



WICHITA STATE  
UNIVERSITY

# SHOCKER BOWLING

## ECONOMIC IMPACT STUDY FOR 2015-2016



*Wichita, KS • April 15-18, 2015*

# Helmer Cup National Champions

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## OVERVIEW

Each year, the Shocker Bowling program surveys all athletes within the program to determine the financial impact to the city of Wichita and Wichita State University. The data from that survey is compiled and analyzed to create the Economic Impact statement, which serves to recognize the value of the bowling team to Wichita and Wichita State University.



# SHOCKER BOWLING'S *Facts & Figures*



Elysia Current (below) and Jazreel Tan (above) won the first two titles of the newly launched Professional Women's Bowling Association last summer. More than a dozen Shocker women competed on the PWBA Tour.



➔ In the 2015-2016 season, 28 states and 10 countries were represented on the Shocker Bowling teams.

➔ During the 2015-2016 season, the total cash impact to the city of Wichita and Wichita State University was \$6,107,595.

➔ In the summer of 2015, the Professional Women's Bowling Association re-launched. The first two titles were won by Wichita State graduates Elysia Current and Jazreel Tan.

➔ The Shocker Bowling team has 20 National Championships to its name, with the most recent coming in 2015 by the Shocker men. That makes eleven titles for the men and nine for the women.

➔ 55 student-athletes have been Shockers and represented the United States on Team USA or Junior Team USA.

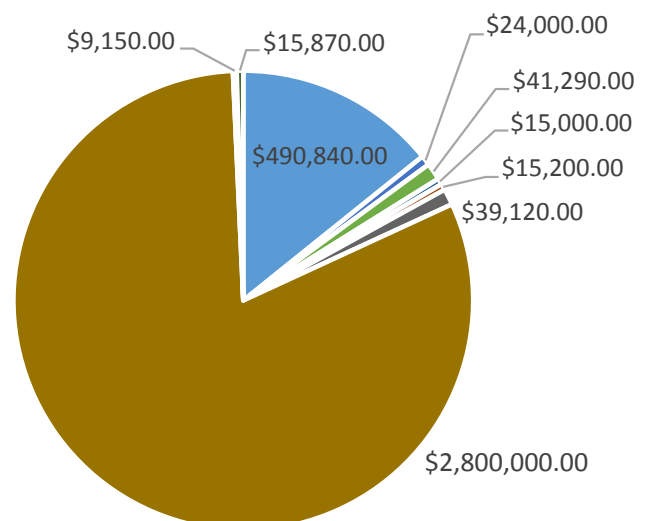
➔ Shocker Bowling annually attracts student-athletes from outside the United States and 34 of those athletes represented their country on their countries national teams.

➔ 20 Shockers have won a total of 37 championships, known as eagles, at the USBC Open Championships after attending Wichita State.

➔ Last year, Shocker Bowling hosted two Youth Weekend Camps, a Nuts and Bolts Camp and a Day Camp for youth bowlers. 137 bowlers attended these camps at the Rhatigan Student Center.

## ADVERTISING 2015 - 2016

- 1 - Bowler's Journal International
- 2 - Stars and Strikes
- 3 - Bowling Industry
- 4 - PBA Online
- 5 - Windy City Bowling News
- 6 - ESPN Television
- 7 - CBS Sports Network
- 8 - Pro Shop Operator
- 9 - Other (various local publications)

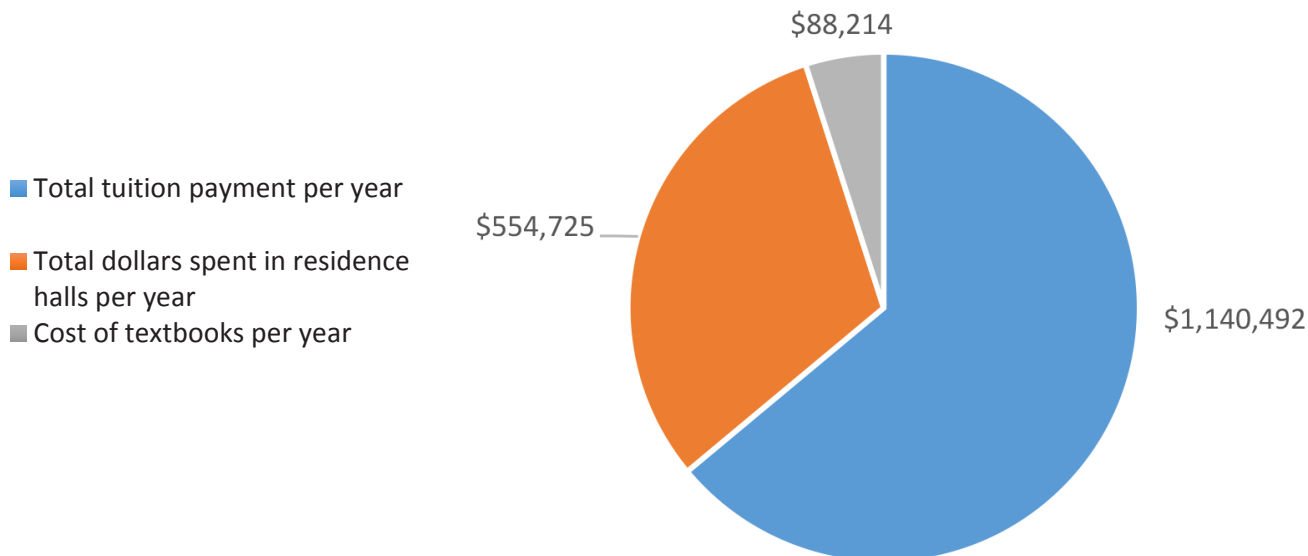


SHOCKER BOWLING'S IMPACT TO WICHITA STATE UNIVERSITY

# Direct Cash Payment to WSU

During the 2015-2016 school year, the Shocker Bowling program members paid over \$1,000,000 in tuition and fees. Adding the cost to live in the residence halls and textbooks, the Shocker Bowlers were just shy of \$2,000,000, bringing a total of \$1,783,431 to the university. Each student-athlete paid an average of \$11,500 in tuition and fees as well as another \$881 in textbooks.

