The WSU Bowling Program has a one-year cash impact to the city of Wichita of $1,244,220. 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 74 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, $234,654 per year is spent on rent and the out-of-state program members pay 80 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.

WICHITA BENEFITS FROM BOWLING PROGRAM

DIRECT CASH PAYMENT TO THE CITY OF WICHITA

The Bowling Program Generated $1,244,220 For The City Of Wichita In 2010/2011

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1. Rent Per Year
2. Gas For Auto Per Year
3. Electric Per Year
4. Cable Per Year
5. Bowling Expenses Rent Per Year
6. Clothes Per Year
7. Bowling Income From Work Per Year
8. Car Payments Per Year For Autos Purchased in KS
9. Phone Per Year
10. Gas For Home Per Year
11. Insurance Per Year
12. Food Per Year
13. Recreations Per Year
14. Other Per Year
15. Amount Paid in Auto Tags & Taxes Per Year

WICHITA STATE UNIVERSITY

SHOCKER BOWLING

Economic Impact Study of the WSU Championship Bowling Program For Fall 2010 and Spring 2011

ESPN telecasts, like the one above, brought $397,440.00 in...
The WSU Bowling Program had many
If the WSU Bowling Program had purchased
The total impact of the WSU Bowling Program to WSU and the city of Wichita for one year is $3,225,816.1
The WSU Bowling Team has a one year cash impact to the city of Wichita of $1,244,220. 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.1
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The WSU Bowling Program generated a total tuition bill of $1,013,583 per year.1
The WSU Bowling Program has 25 Kansas residents and 70 nonresidents.1
More than $269,568 is spent per year in the WSU resident halls by the 45 members of the Bowling Program that live there.1
The Shocker Bowling Camps held in June, July and August of 2010, attracted 194 campers, age 12 to 25, from 31 different states and Mexico.
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.4
Bowling is a family activity. Nearly 60 percent of bowlers feel it is an activity that can be enjoyed with their family.4
Bowling generates more than $10 billion annually in the United States.4
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.6
Bowlers earn 20 percent more than the average American.3
More than 50 percent of adult bowlers are married, and nearly 80 percent own their own home.4
45 states have variety or club-level bowling programs.6

BOWLING INDUSTRY
More than 3.1 million youth, adults and seniors regularly participate in sanctioned bowling leagues throughout the country.3
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.5
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OVERVIEW

**WSU BOWLING PROGRAM**
- The total impact of the WSU Bowling Program to WSU and the city of Wichita for one year is $3,225,816.1
- The WSU Bowling Team has a one year cash impact to the University of $1,244,220. This includes rent, resident hall fees and textbooks.1
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**OVERVIEW**

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Sources:
2. ABC/WIBC/YABA

**ADVERTISING GENERATED BY THE WSU BOWLING PROGRAM**
During the calendar year 2010, 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 $629,042.

**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 $1,013,583. More than 74 percent of the tuition paid, is paid by out-of-state students totaling $862,884. For every out-of-state student the bowling program brings in, the University receives $12,326 per year in tuition.

The residence halls are home to 45 of the 95 Bowling Program members. Those 45 student athletes spend a total of $269,568 per year for University Housing.

**HOW WSU BENEFITS FROM THE BOWLING PROGRAM**

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**THE WSU BOWLING PROGRAM**
**OVERVIEW**
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