



# ADS Sports

## Executive Summary





ADS Sports is a premier destination for families, youth and professional athletes, and coaches who want to train, compete, and relax in a world-class comfort. Our sports complex and facilities offer state-of-the-art training equipment, sports fields, indoor gymnasium, tennis, Pickle-ball, golf course, swimming, and other amenities that cater to the needs of our clients.

We bring innovation to keep pace with the rapidly changing sports marketplace in order to inspire unique experiences and excellence in those who choose to play, train, and compete at our sports resort.

Our goal is to become the go-to destination for sports enthusiasts who demand excellence, luxury, unparalleled customer service, and convenience.

We provide investors with an opportunity to invest in a solid business model that generates a steady and healthy return on investment, we aim to create a sustainable enterprise that also benefits local Dominican citizens as well.





## Proposed Facilities & Sporting Attractions

- Baseball
- Basketball
- Pickle-ball
- Tennis
- Golf
- Soccer
- Volleyball
- Softball
- Field Sports
- Aquatic
- Adventure (Biking atv jet skiing)
- Training Camps / Combines
- Rehabilitaiton Services
- Amateur / Pro Tournaments
- Recruiting exposure events
- Fitness/Wellness Facilities
- E-Sport
- Gaming Simulators
- Virtual Learning Centers

# Comprehensive ADS Plan

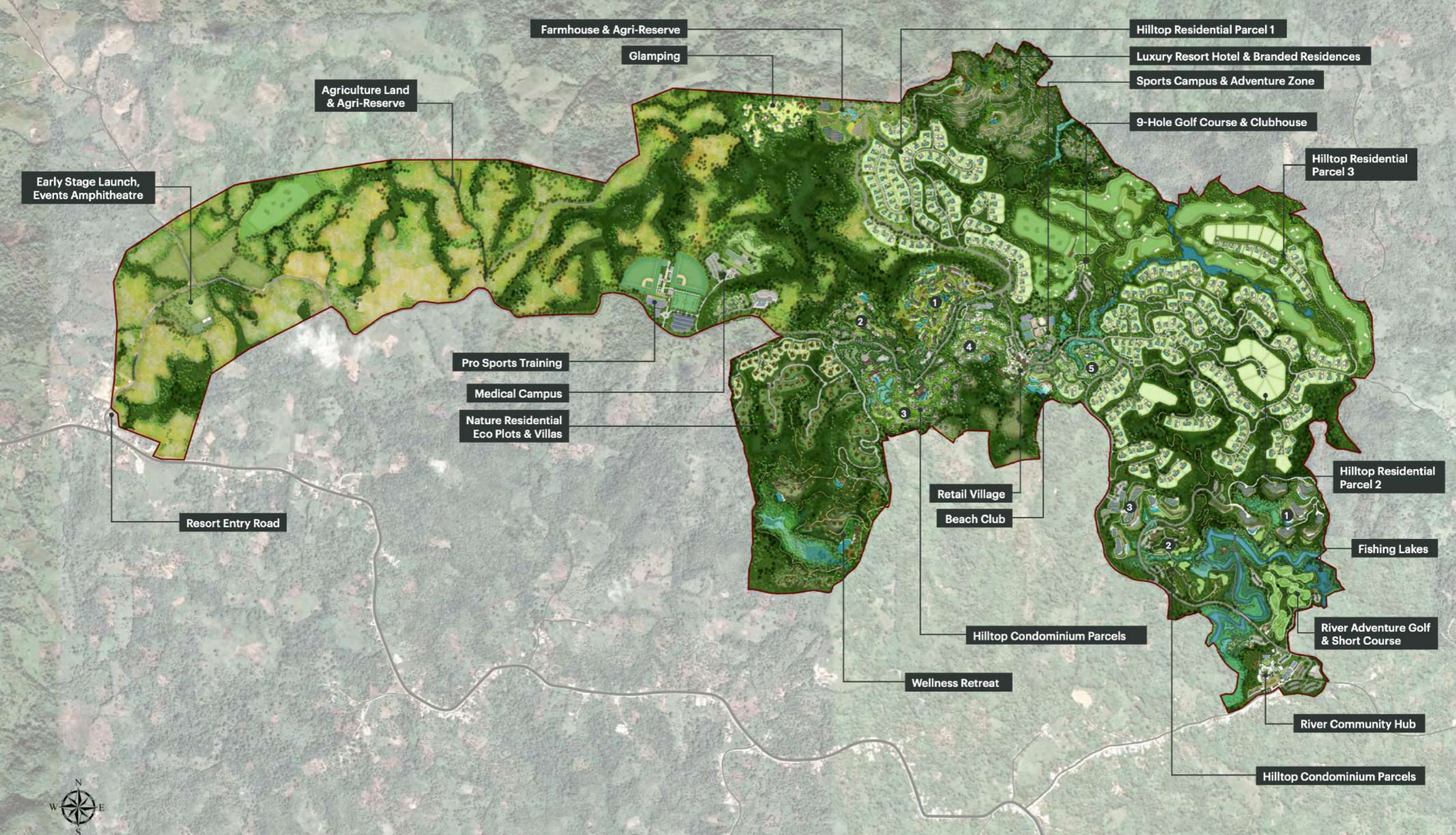
620+ Acres of land acquired  
1,200+ Homesites Available

