

## The reality of developing basketball facilities at Obour City Club (Case Study)

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### Abstract:

The research aims to study the reality of developing basketball facilities at Obour City Club. The researcher used the descriptive approach using the survey, analytical and critical method and (case study). The sample size was (86) individuals from officials (administrative and technical) and supervisors of sports activities, especially basketball at Obour City Club and the beneficiary members. One of the most important results was the availability of development.

**Keywords:** Financing, Investment, Sports project

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## The reality of developing basketball facilities at Obour City Club (case study)

### Pop-up search

#### First: Introduction to the research

Sport is a term that carries a lot of meaning for anyone who understands it, instilling confidence and the ability to achieve self-fulfillment and reach desired goals at the personal, local, international, and global levels.

Practicing sports requires the presence of facilities that provide and facilitate the means to practice it, along with capabilities that make its application easier and modern sciences and programs that lead to achieving the best results using the latest training methods.

Currently, sports represent one of the most critical pathways for national economic development when invested correctly. The sports industry has seen remarkable advancements in management systems, becoming heavily reliant on competition and innovation under wise state supervision. The

success of a state in achieving its developmental goals depends on its ability to effectively manage and

Utilize available resources, both material and human, and invest in existing or new projects efficiently. (11:2)

Sports are aligned with the country's economic and investment approaches to strengthen the national economy, drive the private sector, diversify income sources, and rationalize current spending on various activities and services, including sports. This has economic, social, and investment benefits for achieving sustainable development goals, easing the burden on the state budget without undermining constitutional and legal obligations imposed on sports sector institutions. (10:3)

### **Second: Problem Statement**

Egyptian sports currently focus on generating financial profits to cover expenses, expand facilities, and provide quality sports activities. This necessitates managing these facilities with innovative administrative and economic thinking for optimal utilization of available resources. Additionally, new projects closely related to sports are established to achieve financial self-sufficiency and enhance infrastructure quality. This has created a strong relationship between sports and commercial interests, leading to economic opportunities in sports through sponsorships, private clubs, advertising, and more, transforming sports into a productive sector that contributes to the state's economy rather than being a financial burden. (8:33)

Recent years have witnessed a rapid growth in the interplay between sports and the economy. Investments in sports institutions have led to significant advancements in facilities, games, and talent adoption. This symbiotic relationship between sports and economics has become increasingly evident. (3)

In alignment with Egypt's Vision 2030 and the challenges facing Egyptian sports regarding infrastructure and smart investment, the government seeks to attract the private sector to invest in the sports sector. This approach aims to strengthen the local economy and reduce the state's budget allocated for renovating outdated or unfit sports facilities while keeping pace with the rapid technological advancements in sports equipment and training programs.

Recently, many sports organizations have struggled to meet their financial obligations, leading to challenges that threaten their activities locally and internationally. News reports frequently highlight financial crises and mounting debts among sports institutions, which hinder their ability to implement plans and achieve their goals. (5)

Additionally, many stadiums in various governorates are not adequately equipped to allow individuals to practice sports in general, and basketball in particular. The facilities require substantial development and updated training and administrative programs. This necessity motivated this study, which focuses on evaluating basketball facilities for the City Club national project. This initiative serves as a foundational model, inspiring similar projects like "El-Nadi" Club and youth centers like Sheikh Zayed's Youth Development Center and Gezira Youth Center.

From the above, the researcher has identified the importance of this study, which sheds light on the sports facilities of the national project in City Clubs, specifically focusing on Al-Obour City Club. Particular emphasis is placed on basketball facilities, as one of the most popular sports, alongside the development of the infrastructure of these facilities. This directly impacts the number of practitioners and players alike, as well as their ability to participate in sports federations, compete in tournaments, and represent the country in local competitions currently and in regional and international events in the future.

Therefore, the stadiums in various governorates of Egypt must be developed to play a role in enhancing and advancing the Egyptian sports economy. This can be achieved through the development and modernization of stadium tools and facilities via private sector investments. Such involvement would result in these stadiums appearing in an internationally respectable and distinguished manner, leading to progress and prosperity for Egyptian sports on a global scale.

### **Third: Research Importance:**

Basketball is a popular sport enjoyed by individuals of all ages and on social levels. Suitable sports facilities play a vital role in encouraging participation, developing skills, and fostering community involvement.

