



Here is the information:

Background

Basketball City is a full service basketball facility offering patrons 6 "short courts" and one full size court. We have been a fixture on the eastside of Detroit for over 15 years (This is our 16th year). Steve Benard took over the business in July of 2003. Since then the facility has been completely renovated with the new full length court added in Winter of 2005.

Changing Landscape

Over the years our business has changed considerably. In the past Basketball City primarily attracted an adult audience wanting to play 3 on 3 pick-up games and leagues. When we took over in 2003 the clientele had dwindled to almost nothing. It was at that time that I decided that the future of Basketball City would depend on building a youth following. I wanted a place that my children and others could come regularly to play basketball, that would be safe and inexpensive for kids, and build a life long love for the game.

Established Youth Programs

As part of our growth plan we began offering Saturday morning clinics and youth leagues, as well as one-on-one instruction opportunities. One of our most successful endeavors have been the Friday Night Youth tournaments. During peak season we have had as many as 100 kids enrolled in our Friday evening tournaments. This is a walk-in 3-on-3 tournament. Kids bring their own team or we compile a team for them, and then they play a round robin, double elimination tournament against other kids their age. At the end of each night the top team in each age group is given an award. More importantly they earn bragging rights at Basketball City. Tournaments are held each Friday, so over time the kids build up a strong competition against their fellow players. Which makes for some really exciting and great basketball.

Additionally we offer summer camp sessions as well as camps over the Christmas and Spring breaks.

New Youth Offerings

We also have started to host our own youth basketball tournaments. In 2006 we hosted 5 weekend tournaments that drew teams from as far away as Wisconsin, Ohio and Indiana. This year we expect to hold close to 15 weekend tournaments for both boys and girls teams. Tournament dates and registration forms can be found on our web site: www.basketballcitydetroit.com.

Seeing the success of those tournaments and the high quality of players, in 2006 we wanted to offer our local kids the opportunity to play in those high caliber tournaments, and established several Basketball City AAU teams of our own. We held tryouts and formed Boys 10U, 12U, and 14U teams.

This year we are expanding to establish girls teams as well. We are holding girls team tryouts on Nov. 15 at 7pm, and November 18 at 10am. From these tryouts we will form girls 10U, 12U and 14U teams. Anyone interested should call us for more information or to pre-register.

As a result of these tournaments we also saw that many of our local teams lacked the strong fundamental skills (ball handling, passing, etc.) needed to compete with the out of state and Detroit teams. Therefore we established our Team Training Concept.

The Team Training Concept allows teams to come to our facility and have access to our instructors with the sole purpose of working on the fundamentals. Following this instruction, the teams then have a practice session with their own coaches. We find that the players are more receptive to working on the fundamentals in this environment vs. at their regularly scheduled team practices. It is also more effective when the players can immediately apply those fundamentals in a practice session with their own coach. Teams have told us that due to limited practice time, often the fundamentals are overlooked in order to focus on scrimmaging. Our Team Training Concept provides additional training time to these teams.

This has been a great new focus for us. We currently have ten teams working out in this capacity with us.

We are constantly trying to re-invent ourselves in order to be relevant to our marketplace. While we still have a strong "open gym" clientele, we now have the ability to offer a great basketball experience to younger kids.

The following is a summary of our hours and basic offerings at Basketball City:

Hours of operation: 9am - 12 Midnight, 7 Days per week
Phone: (586)778-1120

Saturday Morning Youth Clinic: 10:30-11:30 walk-ins welcome

Monday -Thursday Adult Leagues: 7:00, 8:00, 9:00

Saturday/Sunday Youth Leagues: 9:00, 10:00, 11:00, 12:00

Friday Night Youth Tournaments: Registration @ 6pm, Tournament @ 7pm

Christmas Break Camp: December 26th - 29th, \$99/player

Thanks for your help. If you have any questions please call me.

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