

2017

2018



Shocker Bowling

ECONOMIC IMPACT STUDY

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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 from May to May.

Shocker Bowling – Facts

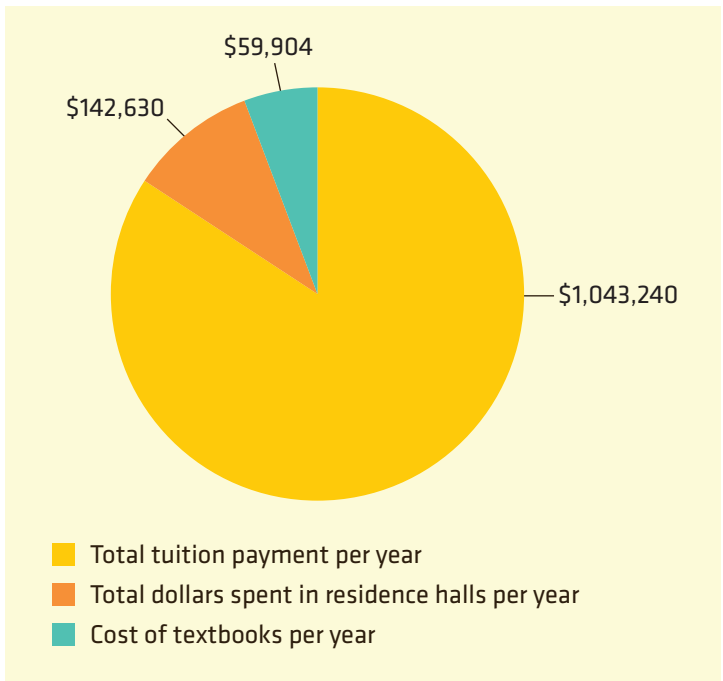
- In the 2017-2018 season, 26 states and 5 countries were represented on the Shocker Bowling teams.
- During the season, Shocker Bowling teams up with the Kansas Food Bank to bag food for the weekend for the Children's School Program in Wichita.
- Eleven different Shockers appeared on ESPN and CBS Sports Network throughout the year, competing on the PWBA and PBA tour. Shocker alums claimed five professional titles in the 2017-2018 season.
- 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.
- 59 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 37 of those athletes represented their country on their countries national teams.
- Shocker Bowling annually hosts summer camps in June and July. In 2017, Shocker Bowling hosted 165 campers over four camps: three Youth Weekend camps and one Nuts & Bolts camp.
- During the 2017-2018 season, the total cash impact to the city of Wichita and Wichita State University was \$3,213,482.00.



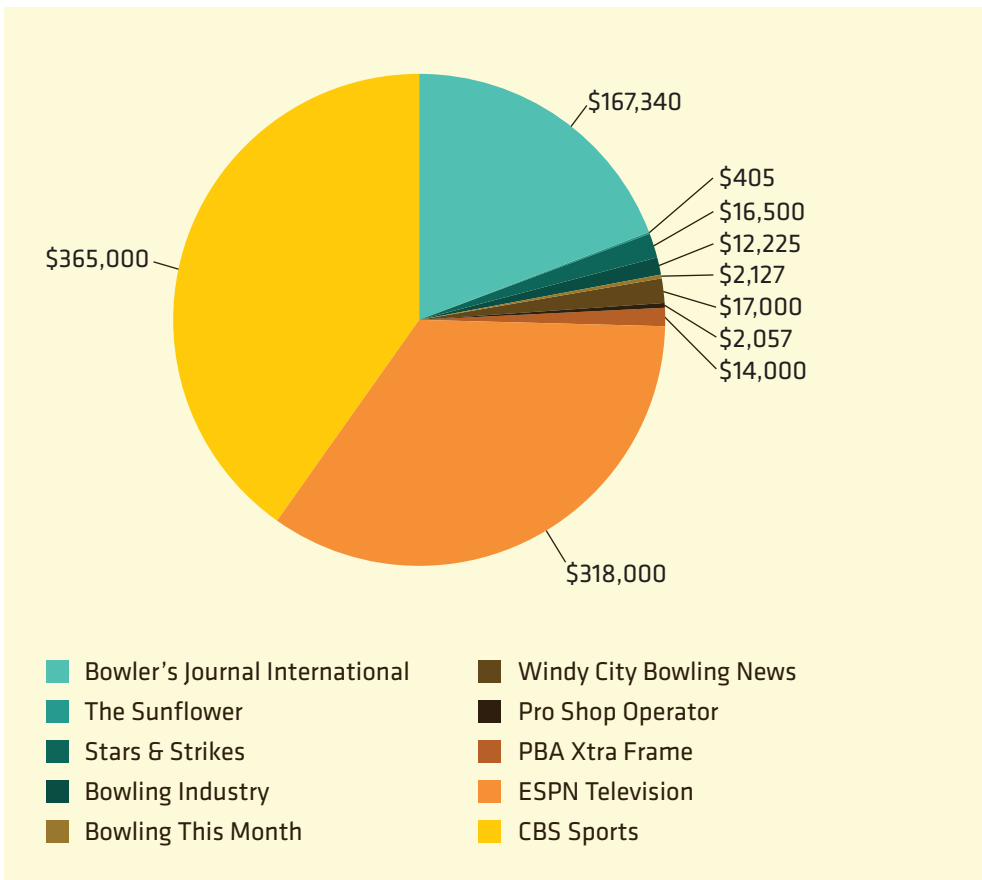
Shocker Bowling's Impact to Wichita State University

