

## 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 \$1,244,220. 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.

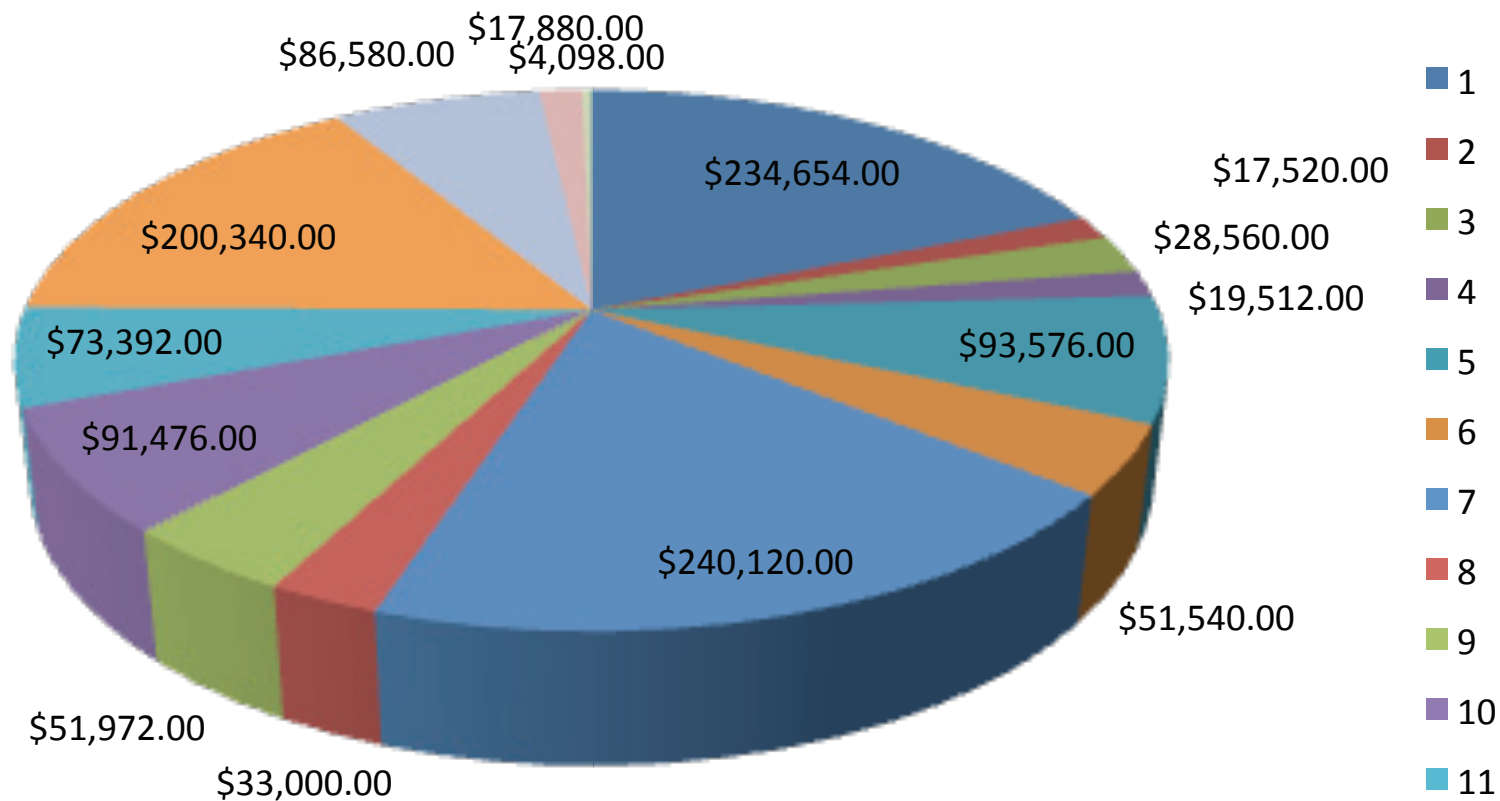
**The Bowling Program  
Generated \$1,244,220  
For The City Of  
Wichita In 2010/2011**



ESPN telecasts, like the one above, brought \$397,440.00 in.

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

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



# WICHITA STATE UNIVERSITY SHOCKER BOWLING

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





## 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.<sup>1</sup>
- The WSU Bowling Team has a one year cash impact to the University of \$1,352,554. 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 \$1,244,220. 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.<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 \$629,042.<sup>1</sup>
- The WSU Bowling Program had many magazine, newspaper and television stories done in 2010 about the Bowling Program and its alumni.

- The WSU Bowling Program pays a total tuition bill of \$1,013,583 per year.<sup>1</sup>
- The WSU Bowling Program has 25 Kansas residents and 70 nonresidents.<sup>1</sup>
- More than \$269,568 is spent per year in the WSU resident halls by the 45 members of the Bowling Program that live there.<sup>1</sup>
- 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.