## TUITION & FEES 2015 - 2016



SHOCKER BOWLING'S IMPACT TO WICHITA STATE UNIVERSITY

# Advertising Generated

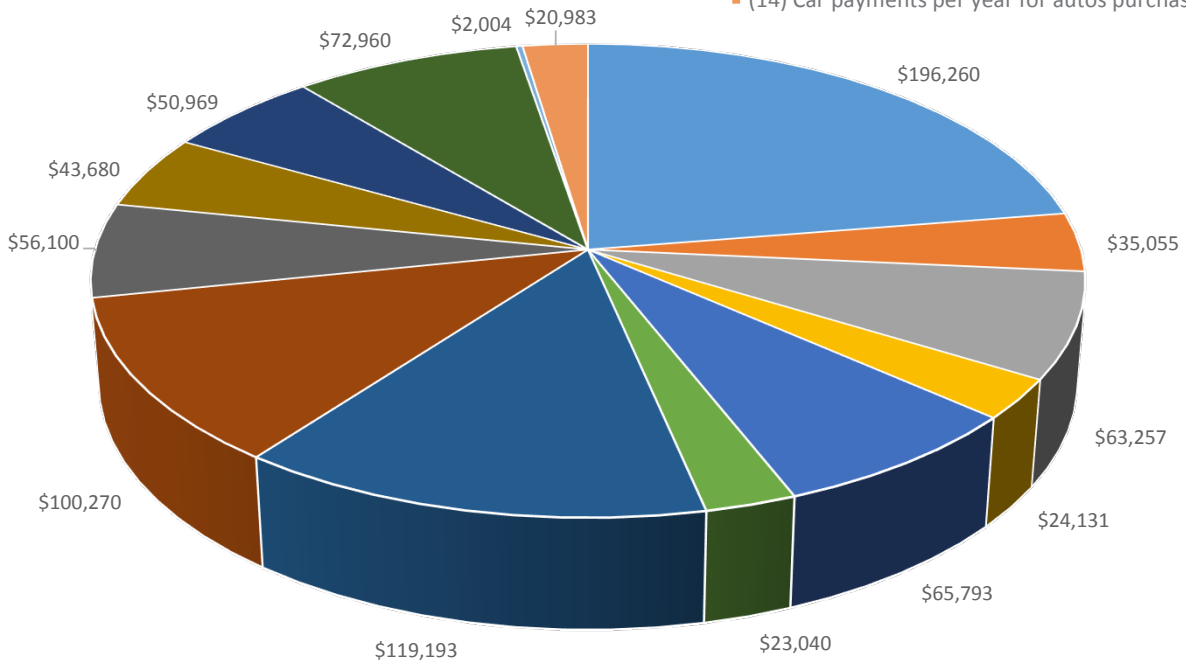
Current and former Shockers were featured in a variety of publications last academic year, ranging from local newspapers to national television. Once again, the Shockers clipped the \$3,000,000 mark, generating \$3,450,470 in advertising costs. This number represents the amount the university would spend in advertising dollars in order to generate the publicity the bowling program received throughout the year. A big part of the advertising dollars came from CBS Sports Network, where the Shocker men won their eleventh National Title on television.

# CITY OF WICHITA BENEFITS FROM BOWLING PROGRAM

While some student-athletes in the Shocker Bowling program chose to live on campus, about half choose to live off-campus, in apartments and other houses. Of the 100 students who took the survey, 49 of them live off campus. These student-athletes are paying rent, utilities and buying food. Some choose to work jobs as well. The total impact to the city of Wichita was \$873,694.

## CITY OF *Wichita* 2015 - 2016

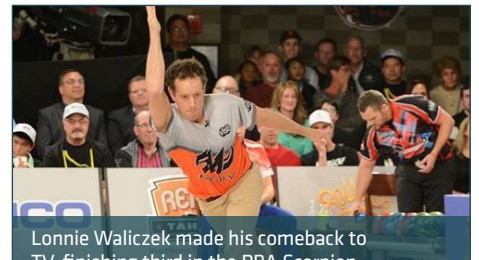
- (1) Rent for one year
- (2) Phone per year
- (3) Gas for auto/home per year
- (4) Electric per year
- (5) Insurance per year
- (6) Cable per year
- (7) Food per year
- (8) Bowling expenses per year
- (9) Recreation per year
- (10) Clothes per year
- (11) Other per year
- (12) Bowlers' income from work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



5 former Shockers including Chris Barnes, competed in the PBA League, which was featured on ESPN. (photo courtesy of PBA)



Josh Blanchard competed for the PBA Regional championship on ESPN last season. Former Shockers generated almost \$40,000 in advertising for Wichita State on ESPN last season. (photo courtesy of PBA)



Lonnie Waliczek made his comeback to TV, finishing third in the PBA Scorpion Championships. He was the only Shocker to make a television show at the PBA World Series, which aired on ESPN. (photo courtesy of PBA)