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 $1,071,578. 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 80 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, $147,636 per year is spent on rent and the out-of-state program members pay 84 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 $1,071,578 For The City Of Wichita In 2008/2009

- 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

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OVERVIEW

**WSU BOWLING PROGRAM**

- The total impact of the WSU Bowling Program to WSU and the city of Wichita for one year is $4,266,390.1
- The WSU Bowling Team has a one year cash impact to the University of $1,144,112. 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 $1,071,578. 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 $2,050,700.1
- The WSU Bowling Program had many magazine, newspaper and television stories done in 2008 about the Bowling Program and its alumni. In December 2008, the Shocker Bowlers were featured during a 60-minute bowling special that ran on national Japanese television. The show was hosted by the DHC Girls, a group of three Japanese pop icons. If purchased in American dollars, this international advertising would have cost $510,000.7
- The WSU Bowling Program pays a total tuition bill of $827,036 per year.1
- The WSU Bowling Program has 15 Kansas residents and 58 nonresidents.1
- More than $248,200 is spent per year in the WSU resident halls by the 33 members of the Bowling Program that live there.1
- The Shocker Bowling Camps held in June, July, and August of 2008, attracted 253 campers, with 54 of those from outside Kansas.1
- More than 50 percent of adult bowlers are married, and nearly 80 percent own their own home.6

**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.
- The majority of league and casual bowlers fall into the 18 to 49 age category.4
- 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 ten bowlers have some college education, and 28 percent have a college degree.9
- Bowlers earn 20 percent more than the average American.5
- More than 50 percent of adult bowlers are married, and nearly 80 percent own their own home.5
- 45 states have varsity or club-level bowling programs.5