### BOWLING INDUSTRY

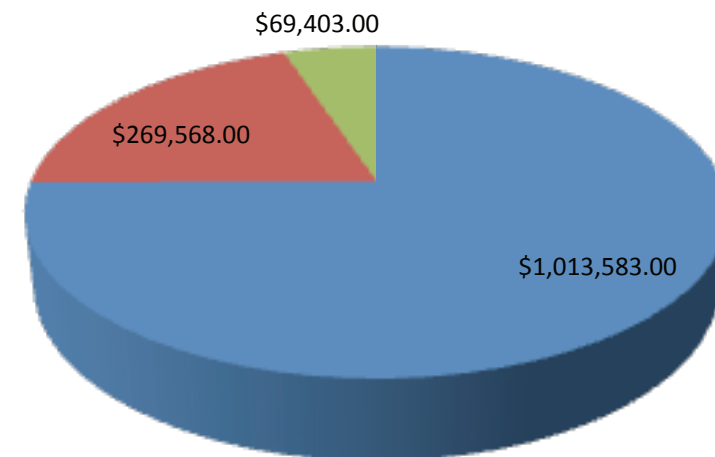
- More than 3.1 million youth, adults and seniors regularly participate in sanctioned bowling leagues throughout the country.<sup>2</sup> 70 million people go bowling at least once per year in the United States of America, and forty million bowl at least twice a year.<sup>3</sup>
- There are more than 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>

## HOW WSU BENEFITS FROM THE BOWLING PROGRAM

The WSU Bowling Program Generated A Total Of \$1,352,554 For WSU In 2010/2011

1. Total Tuition Payment Per Year
2. Total Dollars Spent in Residence Halls Per Year
3. Cost of Textbook Per Year

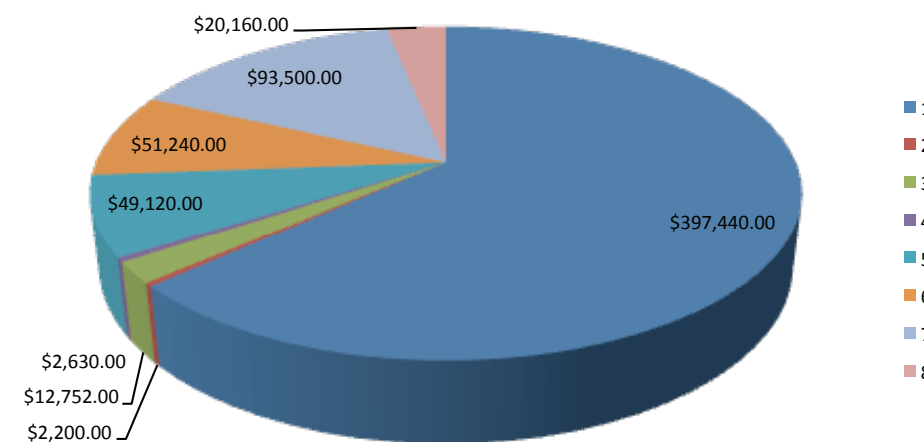


**The WSU Bowling Program Generated A Total Of \$1,352,554 For WSU In 2010/2011**



The WSU Bowling Program Generated A Total Of \$629,042 in Advertising For WSU In 2010

1. ESPN Television
2. Windy City Bowling News
3. Bowling This Month
4. Bowling Center Management
5. U.S. Youth Bowler
6. U.S. Bowler
7. Bowlers Journal International
8. ESPN 2 Television



**The WSU Bowling Program Generated \$629,042 in Advertising For WSU In 2010**

### 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.

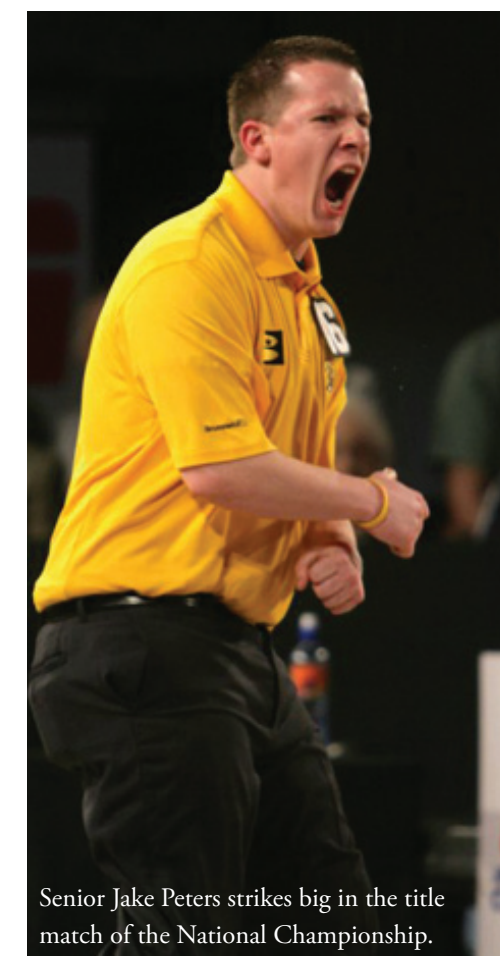
The residence halls are home to 45 of the 95 Bowling Program members. Those 45 student athletes spend a total of \$269,568 per year for University Housing.

### 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.



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



Senior Jake Peters strikes big in the title match of the National Championship.

Sources: <sup>1</sup> Bowling Team survey, 2010/2011, <sup>2</sup> ABC/WIBC/YABA, <sup>3</sup> Simmons Research 2003, <sup>4</sup> Roper-Starch Bowling Study, 1996, <sup>5</sup> Market Facts, Inc., 1993, - U.S. Department Of Commerce, Bureau Of The Census Statistical Abstract Of The United States: 1993, <sup>6</sup> Simmons Research Fall 2003.