

## KALAMAGI MEMORIAL STADIUM

### Flags of countries of EASTERN AFRICA



### Revenue collection

Kalamagi Memorial Stadium is comprised of facilities such as Football (Soccer) pitch; Internal Standard Athletics Track; Basketball court; Volleyball court; Netball court; Lawn tennis court; Swimming pool; Dedicated chess arena; Car racing track; Cycling track; Quad biking track; Skating track; Table Tennis Tables; Five Star Hotel, hostel, and accommodation facilities; Meetings conferences, and exhibitions halls; Office spaces; Gardens; Sports Museum; Gymnasium and health club; Parking area; and a Medical facility. The management of KMS resolved to secure a private loan from any interested partner to finance the project which must be paid back with interests within a given period of time. It is on this particular note that the project management must ensure that all the facilities therein the project generate income on a daily, monthly or annual basis to pay off the loan, interests, any other costs as well as meeting daily operational expenses.

It's the responsibility of the project management to keep the stadium busy throughout the year in order to attract revelers and holiday makers at the venue all the time. The more people gather in the place, the more it becomes vibrant and attract more revenue to the management. The management shall collect/generate income from the project in the following ways;

#### 1. Games, entertainment and Sports activities.

This being a sports stadium, much attention is paid to the games, sports and entertainment activities as the leading income generators in the whole project. The game is as simple as ensuring that in every month, there is a week of serious activities at the stadium managed and fully controlled by the administration. The administration shall charge entrance fees from fans, participation fees from competitors, contributions from sponsors of the activities, donors and grant fees to mention a few. The games, entertainment and sports activities are targeting the East African Community and any competitions arranged shall be amongst individuals or companies from the entire East African region. The activities shall be arranged on a monthly basis to ensure that there are always masses of people at the venue all the time. Keeping people at the venue all the time shall not only enable the administration collect set fees but also boost tourism and keeping the hotel, hostel, and other facilities busy all the time thus ensuring uninterrupted cash flow into the treasury. The tabulation below shows the different activities planned to be conducted throughout the year;

<b>S/No.</b>	<b>Activity</b>	<b>Description</b>	<b>Time</b>
1	EAC intercultural Completions	These competitions are aimed at promoting and preserving the different cultures in the East African Community. The competitions shall be in cultural dances, drama and games from different cultures in the region	4 <sup>th</sup> week of January
2	East African Community New Talents competitions	These competition shall be among talented new kids on board from all over the East African Community. The competition shall be in music, poems, dance and drama with final editions held at the Kalamagi Memorial Stadium to reward winners. This is seen as an opportunity to develop talents of non-school going children.	3 <sup>rd</sup> week of February
3	Miss and Mister East African Community competitions	Over time, there has been miss world, miss Africa competitions and individual countries organizing beauty contest to select their Miss and Mister. The management of KMS shall organise the miss and mister EAC competitions contests for crowning the EAC King and Queen at the stadium.	4 <sup>th</sup> week of March
4	EAC games sports competition	These competitions shall be among all interested sportsmen and women in East Africa in soccer, volleyball, kickboxing, racing, cycling and others. The final matches in the different competing categories shall be at the stadium in Uganda to award winning sportsmen and women.	1 <sup>st</sup> week of April
5	EAC English Premier League Funs Tournaments	East African Community has a big fans base for the English football Premier League games. As a way of boosting activities at the Kalamagi Memorial Stadium, the management sees a greater opportunity in organizing soccer competitions amongst supporters and fans of the premier league teams in the region.	4 <sup>th</sup> week of May
6	EAC MDD, games and sports Schools Competitions	These competition are aimed at promoting talents in the Music, Dance and Drama, games and sports field specifically targeting school going children right from Primary, Secondary and tertiary institutions of learning.	2 <sup>nd</sup> week of June
7	Host the English Premier League Match	The Management of KMS shall host one match per year between two premier league teams. This shall be a give back match to the team supporters on the African continent and the East African Community in Particular. The fans shall have chance to associate with their team's players.	3 <sup>rd</sup> week of July

