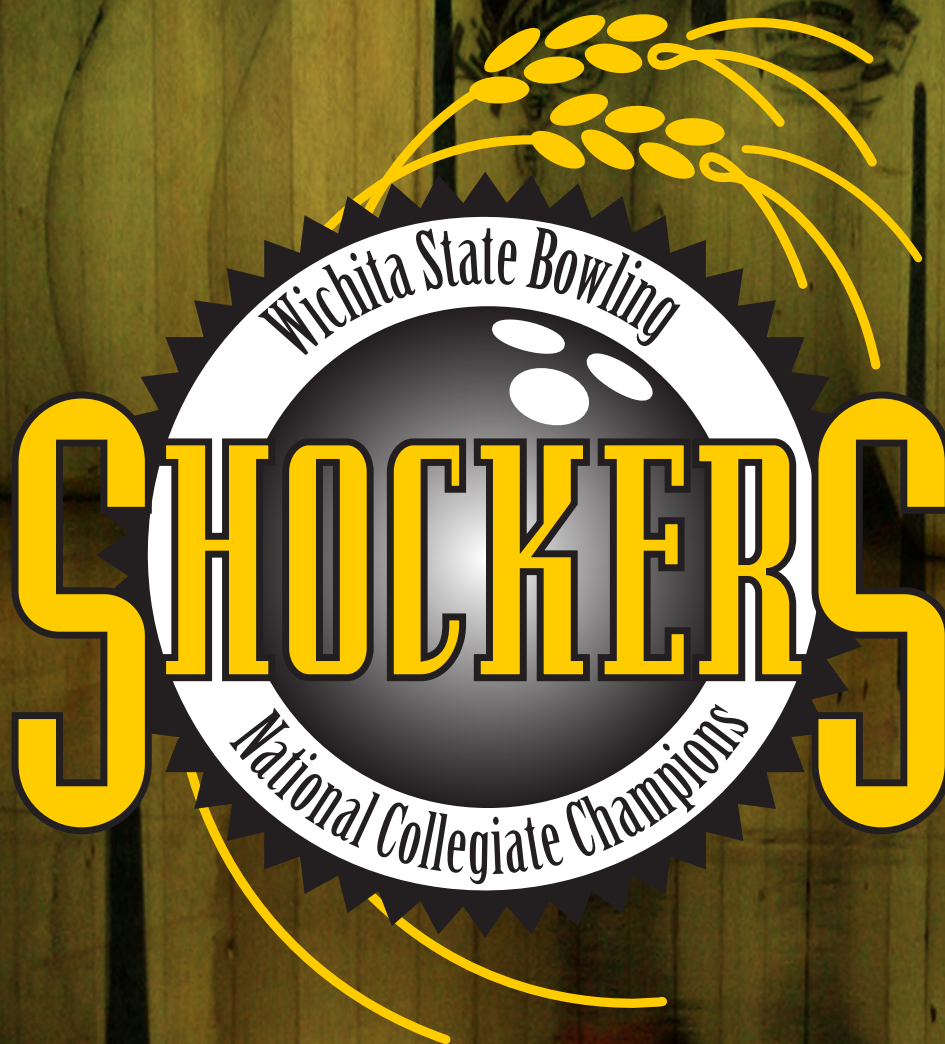


# WICHITA STATE UNIVERSITY **SHOCKER BOWLING**

**Economic Impact Study for 2012-2013**





## OVERVIEW

### WSU BOWLING PROGRAM: THE FACTS AND FIGURES

- The total economic impact of the Shocker Bowling Program to Wichita State University and the city of Wichita for 2012-2013 was \$6,449,903.<sup>1</sup>
- Shocker Bowling and its supporters provided nearly \$100,000 in scholarships for the program's students-athletes in the 2012-2013 academic year.<sup>2</sup>
- The total cash impact of the Shocker Bowling Program to Wichita State University for the 2012-13 academic year was \$1,231,317. This total includes textbooks, on-campus housing and meal plans, and tuition and fees.<sup>3</sup>
- Tuition and fees alone accounted for nearly \$1 million of the almost \$1.24 million total.<sup>3</sup>
- This year's survey consisted of 67 non-resident bowlers and 41 resident bowlers who are either currently involved in the Shocker Bowling Program or have been involved in

the program and are continuing their education.<sup>3</sup>

- Shocker Bowling generated \$3,556,242 in advertising for Wichita State. This includes magazine and/or newspaper articles, PBA telecasts and other various media coverage of the program and its current/past members and coaches.<sup>3</sup>
- The program's total cash impact to the city of Wichita was more than \$1.5 million for the academic year.<sup>3</sup>

