

CASE STUDY

ABU DHABI ENTERTAINMENT
شركة أبوظبي للترفيه

ACTIVE
AL MARYAH ISLAND SPORTS & RECREATION

OVERVIEW

ACTIVE Al Maryah Island is a 523,000 sqm area of land and marine space dedicated to sport and recreation pursuits for Al Maryah Island and surrounding communities. Working with the island's asset management team, Abu Dhabi Entertainment Company (ADEC Management) provides expertise for the growing complex to ensure it contributes to Al Maryah Island's position as a premium business and lifestyle destination. Opened in January 2021 with eight sports across 94,000 sqm of land, the venue is managed and operated by ADEC Management and the organization continues to be involved as in a Sports Advisor role in the planning of future phases.

STAKEHOLDERS

Al Maryah Island is an investment and financial free zone designed to meet Abu Dhabi's long-term commercial and community growth needs. The 114-hectare mixed-use development is home to Abu Dhabi Global Market (ADGM) and is a sought-after location featuring luxury retail and dining offerings, first-class healthcare and premium hospitality.

Mubadala Investment Company is a sovereign investor responsible for a diverse portfolio of assets and investments across six continents. Valued at US\$243 billion, the company is commercially-focused, deploying capital across promising sectors and geographies to generate sustainable financial returns for its shareholder and to create opportunities for future generations in Abu Dhabi.



SCOPE OF WORK

CONCEPT ADVISORY

Involved in ACTIVE Al Maryah Island since infancy, ADEC Management continues to serve as the Sports Advisor behind the strategic planning. The role includes predicting future trends and responding to changes in community preferences as development continues. Market research, feasibility and budget forecasting are all responsibilities of ADEC Management during the design stage.

CONSTRUCTION MANAGEMENT

ADEC Management fully managed the process from tender to completion for the sport surfaces and equipment, lighting systems, and pressurized air dome that were part of phase 1, securing preferential rates through industry connections and knowledge of the sport construction industry. These tenders were conducted in accordance with international best practices while coping with COVID-19 restrictions in Abu Dhabi. ADEC Management continues to work closely with the project manager to provide expert advisory for construction infrastructure and fit-out.



PARTNERSHIPS AND TENANCY

One critical component to ACTIVE Al Maryah Island's success was the establishment of long-term relationships that drive benefits for all parties involved. ADEC Management approached this with several tactics.

- ADEC Management acquired a partner and established a joint venture to install the largest indoor football dome in the Middle East at ACTIVE Al Maryah Island.

- Use of the facility is maximized by working with community clubs and academies to secure seasonal commitments.

- Focusing on the Al Maryah Island business community, particularly with companies operating out of ADGM, provides opportunities for more lucrative company events as well as an audience for individual play offers.

- Commercial partnerships take forms including revenue sharing, equipment provisions and traditional advertising. Commercial entities on the island require registration with the ADGM Free Zone, which ADEC Management helps to facilitate.

DAILY OPERATIONS AND FACILITIES MANAGEMENT

ADEC Management is responsible for full oversight of all operations. A dedicated team works to ensure that customers can easily book, access and enjoy the facilities available. The natural grass pitch, as well as the accredited FieldTurf® artificial pitches, are also monitored and maintained by a professional grounds crew.

ADMINISTRATION

The ADEC Management corporate office provides a full gamut of administrative support including business development, marketing and communications, finance management, and strategy. With several other assets in its portfolio, ADEC Management provides ACTIVE Al Maryah Island with a higher level of service at a reduced cost through tactics like shared subscriptions and volume relationships.

PANDEMIC IMPACT

The response of the UAE to containing the COVID-19 outbreak complicated the path to success during the opening year at ACTIVE Al Maryah Island. A number of challenges were overcome by working diligently with contractors, suppliers and partners.

- The RFP and tender process for construction of the facility was adapted to be entirely remote while still ensuring compliance protocols.

- Losing labour due to quarantine measures had to be anticipated; at critical points additional manpower was reserved to mitigate the chance of being understaffed.

- Delivery of many materials was delayed due to fewer shipments arriving. In a departure from normal routine, work was readied for final hookups before materials were onsite.

- Timelines predicted curfew restrictions, thus allowing more accurate information to be shared with stakeholders.

- Although sport for U12s was initially restricted, scheduling included anticipatory bookings to accommodate younger children once their participation became permissible.

- Achieving compliance of contact tracing measures and other governmental protocols required careful consideration throughout the open site layout.

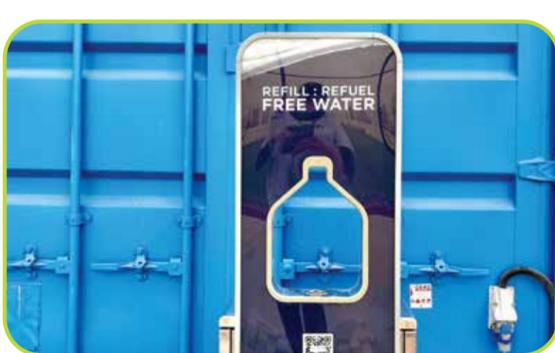
ENVIRONMENTAL CONSIDERATIONS

Construction and operations of ACTIVE Al Maryah Island reduce negative environmental impact where possible.

- LED lighting systems reduce the use of energy by more than 50% while significantly reducing light pollution which can disrupt nearby ecosystems.

- To reduce water use, three FieldTurf® pitches were installed to offer the highest rated artificial surface available. The single natural grass pitch features a state-of-the-art irrigation and drainage system which releases precise amounts of water and ensures that soil is not damaged by stagnant waters. Plants in the landscaping are watered through a soft drip system to conserve resources.

- No More Bottles units reduce plastic waste through their filtered water refill stations placed throughout site and available at no cost.



YEAR 1 OUTCOMES

Achieved Profitability in Year 1



56%+
REVENUE



231%+
EBITDA



102%+
NET PROFIT



145,452
VISITORS



8 SPORTS



12
CONTRACT BOOKING



PROFESSIONAL FOOTBALL TRAINING FACILITY UNDER CONSTRUCTION



3 COMMERCIAL PARTNERSHIPS



MIDDLE EAST'S LARGEST INDOOR FOOTBALL DOME PARTNER