and provides the transparency modern nonprofits need to stay focused on their mission. As this case study illustrates, the right ERP solution doesn't just solve today's operational challenges — it positions your organization for sustainable growth and greater impact.

GRF brings the technical expertise and nonprofit sector knowledge to guide you through every stage of implementation, from system selection to staff training and beyond. Ready to see what's possible for your organization? Contact GRF today to start the conversation.



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