During the 2014-2015 academic year, the Shocker Bowling Program generated $1,373,480 for the city of Wichita. This amount includes expenses such as cable and electric, food, gas, insurance, rent, and recreational activities to name a few. The largest categories included the income from work, rent, and food per year. Of the 96 student athletes who took the survey, 55 bowlers were employed while attending Wichita State University.

The bowling program generated $1,373,480 for the city of Wichita in 2014-2015.
The Shocker Bowling Economic Impact statement is a communication and campus resource that attempts to recognize the value the bowling program gives to Wichita State University and the city of Wichita. Every academic year a survey is conducted to determine the financial impact of student-athletes in the bowling program. The data from that survey is then compiled and analyzed to create the annual economic impact.

**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 2014-2015 was $6,742,950.1
- The total cash impact to Wichita State University for the 2014-15 academic year was $1,435,155.2
- Bowling is the No. 1 participatory sport in the United States.3
- More than 250 colleges have bowling teams.4
- More than 70 million people bowl at least once a year.5
- Shocker bowling generated $3,934,315 in advertising for Wichita State University in 2014-15.6
- There are about 12,000 bowling centers throughout the world.7
- Team USA has 45 gold medals from competitions around the world.8
- The highest sanctioned series is a 900, which has only been accomplished 27 times.9
- The youngest person to bowl a sanctioned 300 game was 9 years old.10

**OVERVIEW**

The Shocker Bowling Economic Impact Survey was taken by students, coaches, and current team members of the bowling program. This number represents the amount the university would spend in advertising dollars, in order to generate the publicity the bowling program received throughout the year. This amount includes advertising through newspapers, magazines, and live telecasts. Shocker bowling’s alumni, coaches, and current team members have been the subject of several magazine articles, how-to features, bowling publications and TV broadcasts during the academic year of 2014-2015.

**BOWLING INDUSTRY**

- More than 70 million people bowl at least once a year.1
- Bowling is the No. 1 participatory sport in the United States.3
- In the 2013-2014 season, there were 1.69 million USBC members.1
- In the 2013-2014 season, USBC certified 7,472 leagues.1
- In 2013-2014 USBC certified more than 8,600 competition/tournaments.1
- More than $6,000,000 in scholarship is awarded to youth bowlers based on academics and bowling.1
- USBC Collegiate Bowling memberships grow more than 10% a year.1
- More than 250 colleges have bowling teams.1
- Team USA has 45 gold medals from competitions around the world.8
- The average cost to build a bowling center per lane is $100,000.3
- There are about 12,000 bowling centers throughout the world.7
- The highest sanctioned series is a 900, which has only been accomplished 27 times.9
- The youngest person to bowl a sanctioned 300 game was 9 years old.10