The researcher identified various challenges that hinder equal access to these facilities, highlighting the importance of the City Club project. This project provides opportunities for practicing basketball and other sports through developing infrastructure to allow fair and equal access for all societal groups, regardless of economic, social, cultural background, or geographical location. This ensures equal opportunities for participation, especially in basketball, contributing to physical activity and skill development among youth.

### **Fourth: City Clubs and the State's Vision**

Thought of Establishing The websites of the Ministry of Youth and Sports, some news websites, some newspapers and magazines, and some City Clubs websites (12,13,14) topped the list with information and bulletins

about the nature of City Clubs, including what was published by Sada Elbalad website on 5/13/2020 about the speech of the Minister of Youth and Sports regarding this project, which included the following:

The Minister explained that the Ministry of Sports is implementing a comprehensive investment plan to enhance sports as an economic supporter of the Egyptian state, while expanding the base of sports practitioners in line with the state's vision to improve the lives of citizens. The Minister stressed that sports stadiums are owned by the state, and the stadiums are available to everyone, and that the national project "City Clubs" aims to develop sports facilities in the governorates, as a result of a cooperation protocol between the Ministry of Youth and Sports and state agencies signed in 2018. He added that "Estadat Holding", which is respected by government agencies, is responsible for developing and operating the sports facilities affiliated with the ministry, including the "City Clubs" project, which seeks to provide a better sports environment for the residents of the regions, with a focus on improving the quality of sports facilities by developing stadiums in the Egyptian governorates, with the latest international technologies.

The Minister of Youth and Sports stressed the ministry's desire to provide advanced sports facilities to serve youth and families, while ensuring that the governorates' clubs benefit from these facilities, to hold various sports, social and recreational activities, and expand the opportunities available to citizens to practice sports. He also stressed in his speech that the membership cost will be appropriate and affordable for all categories, and that a large number of memberships have already been reserved. The Minister added that the state's efforts are continuing to develop the sports infrastructure in parallel with youth centers, in line with the political leadership's vision to improve living standards and encourage investment in the field of sports.

### **Fifth: Research Objectives**

This research aims to evaluate the development of basketball facilities at Obour City Club by focusing on:

1. The current state of basketball facility development within the City Club national project, from the perspectives of administrators, technical staff, and members.
2. Identifying differences in infrastructure quality between the project's inception and completion, particularly regarding basketball facilities.

## Sixth: Research Questions

The study addresses the following questions:

1. What is the current state of basketball facility development at Obour City Club from the perspectives of administrators, technical staff, and members?
2. What are the differences in infrastructure quality between the start and completion phases of the City Club project regarding basketball facilities?

## Seventh: Terms and concepts used in the research

### - Sports Facility

It is a large spacious place that includes a complete building, whether this building is a stadium, a gym, a swimming pool, or multi-purpose sports buildings. (2: 12)

### - City Club

It is the first club to use modern technology in various fields and services and includes the latest and best sports facilities, and all the services that make the club a destination for all family members of all ages. It is the first smart club in Egypt to provide its services electronically, and its members can obtain services through the website and application. The number of its branches is estimated at 16 branches in 15 different governorates of the Arab Republic of Egypt, and the basis of City Clubs is the governorate stadiums in addition to some sports facilities in new urban communities<sup>1</sup>

### - Investment

It is one of the basic means of implementing the development program and is an action that aims to increase the capital of the individual or the organization or increase its resources by operating his or exploiting it with the aim of increasing it and its function is to operate assets. (9: 10)

### -Funding in Sports Organization

It is the money needed to achieve the goals of the sports organization and allocating this money to achieve the goals of the organization according to following a financial system that achieves the best results. (1:26)

## Research Methodology:

### First: Research Approach

The researcher adopted the descriptive approach using survey, analytical, and critical methods, along with case studies. This approach was deemed most suitable for the nature of the research and its variables.

### Second: Research community and Sample

The research targeted a specific Research community consisting of:  
Administrators and technical staff.

Supervisors of sports activities at Obour City Club.

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<sup>1</sup> Operational definition



Beneficiary members.

Table (1)

	Research sample	Obour City
1	Officials (administrative and technical)	20
2	Beneficiary members	66
	Total	86

It is clear from Table (1) that the total research sample numbered (86) officials, supervisors and beneficiaries.