### BOWLING INDUSTRY

- Bowling is the No. 1 participatory sport.<sup>4</sup>
- Bowling is a \$10 billion industry.<sup>1</sup>
- Two of the largest amateur sporting events in the world are bowling events.<sup>4</sup>
- More than 67 million people bowl at least once a year.<sup>1</sup>
- The average cost to build a bowling center per lane is \$100,000.<sup>1</sup>
- There are about 12,000 bowling centers throughout the world.<sup>1</sup>
- There are 3,250 pro shops in America.<sup>1</sup>
- More than 2 million people belong to

the United States Bowling Congress (USBC).<sup>1</sup>

- There are more than 8,000 USBC sanctioned tournaments every year.<sup>4</sup>
- More than \$6 million in scholarship money is offered every season by bowling associations and councils, and certified tournaments and proprietors throughout the United States.<sup>2</sup>
- Bowling is the fastest growing high school sport.<sup>4</sup>
- The highest certified three-game series is 900. It has been accomplished 21 times.<sup>2</sup>
- The oldest person to bowl a 300 game is 90 years, 9 months and 13 days old. He/she is from Fullerton, Calif.<sup>2</sup>
- The youngest person to bowl a 300 game is Chaz Dennis from Columbus, Ohio. Dennis was 10 years and 2 months old.<sup>2</sup>
- The oldest person to compete in a league is 107-year-old Gene Scala of Jericho, N.Y.<sup>2</sup>



Photo courtesy of Devin Bidwell

Shocker Bowling has recently teamed up with the Kansas Food Bank to give back to the community. This year, the men's and women's teams spent an afternoon packing more than 1,160 lunch bags for children throughout Kansas.

<sup>1</sup>Bowler's Journal International

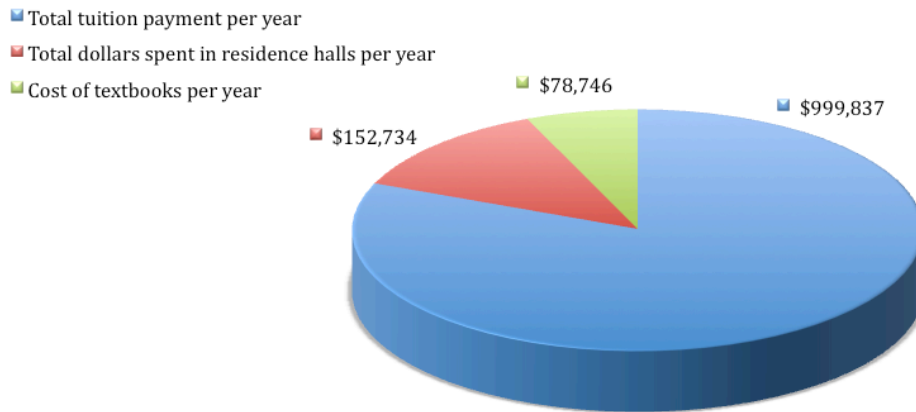
<sup>3</sup>Wichita State Bowling Economic Impact Survey

<sup>2</sup>USBC-bowl.com

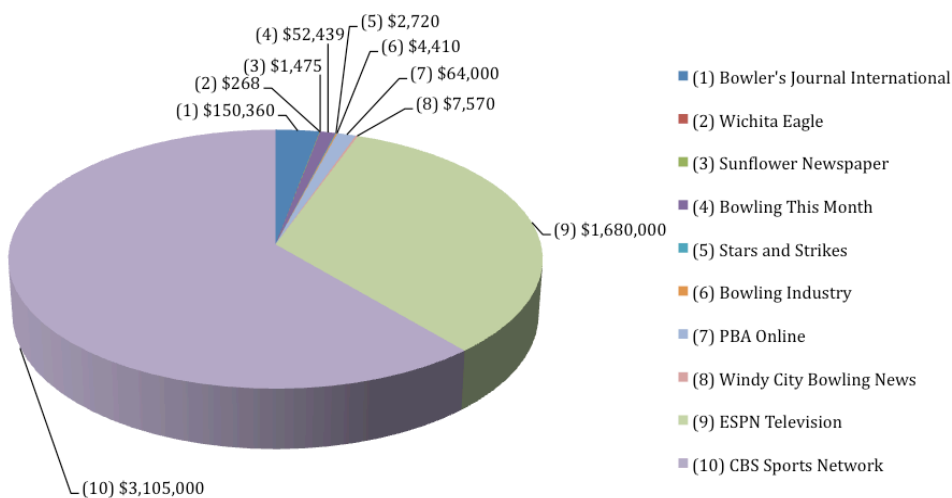
<sup>4</sup>The Experian Simmons Summer 2010 and Spring 2011

