

Kitui and Nairobi, side by side

Measure	Kitui	Nairobi
Population today	1,407,621	5,447,529
Estimated players reached	10,200	22,200
Teams	124	204
Coaching places	68	80
Facility units proposed	6	7
Land needed, acres	18.6	20.1
Capex	\$5,720,050	\$6,920,050
Opex a year	\$412,628	\$544,628
Potential revenue a year	\$1,071,128	\$1,191,128
Operating surplus a year	\$658,500	\$646,500
Payback period	8.7 years	10.7 years
Economic and social value a year	\$8,362,584	\$18,117,969
Value per dollar spent	1.462	2.618
Health value a year	\$299,064	\$650,904
Tax a year	\$439,869	\$804,672
Jobs	107	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, Nairobi 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.