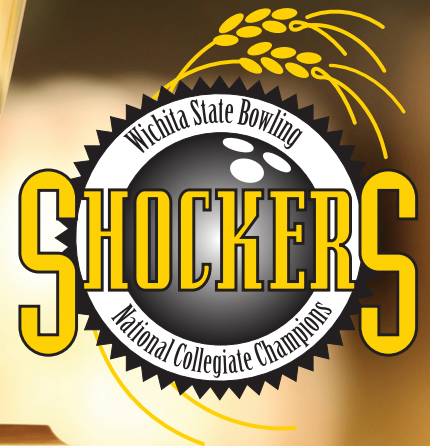


WICHITA STATE UNIVERSITY SHOCKER BOWLING

**Economic Impact Study of the
WSU Bowling Program
for Fall 2011 and Spring 2012**



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 2011-2012 was \$3,625,365.¹
- The total one-year cash impact to the university was \$1,303,235. This figure includes textbooks, tuition and residence halls fees.¹
- The total one-year cash impact to the city of Wichita was \$1,825,177. This figure is the sum of monthly expenses over the course of the year. These monthly expenses include: rent, phone, gas, electric, insurance, cable TV, food, bowling, recreation, clothes, miscellaneous expenses, cost tags, taxes and monthly payments for cars purchased in Kansas and income from bowlers who are employed.¹

- The total tuition paid by members of the WSU bowling program was \$980,807 for the 2011-2012 academic year.¹
- Shocker Bowling is composed of 39 Kansas residents and 66 non-residents.¹
- The 37 Shocker bowlers who live on campus paid more than \$240,000 in resident hall fees.¹

BOWLING INDUSTRY

- More than 70 million people bowled at least once in 2010.
- Bowling is the No. 1 participation sport in the United States.²
- In the 2010-2011 season, there were approximately 2.1 million USBC members.²
- In the 2010-2011 season, there were 71,094 USBC-certified leagues.²

- More than 50,000 high school students participate in the sport of bowling every year.²
- Bowling is one of the fastest growing high school sports in the country.²
- More than 47 states offer high school bowling.²
- The collegiate bowling field includes more than 3,500 student athletes among 200 college bowling teams.²
- Around 100 of these colleges and universities offer some form of bowling scholarship.²
- The program has produced eight collegiate Bowlers of the Year and 201 All-Americans.³
- Shocker bowling annually attracts students from more than 20 states and several foreign countries.³
- This year, eight Shockers bowled on the Professional Bowlers Association (PBA) Tour; five of the eight were nationally exempt.³



The city of Wichita honored the men's team for its 10th win at the Intercollegiate Team Championships.