9	EAC Festival	The festival is a one week function designed to give the best experience to holiday makers and the nationals of the EAC. It shall feature lots of fun, games and entertainment from internally recognised entertainers.	3 <sup>nd</sup> week of September
10	EAC socialite awards	These awards are aimed at appreciating the contribution of social media entertainers in the East African Community. The competitors shall be categorized based on sex, age and social media platforms where the participants upload their content.	2 <sup>nd</sup> week of October
11	EAC Best Entrepreneur's award	The event shall feature Entrepreneurs from all the East African Community and participant shall be selected basing on a number of factors including but not limited to their compliance to tax obligation, impact to the society and other criteria as the organizers shall outline from time to time. The organizing team shall work hand in hand with revenue authorities of the different EAC countries to have the best contestants for this annual entrepreneurship award.	3 <sup>rd</sup> week of November
12	EAC intellectual debate competitions and EAC Parliamentary games and sports	These debate competitions shall be aimed at grooming East African Community leader for the future. The competitions look at giving opportunity to both the young and old, school children and prominent politicians from all over the region to debate and improve their communication skills, self-confidence and expression as leaders. The competitions shall cover students from all levels education i.e. Primary, Secondary, Tertiary and University students. The organizers shall select themes for discussions among contestants. At the same event, the stadium shall also be hosting the East African Community parliamentary games.	2 <sup>nd</sup> week of December

Other ways through which the stadium shall get income include;

## 2. Tourism fees

The uniqueness of the Kalamagi Stadium as the leading sports arena on the black continent and among the top ten in the world is seen as a key turning point to attract tourists from all over the world to witness its beauty. The project is also featuring a sports museum, standard hotel and other world class facilities all of which shall attract tourists thus earning revenue to the administration.

As at the start of the year 2024, Kalamagi Memorial Stadium is looking a population of over **331,573,333** people from the members of the East African Community. This huge population has enough capacity to meet the stadium's market expectations and demand.

## The East African Community

Somalia is the latest member of the trading bloc.

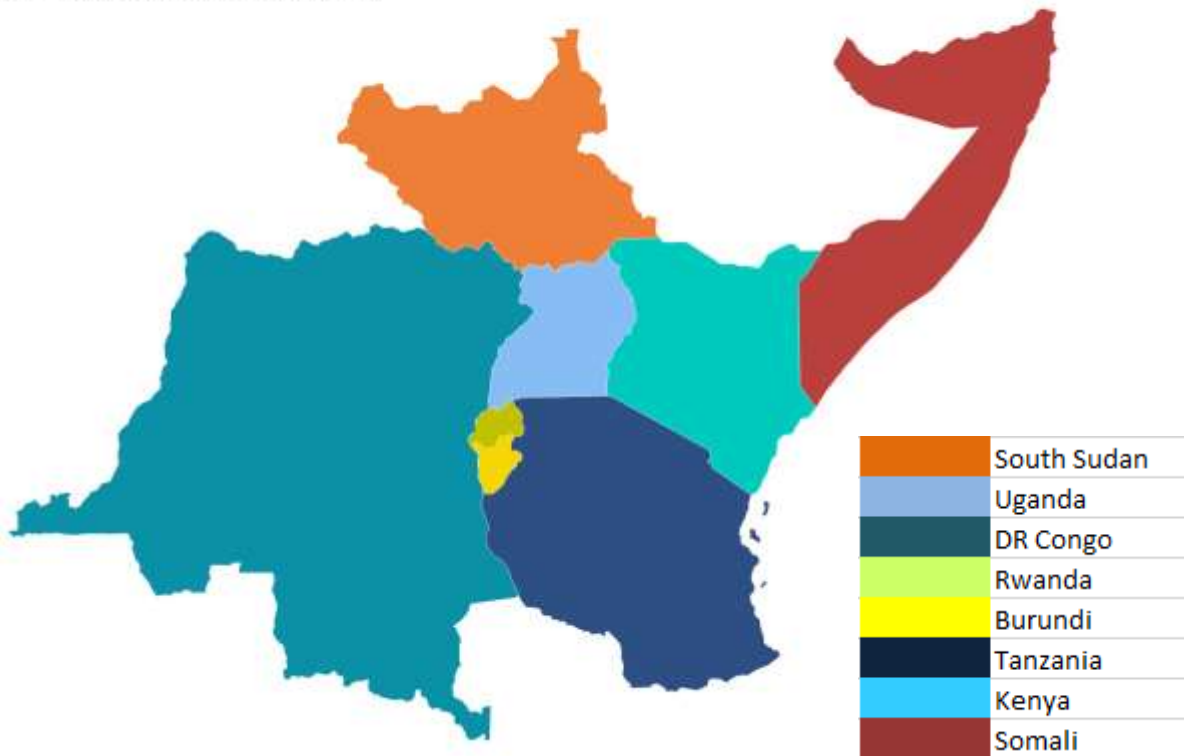


Figure 1: Map of the EAC



EAST AFRICAN COMMUNITY FLAG