Direct Cash Payment to WSU

During the 2017-2018 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 contributed \$1,245,774.00 to the University in tuition, fees and housing. On average, each of the 79 bowlers paid \$15,769.29 to Wichita State.



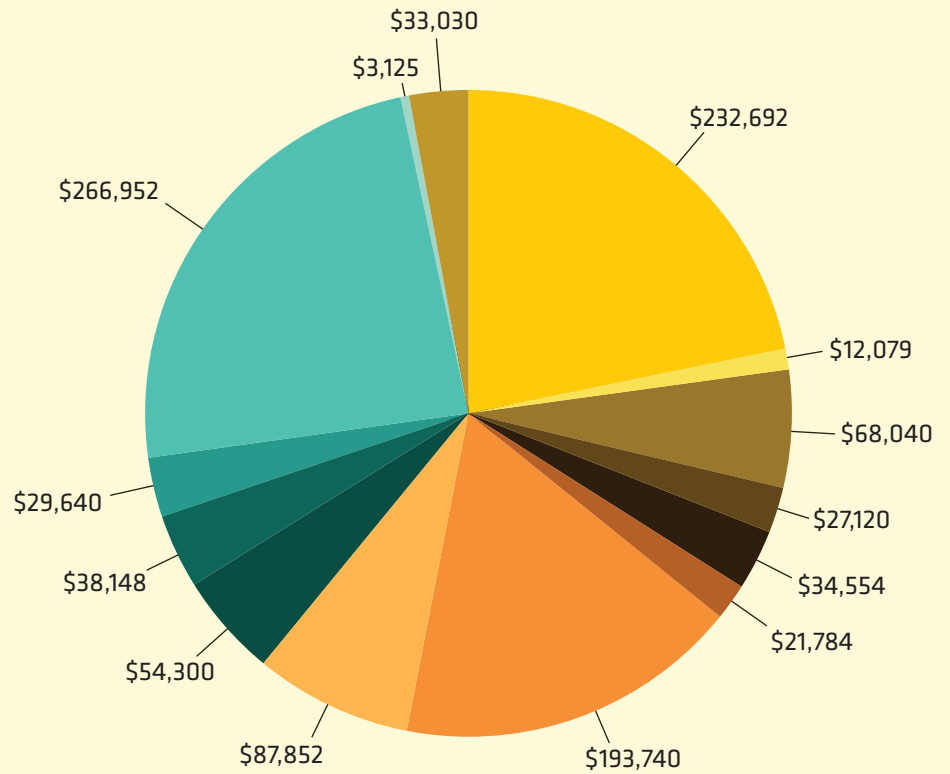
Advertising Generated by the Shocker Bowling Program



Current and former Shockers were featured in a variety of publications last academic year, ranging from local newspapers to national television. The Shockers contributed over \$900,000 in advertising for Wichita State University. Eight different professional Shockers bowled on ESPN and CBS Sports over the year. Current Shockers Joe Grondin and Wesley Low also got some air time as Joe was on the Intercollegiate Singles show on CBS Sports and Wesley Low won the Junior Gold Championships on CBS Sports. \$914,653.50 represents the amount the university would spend in advertising dollars in order to generate the publicity the bowling program received throughout the year.

City of Wichita Benefits from Bowling Program

While some student-athletes in the Shocker Bowling program chose to live on campus, over half choose to live off-campus, in apartments and other houses. Of the 79 students who took the survey, 63 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 \$1,103,055.00.



- Rent for one year
- Bowling expenses per year
- Phone per year
- Gas for auto/home per year
- Recreation per year
- Clothes per year
- Electric per year
- Insurance per year
- Other per year
- Bowlers' income from work per year
- Amount paid in auto tags & taxes
- Cable per year
- Food per year
- Car payments per year for autos purchased in Kansas