¹Bowling Team Survey, 2011-2012

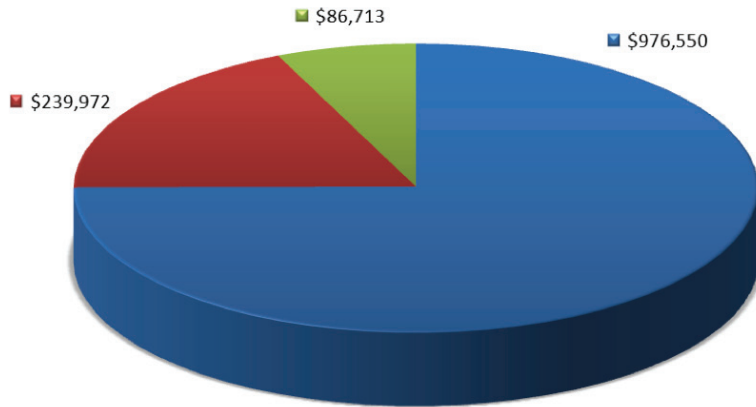
³Shocker Bowling Fact Sheet 2012

²Bowl.com

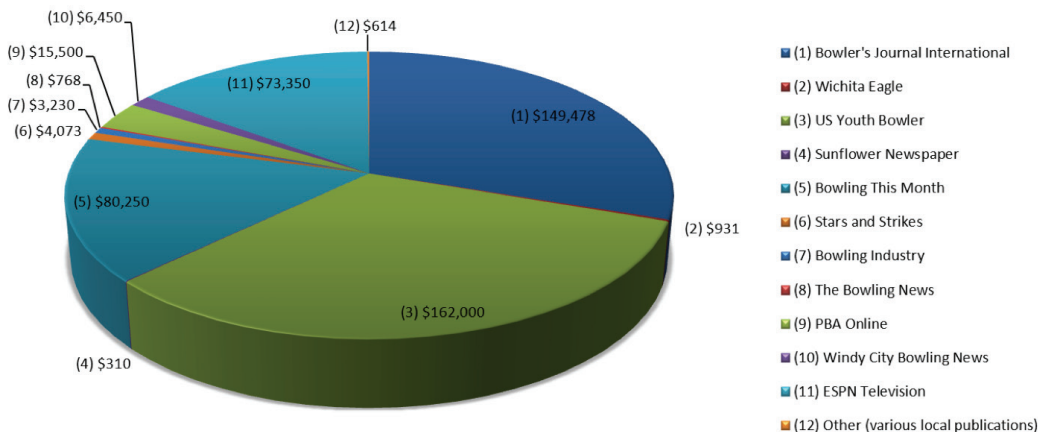
SHOCKER BOWLING'S IMPACT TO WICHITA STATE UNIVERSITY

The Shocker Bowling Program generated a total of \$1,303,235 for WSU in 2011/2012

- Total tuition payment per year
- Total dollars spent in residence halls per year
- Cost of textbooks per year



The Shocker Bowling Program generated \$496,953 in advertising for WSU in 2011/2012



DIRECT CASH PAYMENT TO WSU

The program generated \$1,303,235 for Wichita State in the 2011-2012 academic year. The survey showed that the bowling program generated around \$976,000 in tuition for WSU. Out-of-state residents made up 79 percent of this total and paid an average of \$11,740 in tuition for the year; in-state residents made up 21 percent and paid an average of \$5,172 for the year. The bowling program consisted of 66 out-of-state athletes and 39 in-state athletes this year.

ADVERTISING GENERATED BY THE WSU BOWLING PROGRAM

The bowling program generated \$496,953 in advertising for WSU. This total represents how much money it would have cost the university, in advertising dollars, in order to receive the amount of publicity the bowling program generated. Shocker bowling's coaches, alumni and team members have been featured in many articles, how-to sections, newspapers, bowling publications and TV broadcasts between 2011 and 2012.



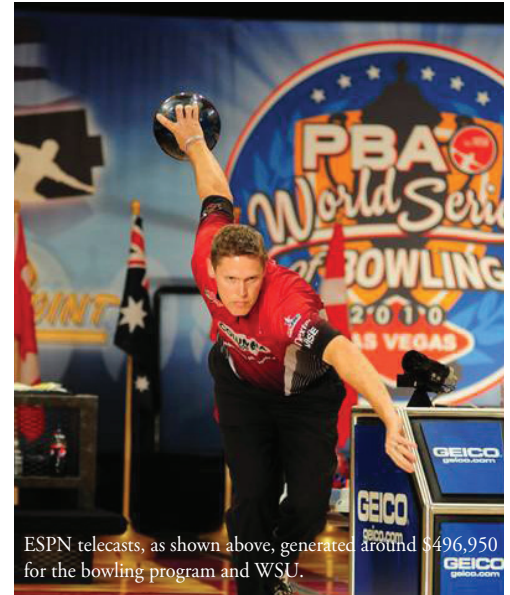
Alumna Rocio Restrepo anchored at the Intercollegiate Team Championships where the Shockers swept the tournament in 2009.

WICHITA BENEFITS FROM BOWLING PROGRAM

DIRECT CASH PAYMENT TO THE CITY OF WICHITA

Between 2011 and 2012, the bowling program provided \$1,825,771 for the city of Wichita. This amount includes: rent, gas, electric, insurance, cable, food, clothes, recreation, bowlers' income and automobile expenses for one year. The categories producing the largest amount of money include: monthly income from work, rent and food, respectively. The largest category, income from work, totaled \$474,047. The survey consisted of 105 athletes; of those athletes, 43 were employed while 62 were unemployed.

The Bowling Program generated \$1,825,177 for the city of Wichita in 2011/2012



ESPN telecasts, as shown above, generated around \$496,950 for the bowling program and WSU.

The Bowling Program generated \$1,825,177 for the city of Wichita in 2011/2012