### Third: Data Collection Tools

The researcher utilized the following tools to gather data:

#### 1. Records and Documents:

The researcher reviewed official records, documents related to the project, previous studies, press articles, conference proceedings, and official statements by the Minister of Youth and Sports.

#### 2. Unstructured Interviews:

Interviews were conducted with officials from the Ministry of Youth and Sports and executive members of Obour City Club to understand the realities of sports facilities within the City Club project, particularly basketball facilities. Attachment (1,2)

#### 3. Observation:

Simple observation was used to record details about the club's sports facilities, especially basketball courts, through photographic documentation (before and after development). Attached (4,5)

#### 4. Referendum form:

A Referendum titled "The Reality of Basketball Facility Development at City Clubs" was designed, containing 10 positive statements. It was distributed among the research sample. Attachment (3)

#### 5. Content Analysis:

Content analysis was employed to assess data related to the City Club project, focusing on a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for basketball facility development at Obour City Club.

#### 6. Review of City Club Project Decisions:

A comparative analysis was conducted using data from official websites of the City Club national project, both at the project's inception and after its completion.

## Research Procedures:

### Fourth: Study Implementation

The researcher applied the Referendum to the sample group (86 individuals, including administrators, technical staff, and beneficiary members) at Obour City Club. The data collection took place from September 1, 2024, to September 19, 2024.

The Referendums were completed by:

Administrators and technical staff.

Parents of children participating in individual or team sports, particularly basketball.

Afterward, the researcher:

1. Processed and analyzed the data collected statistically.
2. Conducted a content analysis of observations and photographs of the club's basketball facilities before and after development.

### Fifth: Statistical Methods:

The researcher used the following statistical techniques:

Frequencies and percentages.

## Results and Analysis:

- Results for Research Question 1:

What is the current state of basketball facility development at Obour City Club from the perspectives of administrators and technical staff?

**Table (2)**

**Percentage of responses from the sample of officials (administrators - technicians) at Obour City Club to the phrases of the Referendum on the reality of developing basketball facilities in the national project (City Clubs)**

N=20

	Phrases	Repeat responses					
		Agree		To an extent		don't agree.	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	The Egyptian state's decision to convert governorate stadiums into city clubs is one of the most important decisions in the sports field.	12	60%	8	40%	-	-
2	The City Clubs project is one of the projects with national goals for the benefit of society in the	20	100%	-	-	-	-

	Phrases	Repeat responses					
		Agree		To an extent		don't agree.	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
	sports field.						
3	The City Clubs project includes taking advantage of the sports facilities in the geographical areas of the new urban cities.	16	80%	4	20%	-	-
4	The City Clubs project and opening membership to Egyptian families in all governorates of the Republic provided members and their children with the opportunity to practice and train in sports activities and participate in their official competitions.	20	100%	-	-	-	-
5	The City Clubs project attracted a large number of children with talent in various sports activities (individual games - group games) and others at different age levels to participate in local sports competitions, to enable City Clubs to participate in various sports federations.	18	90%	2	10%	-	-
6	The City Clubs project contributed to the development and modernization of sports facilities for all sports activities, especially basketball courts.	10	50%	10	50%	-	-
7	The City Clubs project contributed to the establishment of state-of-the-art indoor courts and halls for various games, especially basketball.	12	60%	8	40%	-	-



	Phrases	Repeat responses					
		Agree		To an extent		don't agree.	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
8	The demand for membership in City clubs has been increasing continuously since the beginning of the project until now.	16	80%	4	20%	-	-
9	The demand for participation in schools and academies for various sports activities, especially basketball, has been constantly increasing since the beginning of the project until now.	12	60%	8	40%	-	-
10	The achievements achieved in the City Clubs project with basketball players at all age levels through friendly and official competitions demonstrated the goals of the project.	10	50%	10	50%		-
	total	146		54		-	
	Total repetitions	200					
	Percentage and sum	73%		27%		0%	100%

It is clear from Table (2) that the responses of the research sample of officials (administrative-technical) at Obour City Club to the Referendum phrases were 73% in agreement with the Referendum phrases, and the researcher attributes this result to the availability of development at Obour City Club at a moderate level from the point of view of officials (administrative-technical).

Table (2) shows the following:

- The percentage of the research sample's responses to the Referendum phrases on the reality of developing basketball facilities in the national

project (City Clubs) from the point of view of officials (administrative - technical) ranged between (50%: 100%).