Alma de Samaná is a new integrated golf and residential resort with extensive sport and community amenities. Located on the southern side of the Samaná Peninsula, nestled upon Samaná Bay, the site will be an international quality golf and residential community with the majority of the land to remain as forest and agricultural reserve.

Alma de Samaná sets itself apart from all other integrated resort destinations with its approach to engagement and interaction with the local community, embracing the heritage and natural beauty of the land and creating a place where people are brought together to celebrate collective values.







## The Masterplan

- Events Amphitheater
- Agriculture Land
- Pro Sports Training
- Eco Plots & Villas
- Farmhouse & Agri-Reserve

- Glamping
- Medical Campus
- Retail Village
- Beach Club
- Hilltop Condos

- Wellness Retreat
- Luxury Resort Hotel
- 9 Hole Golf Course
- Sports Campus
- Adventure Zone

- Residential Parcels
- River Adventure Golf
- Golfing (Short Course)
- River Community Hub
- Fishing Lakes

“

Come experience the highest level of sports hospitality at our exclusive Sports and Entertainment Resort – where athletes of all ages can train, compete, socialize, and relax in world-class comfort.

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## Market Analysis

Our market research indicates that there is a growing demand for high-quality sports hospitality facilities that cater to the needs of a diverse range of clients, from youth athletes to professional athletes, coaches, and families. The demand for such facilities has increased in recent years due to the rising popularity of sports and the increasing need for specialized training and recovery services. Our target market consists of affluent families, professional athletes, and coaches who are willing to pay a premium for unique, innovative, and high-quality sports, adventure, and hospitality experiences.

## Products and Services

Our sporting club will offer a range of products and services that cater to the diverse needs of our clients. We will provide state-of-the-art training equipment, sports fields, tennis and Pickle-ball courts, e-sports, gaming, a golf courses, swimming pools, softball, volleyball, basketball, and other athletics amenities that will allow our clients to train and compete at the highest level. We will also offer specialized services such as sports medicine, nutrition, and recovery services that will help our clients maximize their performance and recover from injuries.



# ADS Sports Community Impact

While player development, elite coaching, and professional training facilities provide a significant impact, ADS Sports prides itself on our relationships and the impact made with the local community. In addition to sports, ADS Sports is committed to improving the quality of education, access to technology, employment opportunities, as well as food and clothing donations.

In 2022, ADS partnered with a local school and awarded 12 students with full scholarships to college.



## Our Promise

Whether it's cheering on the home team or developing the next superstar, we love the moments that bring us together. At ADS Sports, our partnerships help us support the health and well-being of our communities — at work and at play.

As we thrive as an organization, our efforts in supporting the people of this great land will continue to grow.

# ADS Sports Staff



## Jasper Grissett

Vice President, ADS Sports

Mr. Jasper “Jazz” Grissett serves as a Board of Director and is a part of the Alma De Samana Development Team and serves as Vice President of Sports Administration. Mr. Grissett serves as the liaison between the Board and Sports Management team in ensuring that the Mission and Vision of ADS is a driving force in the implementation of the programmatic direction of the Sports Division. Mr. Grissett is keenly focused on community engagement and driving the ADS brand initiatives designed at utilizing the Sports division as a platform to encourage community engagement and bettering the human condition of its neighbors.

