

WICHITA BENEFITS FROM BOWLING PROGRAM

DIRECT CASH PAYMENT TO THE CITY OF WICHITA

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.

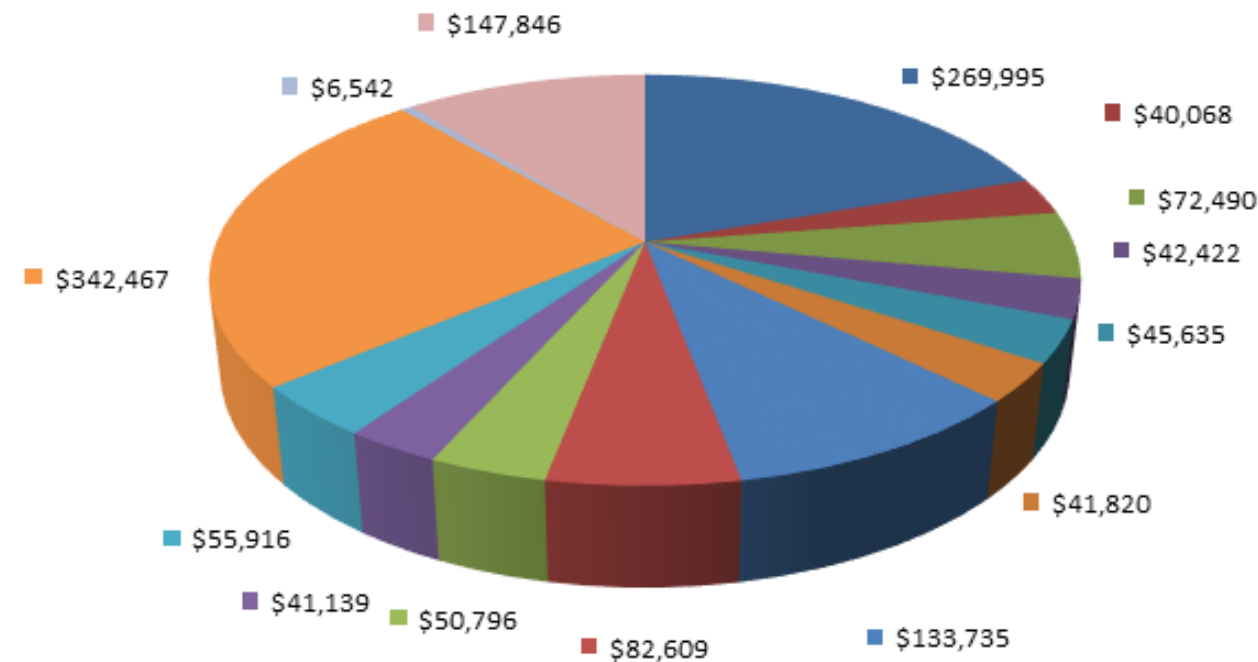



Photo courtesy of Pro Bowlers Association

Live telecasts, as shown above, helped generate almost \$4 million in advertisements for WSU.

The bowling program generated \$1,373,480 for the city of Wichita in 2014-2015



- (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





WICHITA STATE UNIVERSITY

SHOCKER BOWLING ECONOMIC IMPACT STUDY FOR 2014-2015

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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 2014-2015 was \$6,742,950.²
- The total cash impact to Wichita State University for the 2014-15 academic year was \$1,435,155. This total includes tuition and fees, housing and costs of textbooks per year.²
- Tuition and fees alone accounted for \$1,021,832.75 of the total cash impact to Wichita State University in 2014-2015.²
- The total cash impact to the city of Wichita for 2014-2015 was \$1,373,480. 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 56 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 \$114,750 in scholarships in the 2014-2015 academic year.²
- Shocker bowling generated \$3,934,315 in advertisements for Wichita State University for the year of 2014-15. This includes magazine and/ or newspaper articles, PBA telecast, and other media coverage of the program.²
- Shocker bowlers volunteered at the Kansas Food Bank twice throughout the year bagging a total of 1,404 weekend food bags for the Children's School Program.

