

# Kericho on one page

Population today 1,117,269 · KSh 129 to the dollar

| Measure                          | Kericho     |
|----------------------------------|-------------|
| Estimated players reached        | 10,200      |
| Teams                            | 122         |
| Coaching places                  | 63          |
| Facility units proposed          | 6           |
| Land needed, acres               | 15.6        |
| Capex                            | \$2,420,050 |
| Opex a year                      | \$203,628   |
| Potential revenue a year         | \$461,128   |
| Operating surplus a year         | \$257,500   |
| Payback period                   | 9.4 years   |
| Economic and social value a year | \$8,335,724 |
| Value per dollar spent           | 3.444       |
| Health value a year              | \$299,064   |
| Tax a year                       | \$362,501   |
| Jobs                             | 60          |
| Academy places                   | 144         |
| Professionals produced a year    | 2.6         |
| Player trading income a year     | \$1,156,740 |

## The facilities, and the land they need

| Facility                                     | Units | Land, acres      | Capex       | Players | Revenue a year |
|----------------------------------------------|-------|------------------|-------------|---------|----------------|
| Stackable 5-a-side and futsal courts         | 3     | 1.05 (0.35 each) | \$71,250    | 7,200   | \$46,128       |
| Community 11-a-side pitch upgrades           | 1     | 2.5 (2.5 each)   | \$96,000    | 1,800   | \$15,000       |
| County academies and coach education         | 1     | 5.0 (5.0 each)   | \$52,800    | 1,200   | \$80,000       |
| Modular county stadiums (remaining counties) | 1     | 7.0 (7.0 each)   | \$2,200,000 | 0       | \$320,000      |

Land is an indicative take per unit — the fenced playing area plus run-off, circulation, parking and ancillary space. Courts can be stacked where land is the binding constraint, which cuts the acreage roughly in half.

## Multi-sport use, per the KPL Multi-Sports Division

| Facility                             | Also carries                                                    | Extra spec | Hire a year |
|--------------------------------------|-----------------------------------------------------------------|------------|-------------|
| Stackable 5-a-side and futsal courts | Futsal, Basketball, Netball, Handball, Volleyball               | \$7,200    | \$9,936     |
| Community 11-a-side pitch upgrades   | Athletics warm-up, Rugby sevens, Community events, School galas | \$6,500    | \$4,416     |

| Facility                                     | Also carries                                                            | Extra spec | Hire a year |
|----------------------------------------------|-------------------------------------------------------------------------|------------|-------------|
| County academies and coach education         | Multi-sport coach education, Strength and conditioning, Referee courses | \$5,200    | \$4,140     |
| Modular county stadiums (remaining counties) | Football, Rugby, Athletics, County events, Volleyball                   | \$95,000   | \$57,960    |

## The Brazil gap in Kericho

| Brazil measure                   | Per million | Needs | Planned | Still short | Share |
|----------------------------------|-------------|-------|---------|-------------|-------|
| Verified futsal court businesses | 9.0         | 10    | 3       | 7           | 30.0% |
| Municipal sports installations   | 195.9       | 219   | 1       | 218         | 0.5%  |
| Registered football stadiums     | 3.7         | 4     | 1       | 3           | 25.0% |
| County academies                 | No register | 1     | 1       | 0           | —     |

Brazil built its technical base on small-sided volume rather than on wealth, which makes it the fair benchmark. Its own published counts are divided by its population and applied to this county's population today.

Every figure is a research estimate generated from this county's own population, wages and prices and from published build costs. Capex and opex answer to a survey and a detailed costing; land answers to a registered valuer.