

Kansas County utilizes JSA “Viability Study” to win casino license



“JSA’s work helped us provide information to the State and general public about our concerns with a competing county’s casino proposal not being realistic.”

“The end result of JSA’s report was that Crawford County was ultimately selected to be site of the casino license from the State”

B. J. Harris

Executive Director, CCCVB

Issue

- Overcome misinformation PR campaign from the competition

Solutions

- Built gravity and other financial models to refute the competition’s revenue, employee and construction estimates
- Responded in reasoned, point-by-point fashion showing why the projections were unrealistic

Results

- The JSA study results were in line with evaluators hired by State of Kansas
- Crawford County was ultimately selected as site for casino