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.¹
- In the 2013-2014 season, there were 1.69

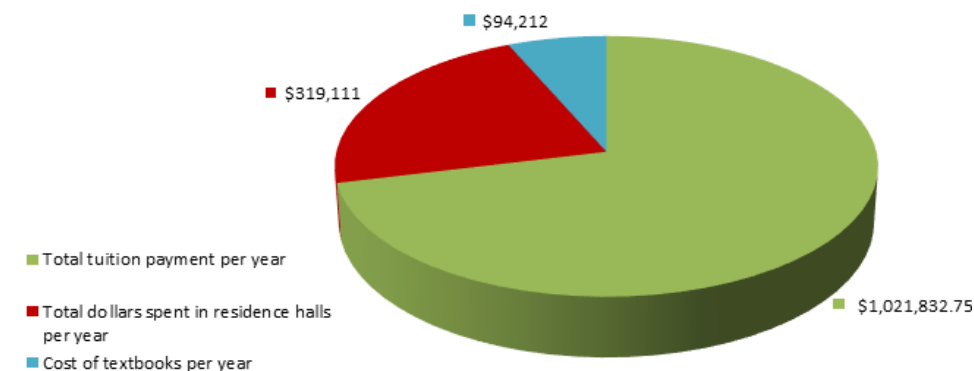
million USBC members.¹

- In the 2013-2014 season, USBC certified 57,472 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.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 27 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 \$1,435,155 for Wichita State in 2014-2015

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DIRECT CASH PAYMENT TO WSU

In the 2014-2015 academic year, the Shocker Bowling Program generated \$1.4 million for Wichita State University. Over \$1 million of this total was spent on tuition and fees. Out-of-state residents made up 58 percent of this total, and on average paid \$14,016.02 for the academic year. In-state residents made up 42 percent and paid an average of \$5,923.39 for the year. The average cost of textbooks for the academic year was \$981.37 for every student-athlete.

ADVERTISING GENERATED BY THE WSU BOWLING PROGRAM

During the 2014-2015 academic year, the bowling program generated \$3,934,315 million in advertising for Wichita State University. 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.

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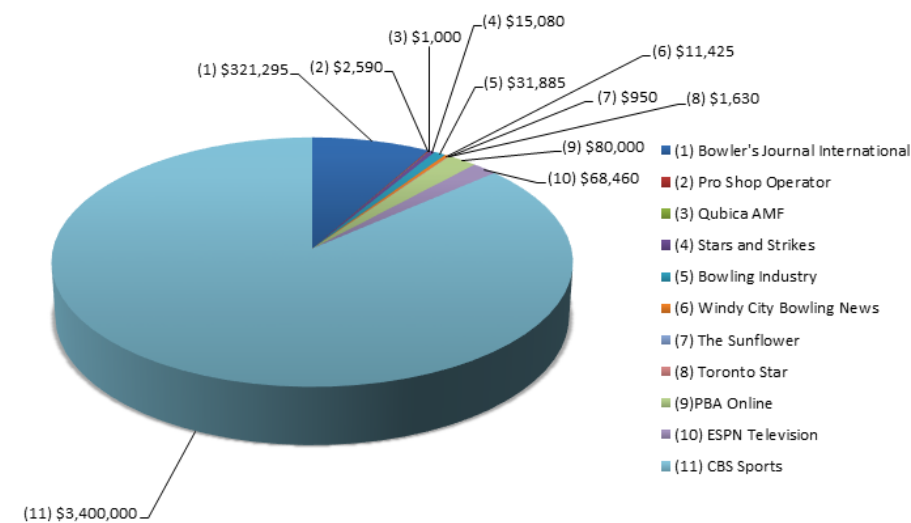


Photo courtesy of Shocker Bowling

Shocker Bowling attracted over 130 campers to Wichita State University for the summer camps.



Photo courtesy of USBC

Junior Francois Lavoie shows intensity on the ISC television show where he took home the ISC title. The ISC women and men's television show had a total of 3 Shocker bowlers

¹USBC-bowl.com

³Bowler's Journal International

²Wichita State Bowling Economic Impact Survey