

WICHITA BENEFITS FROM BOWLING PROGRAM

DIRECT CASH PAYMENT TO THE CITY OF WICHITA

During the 2013-2014 academic year, the Shocker Bowling Program generated \$1,302,923 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, food per year, and bowling expenses per year, respectively. Of the 103 student athletes who took the survey, 40 bowlers were employed.



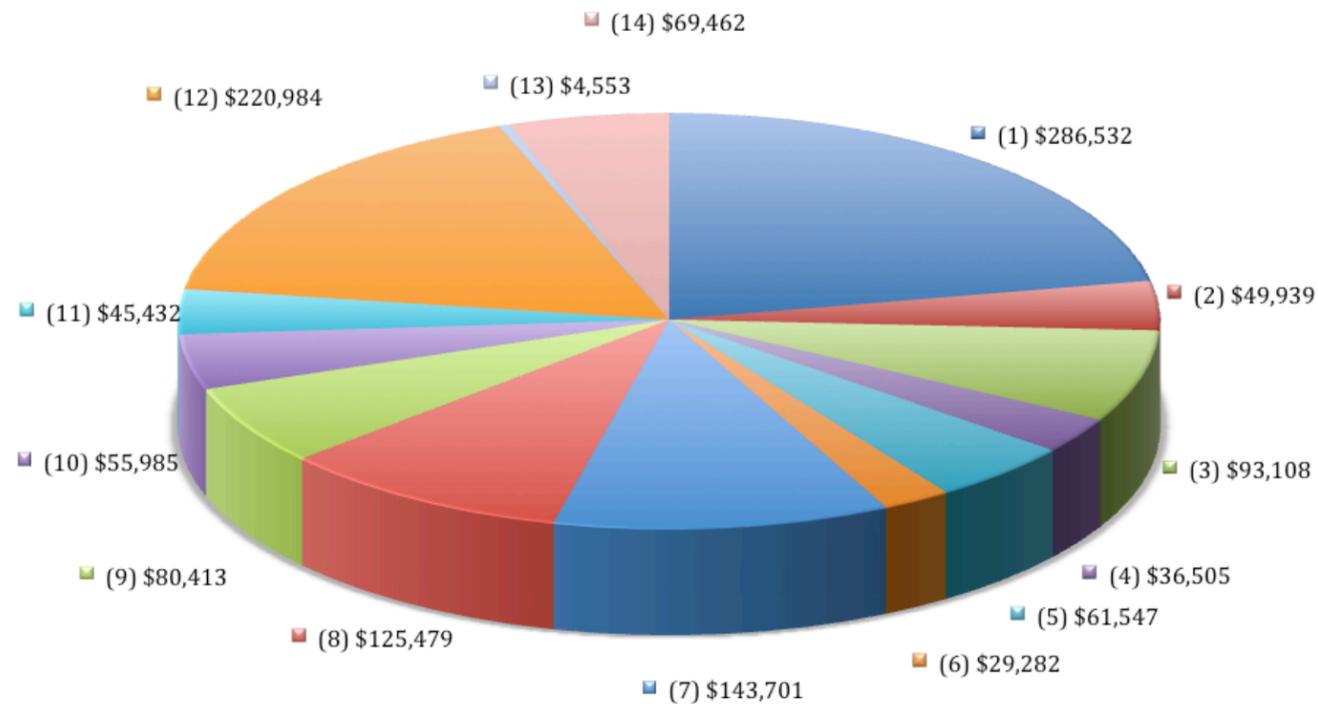
Photo courtesy of USBC

Live telecasts, as shown above, helped generate almost \$3.5 million in advertisements for WSU.

