WICHITA BENEFITS FROM BOWLING PROGRAM

DIRECT CASH PAYMENT TO THE CITY OF WICHITA

The WSU Bowling Program has a one-year cash impact to the city of Wichita of $859,560. This includes rent, phone, gas, electric, insurance, cable TV, food, bowling, recreation, clothes, miscellaneous items, auto tags and taxes, bowlers’ income and car payments.

Out-of-state bowling program members represent 74 percent of the total program members. The out-of-state program members spend a larger amount of money on goods and services than the in-state program members. For example, $44,400 per year is spent on phone costs and the out-of-state program members pay 74 percent of the total costs. Overall, the out-of-state program members contribute more to all 15 of the 15 categories than the in-state program members.

The Bowling Program Generated $859,560 For The City Of Wichita In 2007/2008

- Rent For One Year
- Gas For Auto Per Year
- Electric Per Year
- Cable Per Year
- Bowling Expenses Per Year
- Clothes Per Year
- Bowlers Income From Work Per Year
- Car Payments Per Year For Autos Purchased in KS
- Phone Per Year
- Gas For Home Per Year
- Insurance Per Year
- Food Per Year
- Recreation Per Year
- Other Per Year
- Amount Paid In Auto Tags & Taxes

Economic Impact Study of the WSU Championship Bowling Program For Fall 2007 and Spring 2008

Prepared by Micah Friedrich, WSU Shocker Bowling Marketing Assistant April 2008
OVERVIEW

WSU BOWLING PROGRAM

- The total impact of the WSU Bowling Program to WSU and the city of Wichita for one year is $4,115,109.1
- The WSU Bowling Team has a one year cash impact to the University of $770,866. This only includes tuition, resident hall fees and textbooks.1
- The WSU Bowling Program has a one year cash impact to the city of Wichita of $859,560. This includes rent, phone, gas, electric, insurance, cable TV, food, bowling, recreation, clothes, miscellaneous items, amount paid for tags and taxes, income from the bowlers that work and car payments for cars purchased in Kansas.1
- If the WSU Bowling Program had purchased the space they received in various national and international news sources it would have cost $2,484,633.1
- The WSU Bowling Program had many magazine, newspaper and television stories done in 2006 about the Bowling Program and alumni of the program. Total viewership of the different media is 10,448,778. With a total advertising cost of $2,484,633, the cost per thousand is $237.79.
- The WSU Bowling Program pays a total tuition bill of $602,184 per year.
- The WSU Bowling Program has 16 Kansas residents and 45 nonresidents.
- More than $116,234 is spent per year in the WSU resident halls by the 25 members of the Bowling Program that live there.1
- The Shocker Bowling Camps held in June, July and August of 2007, attracted 245 campers, age 12 to 25, from 34 different states and Iceland and Taiwan.

BOWLING INDUSTRY

- More than 3.1 million youth, adults and seniors regularly participate in sanctioned bowling leagues throughout the country.2 70 million people go bowling at least once per year in the United States of America, and forty million bowl at least twice a year.3
- There are more than 7,000 sanctioned league bowlers in the Sedgwick County area, and 57,378 members of the United States Bowling Congress in Kansas.
- There are more than 100 million bowlers worldwide with 10 million participating competitively.7
- Bowling is a family activity. Nearly 60 percent of bowlers feel it is an activity that can be enjoyed with their family.4
- Bowling generates more than $10 billion annually in the United States.4
- Sixty percent of bowlers in the U.S. earn their living in professional fields where they have daily interaction with company managers, executives, marketers and others who drive corporate America. Six out of every 10 bowlers have some college education, and 28 percent have a college degree.6
- Bowlers earn 20 percent more than the average American.3
- More than 50 percent of adult bowlers are married, and nearly 80 percent own their own home.6
- 45 states have varsity or club-level bowling programs.6

As can be seen, bowlers represent a very important and lucrative market for fund raising.


HOW WSU BENEFITS FROM THE BOWLING PROGRAM

DIRECT CASH PAYMENT TO WSU

In a survey of current WSU Bowling Program members, the total tuition paid by the program for one year is $602,184. More than 87 percent of the tuition paid, is paid by out-of-state students totaling $524,754. For every out-of-state student the bowling program brings in, the University receives $11,661 per year in tuition.

The residence halls are home to 25 of the 61 Bowling Program members. Those 25 student athletes spend a total of $116,234 per year for University Housing.

For the school year 2007/2008 the bowlers spent $52,468 in the University Bookstore.

The WSU Bowling Program Generated $2,484,633 in Advertising For WSU In 2007/2008

ADVERTISING GENERATED BY THE WSU BOWLING PROGRAM

During calendar year 2007, Gordon Vadakin, alumni bowling program members and the WSU Bowling program have been featured in many articles, how-to-sections and news stories of several bowling publications, newspapers and TV stations. In fact, if WSU were to buy all the space from the various news sources it would cost the University $2,484,633.

The WSU Bowling Program Generated $2,484,633 in Advertising For WSU In 2008

- Bowler's Journal International
- US Bowler
- Wichita Eagle
- US Youth Bowler
- Sunflower
- Bowling This Month
- Splurge! Magazine
- Windy City Bowling News
- Pro Shop Operator
- ESPN Television
- ESPN2 Television
- Local Television