- The research sample's responses to phrases (9, 8, 7, 5, 4, 3, 2, 1) tend towards agreement, while the responses to phrases No. (10, 6) are equal towards neutrality between agreement and disagreement.
- The first order of phrases No. (4, 2) tended towards 100%, and phrase No. (2) states "The City Clubs project is one of the projects with national goals for the benefit of society in the sports field", while phrase No. (4) states "The City Clubs project and opening membership to Egyptian families in all governorates of the republic provided members and their children with the opportunity to practice sports activities, train on them, and participate in their official competitions." • The second order went to statement No. (5) with a percentage of 50%. Statement No. (5) states: "The City Clubs project attracts a large number of members' children with talent in various sports activities (individual games - group games) and others at different age levels to participate in local sports competitions for the City Clubs' participation in various sports federations." • The third order was for phrases No. (8,3) with a percentage of 80%, and phrase No. (3) states that "The City Clubs project includes benefiting from sports facilities in the geographical areas available in the new urban cities, while phrase No. (8) states that "The demand for membership in City Clubs has been continuously increasing since the beginning of the project until now."
- The fourth order was for phrases No. (9,7,1) with a percentage of 60%, and phrase No. (1) states that the Egyptian state's decision to convert governorate stadiums into City Clubs is one of the most important decisions in the sports field," while phrase No. (7) states that "The City Clubs project contributed to the establishment of state-of-the-art indoor stadiums and halls for various games, especially basketball," and phrase No. (9) states that "The demand for membership in schools and academies for various sports activities, especially basketball, has been continuously increasing since the beginning of the project until now."
- The fifth order was for phrases No. (10,6) with a percentage of 50%. Phrase No. (6) states, "The City Clubs Project contributed to the development and modernization of sports facilities for all sports activities, especially basketball courts," while phrase No. (10) states, "The achievements made in the City Clubs Project with basketball players at all age levels through friendly and official competitions demonstrated the project's objectives." The researcher attributes these results to the satisfaction of the officials (administrative-technical) at the Obour City Club with the availability of development at a high rate that reaches perfection, whether at the level of development of individual or group

games facilities, or at the level of training and practice in them and participation in their official and local competitions. While the satisfaction of the officials (administrative-technical) of the Obour City Club was neutral regarding the contribution of City Clubs to the development and modernization of sports facilities in general and basketball facilities and courts in particular, the researcher attributes this result to the lack of large numbers of basketball teams and the small number of practitioners for both genders, as well as the fact that there are some sports, whether individual or group, that are not registered with their federations.

These results are consistent with the results of "Zainab Hamed" (2020)(11) in what she concluded from her study that projects are chosen that are consistent with the strategic goals and orientations of society, studying the competitive advantage of the services provided by the project to differ from its counterpart.

This result is consistent with the results of both "Naglaa Fawzy" (2012)(7) in what he concluded from his study that the level of equipping sports facilities differs in terms of capabilities and equipment from one community to another, and the results of the study of "Iman Hussein" (2017)(4) in what she concluded from her study that the feasibility of partnership projects is not periodically evaluated from an investment perspective. Thus, the first question was partially answered, which states: "What is the reality of developing basketball facilities in the national project (City Clubs) applied to the Obour City Club from the point of view of both officials (administrative and technical), as the results showed that the total score of the Referendum reached 63%, which indicates that the club has developed at a moderate level."

Answering the first question which states:

What is the reality of developing basketball facilities in the national project (City Clubs) in application to the Obour City Club from the point of view of the beneficiary members?

**Table (3)**

**Percentage of responses of the sample of beneficiary members at the Obour City Club to the phrases Referendum on the reality of developing basketball facilities in the national project (City Clubs)**

N = 66

	Phrases	Repeat responses					
		Agree		To an extent		don't agree.	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	The Egyptian state's decision to convert governorate stadiums	44	66.6%	18	2.7%	4	6%

	Phrases	Repeat responses					
		Agree		To an extent		don't agree.	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
	into city clubs is one of the most important decisions in the sports field.						
2	The City Clubs project is one of the projects with national goals for the benefit of society in the sports field.	36	54.5%	24	36.3%	6	9%
3	The City Clubs project includes taking advantage of the sports facilities in the geographical areas of the new urban cities.	44	66.6%	16	24.2%	6	9%
4	The City Clubs project and opening membership to Egyptian families in all governorates of the Republic provided members and their children with the opportunity to practice and train in sports activities and participate in their official competitions.	52	78.7%	12	18.1%	2	3%
5	The City Clubs project attracted a large number of children with talent in various sports activities (individual games - group games) and others at different age levels to participate in local sports competitions, to enable City Clubs to participate in various sports	48	72.7%	14	21.2%	4	6%

