

CASE STUDY

Cost Savings

Challenge

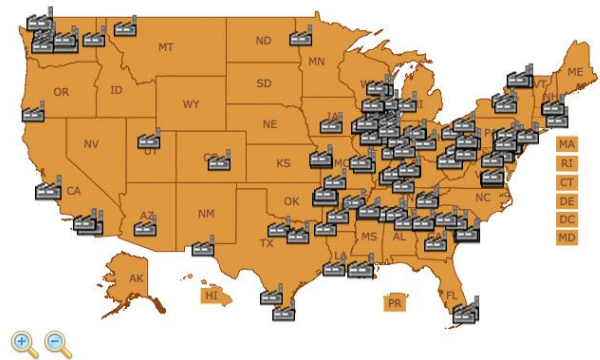
Alcohol taxes have always been an easy target for state governments looking for revenues to fill budget gaps. In recent years, state legislatures have been facing extraordinary budget challenges. Desperate for revenue, state legislatures across the country have proposed increasing taxes on alcohol.

Solution

A beverage alcohol company hired John Dunham and Associates (JDA) to prepare economic analysis and argumentation to convince state legislators that efforts to increase taxes on alcohol would hurt jobs and reduce economic activity in their districts.

Result

In 2011, the company was successful in defeating 37 state tax bills. JDA calculated that the defeat of this legislation translated into a \$447 million cost savings to the company's bottom line.



JDA has the ability to get as "granular" with data as a client needs. In this case, all U.S. facilities were geocoded and graphically displayed through our proprietary interactive mapping technology. This data is displayed on a client-specific website that is available on the Internet, 24/7.