



2024 USBC CONVENTION

E•X•P•E•R•I•E•N•C•E  
*is everything*

# Thriving in the Youth Scene

How you can help your local bowling centers

A **Future** FOR  
THE **Sport**

# Youth Bowling at a Glance

- 10 million kids between the ages of 6 and 17 go bowling at least once each year
- USBC had over 100,000 youth members in 2022-2023 season
- What does this mean?
  - 1% of youth visitors to a bowling center are USBC members
  - This leaves a substantial audience for your association to connect with.

# Youth Bowling in your Centers

- How many centers are in each local association?
  - 1-2 centers – 965 associations
  - 3-9 centers – 336 associations
  - 10+ centers – 57 associations
- What percentage of bowling centers have a current youth program?
  - 53.2% of all USBC certified bowling centers have a current youth program.
- How many centers have a current youth program?
  - 0 youth participants – 1,737 centers
  - 1-49 youth participants – 1,072 centers
  - 50-99 youth participants – 560 centers
  - 100+ youth participants – 342 centers

# Youth Bowling in your Community



# What could you do to help?



# Build Relationships

- Ensure you have a relationship with all of your centers.
  - Even if the center has an existing youth program, your association should still have a relationship and provide information to aide the center.
- Connect with other associations and organizations within your community.
  - Scouts
  - YMCA
  - Boys & Girls Clubs
  - Other Local organizations



# Offer to Run the Youth Program

- Offer your help to the center
- Ask board members or association members to help run the program
  - Many association members may have kids who are interested in joining a youth program in the same center that their parents participate each week.
- Hire a Youth Director for the center

# Youth Resource Center

- BOWL.com/ycrc
- Read through material and decide what is best for the centers in your association.
- Free Creative Services

The screenshot shows the BOWL.com Youth Resource Center website. At the top, there is a navigation bar with the United States Bowling Congress logo, a search bar, and links for BOWL.com, BOWLERS, YOUTH, TOURNAMENTS, ASSOCIATIONS, USBC, and FIND A... Below the navigation bar is a green banner with the Bowler'sEd logo and the text "BUILD RELATIONSHIPS WITH SCHOOLS". The main header is blue with the BOWL.com logo and the text "IBC Youth Bowling". Below the header is a yellow banner with the text "YOUTH RESOURCE CENTER" and "INFORMATION AND SO MUCH MORE TO GROW YOUR YOUTH LEAGUES". The main content area is divided into several sections: Membership, Bowler'sEd, Bowlopolis, Tournaments, Scholastic, and USA Bowling. Each section has a corresponding icon and a brief description. On the right side, there is a "YOUTH RESOURCE CENTER" sidebar with a list of links: New Materials, Creative Services, Youth 101, Scholastic, USA Bowling, Tournaments, Bowlopolis, Bowler'sEd, and Membership. At the bottom right, there is a "SMART. INNOVATIVE. FUN." banner with the Bowler'sEd logo and the text "BUILD RELATIONSHIPS WITH SCHOOLS".



Nothing.

# What *could* you do to help



# What *should* you do to help



# What *should* you do to help

- Determine what resources the Association can offer to increase youth participation in your local center(s).
- Determine which center(s) in your community want help.
- Create a unique experience that caters to your community, the bowling center, and potential new youth bowlers.



# Association Resources

- A charge of your Youth Committee
- The Youth Committee should put together a proposal of what the association can/should provide as resources to local centers wanting to grow youth involvement.
- Three primary resources to consider
  - Time
  - Money
  - Energy
- Once the proposal is complete, the Youth Committee should provide information to the board for approval before moving to the next steps.



# Who Wants Help

- Which centers are interested in creating a new youth program?
- Which centers are interested in growing their existing youth program?
- The resources being provided by the local association do not need to be restricted to just new youth programs. The association should be supporting all bowling centers in your community.



# Creating a Unique Experience

- Each center will be unique in what resources are available and what they can offer.
- Work with the center to determine what fits their schedule and what may work for youth in your community.
- Not all youth programs should be cookie cutter
  - Determine what will make each program unique and individual to the center



BE  
UNIQUE

# Creating a Unique Experience

- Consider the following:
  - Keep Costs Low
  - Recruit High-Quality Coaches
  - Prioritize Safety
  - Expand Your Online Presence
    - Association website, Center website, Youth League Registration
  - Implement Effective Outreach Strategies
    - Emails to center visitors, promotional flyers given to families, outdoor signs, social media, year-round fundraising





# Ideas To Get You Started

- Have-A-Ball programs
  - Introduce bowling to new youth members in an affordable introductory capacity where each participant gets their own bowling ball
- Scouts and Clubs
  - Scouting groups and clubs are always looking for new activities for their participants. By pairing with a club, you can introduce bowling to a new audience.
- Home School Bowling
  - Help fulfil the physical education requirements of home-schooled students.



# Ideas To Get You Started

- USA Bowling Coaching Seminars
  - Train the best youth coaches in your community on the fundamentals of bowling.
- USA Bowling: Learn the Sport
  - Teach the fundamentals of bowling to youth athletes in a program that is not centered on competition.
- Adult/Youth League
  - Get new youth started by allowing them to compete with their parents.
- Bowler's Ed
  - Introduce bowling to kids in the classroom. Provide the free Bowler's Ed curriculum to physical education teachers in your community.
- USA Bowling Summer Camps
  - Summer Camps are a great way to introduce kids to bowling. After attending a summer camp, youth will leave with the desire to continue bowling in the upcoming season.

# Sample of Programs

## 1. Scouts and Clubs

- Work with local scouts and clubs to create a fun bowling experience at the center

## 2. USA Bowling Coaching Seminar

- Recruit top coaches by hosting a USA Bowling Coaching Seminar

## 3. USA Bowling Learn the Sport

- Run a short season league using the Learn the Sport program.
- Focus on skill development, not score.

## 4. Traditional Youth League

- Transition these new youth members into a traditional youth league

# Questions



# Helpful Resources

- The Three Pillar Resources: Time, Money, and Energy
  - <https://personalkarma.com/three-pillar-resources-time-money-and-energy/>
- Positive Coaching Alliance
  - <https://positivecoach.org/>
- Youth Resource Center
  - <https://bowl.com/youth/youth-resource-center>
- USA Bowling Coaching Information
  - <https://bowl.com/youth/usa-bowling/coaching-information>