

Embu and Nairobi, side by side

Measure	Embu	Nairobi
Population today	753,993	5,447,529
Estimated players reached	10,200	22,200
Teams	122	204
Coaching places	63	80
Facility units proposed	6	7
Land needed, acres	15.6	20.1
Capex	\$2,420,050	\$6,920,050
Opex a year	\$203,628	\$544,628
Potential revenue a year	\$461,128	\$1,191,128
Operating surplus a year	\$257,500	\$646,500
Payback period	9.4 years	10.7 years
Economic and social value a year	\$8,335,724	\$18,117,969
Value per dollar spent	3.444	2.618
Health value a year	\$299,064	\$650,904
Tax a year	\$362,501	\$804,672
Jobs	60	129
Academy places	144	144
Professionals produced a year	2.6	2.6
Player trading income a year	\$1,156,740	\$1,156,740

On value returned per dollar built, Embu works harder on these estimates. Both sets of figures are research estimates: capex and opex answer to a survey and a detailed costing, land to a registered valuer.