SHOCKER BOWLING ECONOMIC IMPACT STUDY FOR 2013-2014

The bowling program generated \$1,302,923 for the city of Wichita in 2013-2014

- (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



Brianna Amidon, WSU Shocker Bowling Office Assistant, 2013-2014

OVERVIEW

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 2013-2014 was \$6,517,252.²
- The total cash impact to Wichita State University for the 2013-14 academic year was \$1,298,391. This total includes tuition and fees, housing and costs of textbooks per year.²
- Tuition and fees alone accounted for \$1,004,840 of the total cash impact to Wichita State University in 2013-2014.²
- The total cash impact to the city of Wichita for 2013-2014 was \$1,302,923. This total includes cable and electric, car

- payments, gas, insurance, rent, and other recreational activities.²
- The economic impact survey was taken by 40 residents and 63 non-residents who currently bowl for Shocker Bowling or have previously bowled and are continuing their education at Wichita State University.²
- Shocker bowling awarded student-athletes of the program over \$96,000 in scholarships in the 2013-2014 academic year.²
- Shocker bowling generated \$3,915,938 in advertisements for Wichita State University for the year of 2013-14. This includes magazine and/ or newspaper articles, PBA telecast, and other media coverage of the program.²

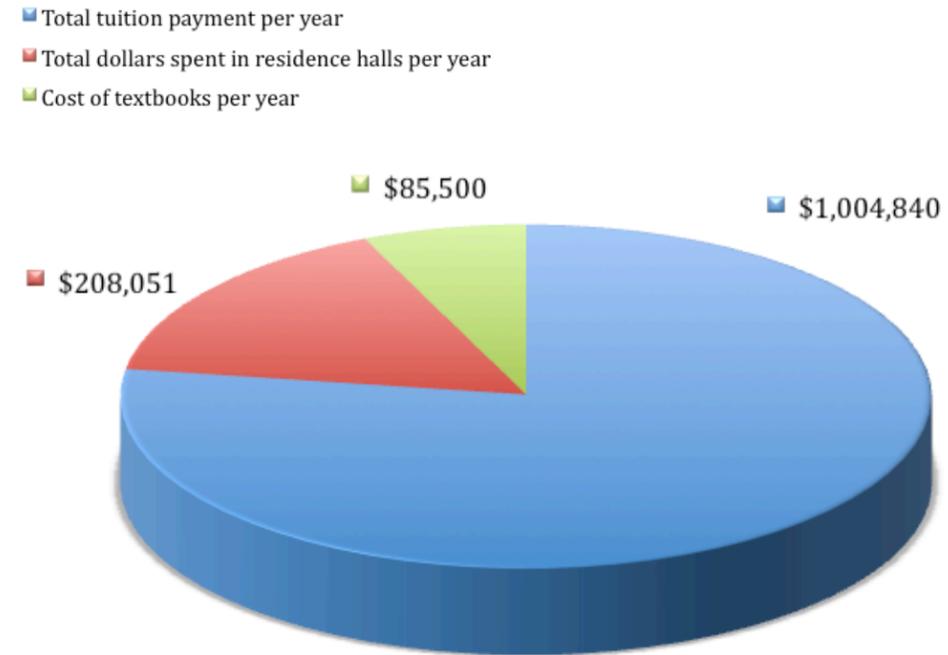
BOWLING INDUSTRY

- More than 69 million people bowl at least once a year.¹
- Bowling is the No. 1 participatory sport in the United States.¹
- In the 2012-2013 season, there were 1.79 million USBC members.¹
- There were 4,880 USBC-certified bowling centers in the United States during 2012-2013.¹

