

INTERNATIONAL BOWLING CAMPUS YOUTH COMMITTEE REPORT

The International Bowling Campus (IBC) Youth Committee is proud to celebrate the successes and progress we have made together the past year.

The IBC Youth Committee is a diverse group of individuals who represent all of the youth bowling spectrum and are working together to build vision to shape *A Future for the Sport*.

The **Mission** of the Youth Development Team is to “deliver resources and education to provide a safe, positive, and fun environment for youth bowlers of all ages and skill levels.” Through this mission, we will deliver on a **Vision** of encouraging all children to experience the enjoyment of organized bowling.

The continued partnership of the United States Bowling Congress (USBC) and Bowling Proprietors’ Association of America (BPAA) at the IBC provides us the opportunity with their continued financial support to keep youth bowling moving forward, growing and turning our youth bowlers into lifetime bowlers.

Let’s look at the products outlined in the Youth Development Strategic Plan developed by the IBC Youth Committee:

Membership – The cost of the memberships has remained unchanged. This low-cost national membership has allowed centers and association to create special benefits packages for the local market. The Collegiate and Junior Gold programming one again saw record number of memberships purchased during the previous season.

Junior Gold – With a total number of 3,554 participants at the Junior Gold National Championships in Cleveland, this event continues to grow from year to year. We will continue our partnership with CBS Sports Network and will broadcast the championships this year. Ebonite International will continue their support as the sponsor for the 2018 championships in Dallas. We will head back to Detroit for the 2019 championships.

Youth Open – The bowling.com Youth Open Championships will run alongside the Junior Gold Championships. We look forward this year to working with IT to use the new Tournament Management System (TMS) software to replace WinLABS for registration. The Youth Open continues to serve a need to offer all USBC Youth members an opportunity to compete in a national tournament. The percentage of capacity of squads sold for the tournament was its highest in many years.

Pepsi Championships – The Pepsi Youth Championships (Pepsi Tournament) is open to all USBC Youth members. Featuring a tiered system, the Pepsi Youth Championships qualification structure can be modified by each state to suit its needs. The top individual bowler in each of the U12, U15, and U20 age and gender divisions earn their spot into the

Junior Gold Championships. This continues to be the largest youth scholarship in the country with more than 26,000 kids participating at the local level.

Bowler's Ed –The Bowler's Ed program was designed as a recruitment piece for kids not currently visiting bowling centers. At an early age, it helps physical education teachers help teach bowling in the classroom. Bowler's Ed also services youth centers, youth directors, coaches and has awarded many Bowler's Ed kits to various Boys & Girls Clubs across the country. Moving forward, a larger focus will be placed on educating USBC associations about the brand and the opportunities within.

High School/Middle School – The department remains committed to being a resource for local and state initiatives seeking to create and grow high school bowling. There have been multiple discussions over the past year regarding the strategic initiative to work toward varsity bowling. We continue to be the premier resource center for the 21 states with varsity bowling programs, plus the District Columbia, and 28 states with club bowling programs.

Collegiate – Collegiate bowling continues to be one of the segments growing in the bowling industry. Today, USBC Collegiate has more than 210 schools as members, but the overall number of programs around the country are over 250 schools. The program provides student-athletes the opportunity to participate at the collegiate level with the end goal of competing for a national championship.

Bowlopolis – In 2017, we recreated the Bowlopolis kit and delivered more tools for coaches and parents to improve the experience for kids 8 and under. Bowl.com/Bowlopolis has everything centers, associations and parents needs to learn more about Bowlopolis. In 2018, we'll have our first grand-prize winners in the summer, which will provide us with the opportunity to launch our new commercial to promote youth leagues through our youth tournament programming on CBS Sports Network.

USA Bowling – For the past two seasons, 16 Regional Tournaments and the USA Bowling National Championships have been conducted. With this national championship, we look to increase participation and add awareness of the tournament across the country. The national championship is nationally televised and will showcase why team bowling is an experience for everyone.

The coaching program has been our flagship program and by developing more USA Bowling coaches, we, in turn, help make it possible for the league concept to flourish. We provide a minimum of 50 seminars each year, at no charge to those who apply.

Congratulations to our award recipients for 2017-2018:

- Chris Floyd – David Dahms Coach of the Year
- Sara Howell and Ian Ridgway – Youth Ambassadors of the Year
- Mike Bonzek – Volunteer of the Year

If you haven't already, we invite you to check out our online Youth Resource Center at BOWL.com/YouthResourceCenter. The Resource Center was built to provide the tools necessary to build and promote youth programming.

We will continue to have great exposure on national television with our continued partnership with CBS Sports Network. We have extended our partnership with CBS Sports Network for two more seasons. Continuing to see the success of our youth is so exciting and a fantastic way to promote the sport of bowling.

I would like to take this opportunity to thank Brent Bowers and Lindsey Siegel on their hard work and dedication to the IBC Youth Committee. Thank you for everything you have done and will continue to do for youth bowling.

Together, we can get a few more kids to go bowling more often!

#AFutureForTheSport

Passion. Purpose. Progress.

Respectfully submitted,

IBC Youth Committee

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