

Meru and Nairobi, side by side

Measure	Meru	Nairobi
Population today	1,914,984	5,447,529
Estimated players reached	22,200	22,200
Teams	204	204
Coaching places	80	80
Facility units proposed	7	7
Land needed, acres	20.1	20.1
Capex	\$6,920,050	\$6,920,050
Opex a year	\$544,628	\$544,628
Potential revenue a year	\$1,191,128	\$1,191,128
Operating surplus a year	\$646,500	\$646,500
Payback period	10.7 years	10.7 years
Economic and social value a year	\$18,117,969	\$18,117,969
Value per dollar spent	2.618	2.618
Health value a year	\$650,904	\$650,904
Tax a year	\$804,672	\$804,672
Jobs	129	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, Meru 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.