As Vice President of ADS Sports, Mr. Grissett has assembled a word-class team of Sports professionals to develop and oversee the ADS Sports division. As the head of the Sports Division, Mr. Grissett has over three decades of experience in leading teams of professionals. At ADS, Mr. Grissett is chiefly charged with developing Corporate and Professional Partnerships geared at bringing financial partnerships and community engagement to the Samana community and the Dominican Republic as a whole. Mr. Grissett is also charged with overseeing the strategic planning and management of all sports entertainment related aspects of the Alma de Samana Resort. Mr. Grissett has a bachelor’s degree in Business Administration, Finance and Accounting and has over three decades of business management experience. Mr. Grissett is a former collegiate athlete and has worked and or played in organized sports for over four decades. Mr. Grissett has coached sports and has a love for helping youth realize their true potential on and off the court.



# ADS Sports Staff



## Rob Hanna

Executive Director - ADS Sports

Mr. Hanna serves as executive director of the ADS Sports division. His duties include overseeing the strategic planning and management of all sports related aspects of the ADS Resort. Mr. Hanna sets the overall vision and direction for developing the ADS sports facilities, activities, recreation, local and destination events while working closely with the ADS Sports executive team to establish long-term goals, objectives, and plans. Mr. Hanna also manages relationships with key stakeholders, including athletes, coaches, trainers, agents, local stakeholders, sports community leaders, sponsors, media partners, and fans. He is seasoned in adopting latest trends, innovations, technologies, and identifying new opportunities and stay ahead of the competition.

Since 1997, Mr. Hanna has become a trusted resource for communities who want to plan, develop, and operate sports, recreation, competition, and player development facilities. Over this time, he has guided projects in over fifty communities both nationwide and internationally, while overseeing over \$400 million in developed projects including professional athlete training centers, competition venues, and sports medicine projects. Mr. Hanna has also earned a stellar reputation in player development specialization as CEO of Game Changer Nation and as managing director of Competitive Edge Sports, a world leader in sports performance training and development for professional athletes, including the players in the NFL, NBA, MLB, MLS, and Olympics.

Mr. Hanna holds a bachelor's degree in political science and sociology from Birmingham Southern College and was a member of the 1990 NAIA Mens Basketball National Championship Team. His team was inducted into the Alabama Sports Hall of Fame. Mr. Hanna gives back to kids in "Recreation Desert" communities by volunteer, supporting, and conducting youth sports and clinics in underfunded communities around the world including Latin American, Europe, Africa, and Asia and serves as a liaison for the 100 Black Men of Dekalb County GA.



# ADS Sports Staff



## Curtis Berry

Director of Strategic Partnerships, ADS Sports

Curtis Berry serves as the Director of Strategic Partnerships for the ADS Sports Division . Mr. Berry is a seasoned entrepreneur and business professional with more than 20 years experience in real estate development, hospitality, and commercial retail developments. Mr. Berry is also a former professional basketball player who spent the better part of 15 years traveling the world both playing professionally and developed tremendous experience in international relations with sport teams, athletic clubs, sport federations, and international sports committees. Fluent in both French and English Mr. Berry hold a masters degree in Education leadership. As an educator, he served as educator and coach at Mount Vernon School in Atlanta Georgia contributing to the growth and development as the school grew from 12 students to over 400 students during his tenure.

As Head Coach at Mount Vernon his teams successfully won two state championships. Mr. Berry loves sports and helping young people realize their potential in sports and as a lifetime volunteer Mr. Berry has served as director of numerous youth camps, served 10 years as a high school and division 1 basketball official, and 3 years as a youth golf coach. Mr. Berry is modest yet famous television personality serving as a cast member and supportive husband to Dr. Jackie Walters on the the widely celebrated Bravo TV Show “Married To Medicine”.





Tucked away on the north-eastern tip of the Dominican Republic, the Samaná Peninsula enjoys a splendid isolation from the rest of the country.

## The Location



The nearest airport is Presidente Juan Bosch International Airport (AZS), which services flights to and from: Miami (MIA), Montréal (YUL), Quebec (YQB), Toronto (YYZ) and Madrid (MAD). From the airport, it is just half an hour by car to the city of Samaná and 40 minutes to Samaná Bay and its beautiful surrounding beach destinations such as Cosón, Las Terrenas and Portillo.

## Partner with ADS Sports

We are in search of partners & brand ambassadors to help support our mission. If you have access to key contacts, financing opportunities, or believe you can bring value to our cause, we would love to connect with you.

## Contact Us



### ADS Sports

[www.almadesamana.com](http://www.almadesamana.com)

[sports@almadesamana.com](mailto:sports@almadesamana.com)

678-203-9544 (Sports)

1 (833) 4-ALMA-00 (Company)