# SHOCKER BOWLING'S IMPACT TO WICHITA STATE UNIVERSITY

**Shocker Bowling generated \$1,231,317 for Wichita State in 2012-2013**



**The Shocker Bowling Program generated \$3,566,242 in advertising for WSU in 2012-2013**



## DIRECT CASH PAYMENT TO WSU

In the 2012-2013 academic year, the Shocker Bowling Program generated nearly \$1.24 million for Wichita State University. Almost \$1 million of this total was in tuition and fees alone. More than 60 percent of the Shocker Bowling's student-athletes were out-of-state residents. These students paid an average of \$11,419.30 for the school year. In-state student-athletes paid an average of \$5,725.45 for the academic year. The average cost of textbooks for the academic year was \$729.13 for every student-athlete.

## ADVERTISING GENERATED BY THE WSU BOWLING PROGRAM

The bowling program generated more than \$3.5 million in advertising for Wichita State in the 2012-13 academic year. This means that if WSU were to advertise the bowling program through mediums such as newspapers, magazines, and PBA Telecast commercials, this is the amount it would have to pay to receive the same exposure that the program received during the year. Shocker bowling's coaches, alumni and team members have been the subject of countless magazine articles, how-to features, bowling publications and TV broadcasts between 2012 and 2013.

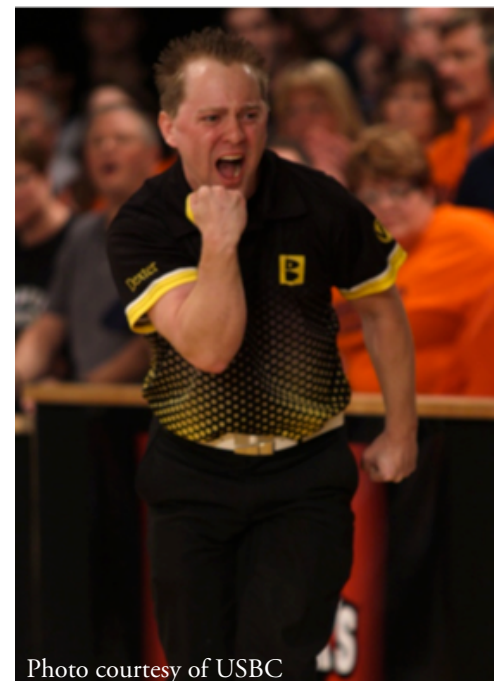


Photo courtesy of USBC

Senior Geoffrey Young won the 2012 Intercollegiate Singles Championship in Lincoln, Neb., last year. He became the fourth Shocker Bowler to earn an ISC title since 2005.

# WICHITA BENEFITS FROM BOWLING PROGRAM

## DIRECT CASH PAYMENT TO THE CITY OF WICHITA

The Shocker Bowling Program generated more than \$1.5 million dollars for the city of Wichita during the 2012-13 academic year. This amount includes expenses such as rent, gasoline, food, recreation and bowling expenses to name a few. The categories with the largest dollar amounts include income from work, rent and food, respectively. The survey consisted of 108 athletes with 61 of those maintaining a job while attending Wichita State.



Photo courtesy of USBC

ESPN Telecasts, such as the one shown above, generated nearly \$1.7 million in advertising for WSU and Shocker Bowling this season.

## The bowling program generated \$1,587,344 for the city of Wichita in 2012-2013

- (1) Rent for one year
- (2) Phone per year
- (3) Gas for auto per year
- (4) Gas for home per year
- (5) Electric per year
- (6) Insurance per year
- (7) Cable per year
- (8) Food per year
- (9) Bowling expenses per year
- (10) Recreation per year
- (11) Clothes per year
- (12) Other per year
- (13) Bowlers' income from work per year
- (14) Amount paid in auto tags & taxes
- (15) Car payments per year for autos purchased in Kansas

