

# WICHITA STATE UNIVERSITY SHOCKER BOWLING

**Economic Impact Study of the  
WSU Championship Bowling Program  
For Fall 2009 and Spring 2010**



## OVERVIEW

### WSU BOWLING PROGRAM

- The total impact of the WSU Bowling Program to WSU and the city of Wichita for one year is \$3,287,502.<sup>1</sup>
- The WSU Bowling Team has a one year cash impact to the University of \$1,383,930. This only includes tuition, resident hall fees and textbooks.<sup>1</sup>
- The WSU Bowling Program has a one year cash impact to the city of Wichita of \$1,301,178. This includes rent, phone, gas, electric, insurance, cable TV, food, bowling, recreation, clothes, miscellaneous items, amount paid for tags and taxes, income from the bowlers that work and car payments for cars purchased in Kansas.<sup>1</sup>
- If the WSU Bowling Program had purchased the space they received in various national and international news sources it would have cost \$602,394.<sup>1</sup>
- The WSU Bowling Program had many magazine, newspaper and television stories done in 2009 about the Bowling Program and its alumni.

- The WSU Bowling Program pays a total tuition bill of \$1,023,859 per year.<sup>1</sup>
- The WSU Bowling Program has 23 Kansas residents and 72 nonresidents.<sup>1</sup>
- More than \$280,568 is spent per year in the WSU resident halls by the 47 members of the Bowling Program that live there.<sup>1</sup>
- The Shocker Bowling Camps held in June, July and August of 2009, attracted 253 campers, age 12 to 25, from 31 different states and the Dominican Republic and England.

### BOWLING INDUSTRY

- More than 3.1 million youth, adults and seniors regularly participate in sanctioned bowling leagues throughout the country.<sup>2</sup> 70 million people go bowling at least once per year in the United States of America, and forty million bowl at least twice a year.<sup>3</sup>
- There are more than 7,000 sanctioned league bowlers in the Sedgwick County area, and 57,378 members of the United States Bowling Congress in Kansas.

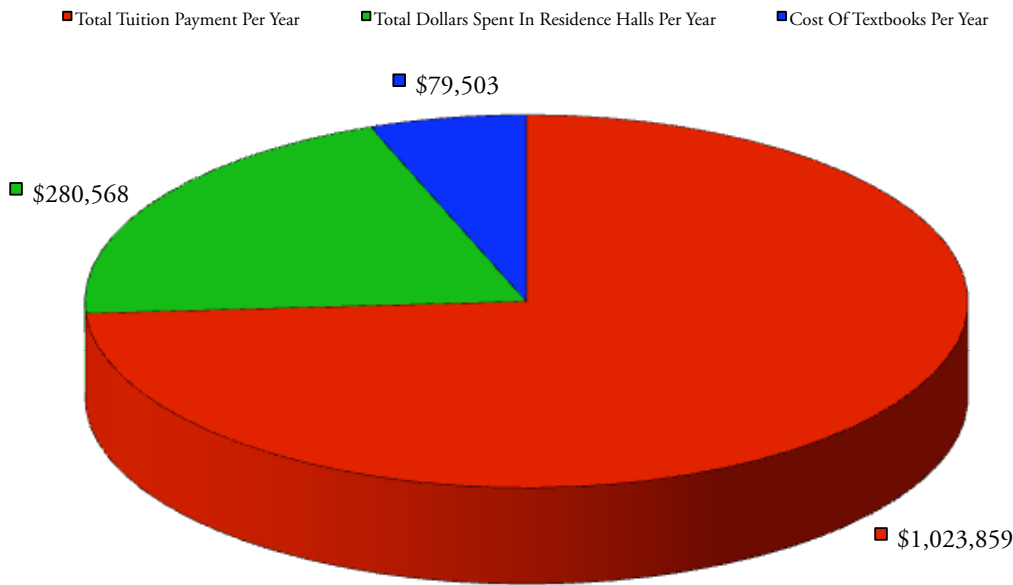
- The majority of league and casual bowlers fall into the 18 to 49 age category.<sup>4</sup>
- Bowling is a family activity. Nearly 60 percent of bowlers feel it is an activity that can be enjoyed with their family.<sup>4</sup>
- Bowling generates more than \$10 billion annually in the United States.<sup>4</sup>
- Sixty percent of bowlers in the U.S. earn their living in professional fields where they have daily interaction with company managers, executives, marketers and others who drive corporate America. Six out of every 10 bowlers have some college education, and 28 percent have a college degree.<sup>6</sup>
- Bowlers earn 20 percent more than the average American.<sup>3</sup>
- More than 50 percent of adult bowlers are married, and nearly 80 percent own their own home.<sup>6</sup>
- 45 states have varsity or club-level bowling programs.<sup>6</sup>



Head coach Gordon Vadakin speaks at City Hall as Wichita honors the Championship Shockers.