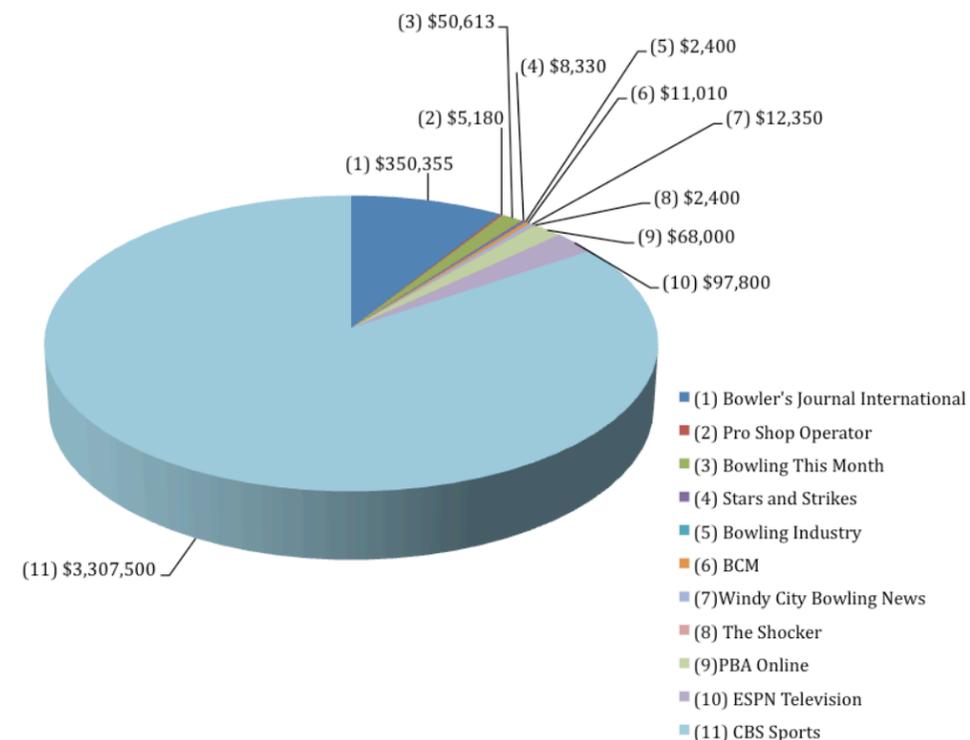
- In the 2012-2013 season, USBC certified 62,118 leagues.¹
- More than \$6,000,000 in scholarship is awarded to youth bowlers based on academics and bowling.¹
- USBC Collegiate Bowling memberships grow more than 10% a year.¹
- More than 250 colleges have bowling teams.¹
- Team USA has 45 gold medals from competitions around the world.¹
- In total, USBC has raised \$39,000,000 for charities such as, Bowl for the Cure and America's Heroes in Uniform.¹
- The average cost to build a bowling center per lane is \$100,000.³
- There are about 12,000 bowling centers throughout the world.³
- The highest sanctioned series is a 900, which has only been accomplished 24 times.¹
- The youngest person to bowl a sanctioned 300 game was 9 years old.¹

SHOCKER BOWLING'S IMPACT TO WICHITA STATE UNIVERSITY

Shocker Bowling generated \$1,298,391 for Wichita State in 2013-2014



The Shocker Bowling Program generated \$3,915,938 in advertising for WSU in 2013-2014



DIRECT CASH PAYMENT TO WSU

In the 2013-2014 academic year, the Shocker Bowling Program generated nearly \$1.3 million for Wichita State University. Over \$1 million of this total was spent on tuition and fees. Out-of-state residents made up over 60 percent of this total, and on average paid \$12,468.23 for the academic year. In-state residents made up about 40 percent and paid an average of \$5,483.54 for the year. For the academic year the average costs of textbooks totaled \$830.10 for every student-athlete.

ADVERTISING GENERATED BY THE WSU BOWLING PROGRAM

During the 2013-2014 academic year, the bowling program generated almost \$4 million in advertising for Wichita State University. This number represents the amount Wichita State 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 2013-2014.



Photo courtesy of Shocker Bowling

The Rhatigan Student Center, home of the Shocker Bowling Program, is undergoing a \$30 million renovation, which will be complete in August 2014.



Photo courtesy of USBC

Junior Tannya Roumimper shows intensity on the ISC television show where she took 2nd place. The ISC television show consisted of 3 out of 4 female Shocker Bowlers.

¹USBC-bowl.com

³Bowler's Journal International

²Wichita State Bowling Economic Impact Survey