# HOW WSU BENEFITS FROM THE BOWLING PROGRAM

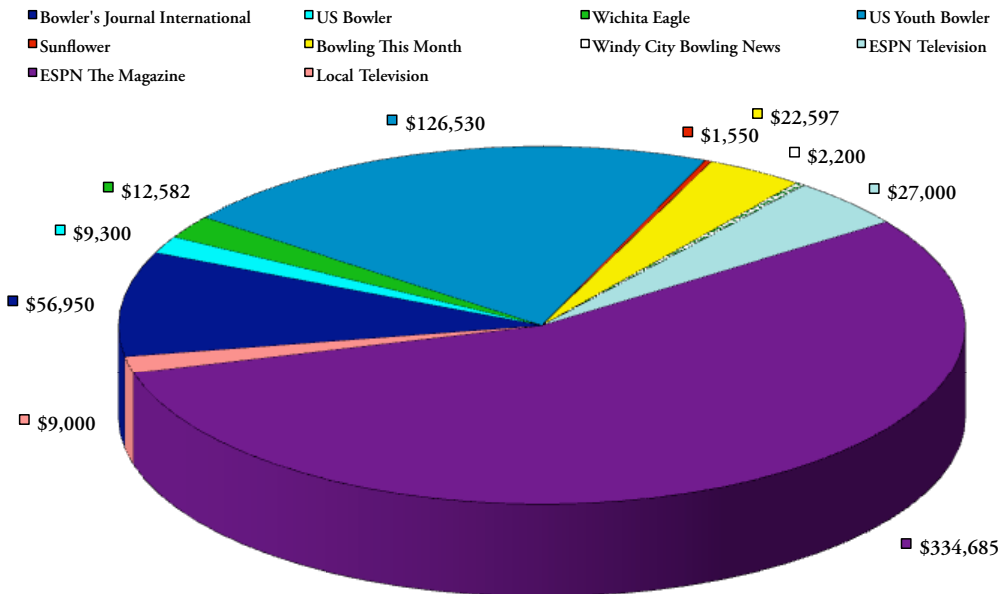
The WSU Bowling Program Generated A Total Of \$1,383,930 For WSU In 2009/2010



**The WSU Bowling Program Generated A Total Of \$1,383,930 For WSU In 2009/2010**



The WSU Bowling Program Generated \$602,394 In Advertising For WSU In 2009



**The WSU Bowling Program Generated \$602,394 in Advertising For WSU In 2009**

## DIRECT CASH PAYMENT TO WSU

In a survey of current WSU Bowling Program members, the total tuition paid by the program for one year is \$1,023,859. More than 76 percent of the tuition paid, is paid by out-of-state students totaling \$901,127. For every out-of-state student the bowling program brings in, the University receives \$12,515 per year in tuition.

The residence halls are home to 47 of the 95 Bowling Program members. Those 47 student athletes spend a total of \$280,568 per year for University Housing.

For the school year 2009/2010 the bowlers spent \$60,976 University Bookstore.

## ADVERTISING GENERATED BY THE WSU BOWLING PROGRAM

During the calendar year 2009, Gordon Vadakin, alumni bowling program members and the WSU Bowling program have been featured in many articles, how-to-sections and news stories of several bowling publications, newspapers and TV stations. In fact, if WSU were to buy all the space from the various news sources it would cost the University \$602,394.



Senior John Szczerbinski strikes big in the title match of the National Championship.

# WICHITA BENEFITS FROM BOWLING PROGRAM

## DIRECT CASH PAYMENT TO THE CITY OF WICHITA

The WSU Bowling Program has a one-year cash impact to the city of Wichita of \$1,301,178. This includes rent, phone, gas, electric, insurance, cable TV, food, bowling, recreation, clothes, miscellaneous items, auto tags and taxes, bowlers' income and car payments.

Out-of-state bowling program members represent 76 percent of the total program members. The out-of-state program members spend a larger amount of money on goods and services than the in-state program members. For example, \$152,490 per year is spent on rent and the out-of-state program members pay 84 percent of the total costs. Overall, the out-of-state program members contribute more

to all 15 of the 15 categories than the in-state program members.

**The Bowling Program  
Generated \$1,301,178  
For The City Of  
Wichita In 2009/2010**



Reigning collegiate bowler of the year, Sandra Gongora, posts a beautiful shot in game one of the title match.

## The Bowling Program Generated \$1,301,178 For The City Of Wichita In 2009/2010

- Rent For One Year
- Gas For Auto Per Year
- Electric Per Year
- Cable Per Year
- Bowling Expenses Per Year
- Clothes Per Year
- Bowlers Income From Work Per Year
- Car Payments Per Year For Autos Purchased in KS
- Phone Per Year
- Gas For Home Per Year
- Insurance Per Year
- Food Per Year
- Recreation Per Year
- Other Per Year
- Amount Paid In Auto Tags & Taxes