	Phrases	Repeat responses					
		Agree		To an extent		don't agree.	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
	federations.						
6	The City Clubs project contributed to the development and modernization of sports facilities for all sports activities, especially basketball courts.	16	24.2%	40	60.6%	10	15.1%
7	The City Clubs project contributed to the establishment of state-of-the-art indoor courts and halls for various games, especially basketball.	10	1.5%	36	45.5%	20	30.3%
8	The demand for membership in City clubs has been increasing continuously since the beginning of the project until now.	48	72.7%	16	24.2%	2	3%
9	The demand for participation in schools and academies for various sports activities, especially basketball, has been constantly increasing since the beginning of the project until now.	10	15.1%	50	75.7%	6	9%
10	The achievements achieved in the City Clubs project with basketball players at all age levels through friendly and official competitions demonstrated the goals of the project.	8	12.1%	46	69.6%	12	18.1%
	total	316		272		72	

Phrases	Repeat responses					
	Agree		To an extent		don't agree.	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Total repetitions	660					
Percentage and sum	47.87%		41.21%		10.90%	99.99%

It is clear from Table (3) that the responses of the research sample of the beneficiary members of the Obour City Club to the Referendum phrases were 47.87% in agreement with the Referendum phrases, and the researcher attributes this result to the availability of development in Banha City Club at a low level from the point of view of the beneficiary members. It is clear from Table (3) that:

- The percentage of the research sample responses to the Referendum phrases on the reality of developing basketball facilities in the national project (City Clubs) from the point of view of the beneficiary members ranged between (78.7%: 12.1%)
- The responses of the research sample to phrases No. (8, 5, 4, 3, 2, 1) tend towards agreement, while the responses to phrases No. (10, 9, 7, 6) tend towards neutrality between agreement and disagreement.
- The first order went to statement No. (4) with a percentage of 78.7%, and statement No. (4) states: "The City Clubs project and opening membership to Egyptian families in all governorates of the republic provided members and their children with the opportunity to practice sports activities, train on them, and participate in their official competitions."
- The second order went to statements No. (8,5) with a percentage of 72.7%, and statement No. (5) states: "The City Clubs project attracted a large number of members' children with talent in various sports activities (individual games – group games) and others at different age levels to participate in local sports competitions for the City Clubs' participation in various sports federations," while statement No. (8) states: "The demand for membership in City Clubs has been steadily increasing since the beginning of the project until now."
- The third rank was for phrases No. (3,1) with a percentage of 66.6%, and phrase No. (1) states that "The Egyptian state's decision to convert governorate stadiums into City Clubs is one of the most important decisions in the sports field," while phrase No. (3) states that "The City Clubs project includes benefiting from sports facilities in the geographical areas present in the new urban cities."
- The fourth rank was for phrase No. (2) with a percentage of 54.5%, and the phrase states that "The City Clubs project is one of the projects with national goals for the benefit of society in the sports field."



- The fifth rank was for phrase No. (6) with a percentage of 24.2%, and the phrase states that “The City Clubs project contributed to the development and modernization of sports facilities for all sports activities, especially basketball courts.”
- The sixth order went to phrases No. (9,7) with a percentage of 15.1% and phrase No. (7) states that “The City Clubs project contributed to the establishment of indoor playgrounds and halls of the latest style for various games, especially basketball,” while phrase No. (9) states that “The demand for participation in schools and academies for various sports activities, especially basketball, has been constantly increasing since the beginning of the project until now.”
- The seventh order went to phrase No. (10) with a percentage of 42.3% and the statement states that “The achievements that were made in the City Clubs project with basketball players at all age levels through friendly and official competitions demonstrated the project’s objectives.”

The researcher attributes these results to the availability of development from the point of view of the beneficiary members of the Obour City Club to a good degree, as it includes benefiting from sports facilities in the geographical areas present in the new urban cities.

The researcher attributes the decrease in the percentage of opinions of the members benefiting from the Obour City Club to the fact that the City Clubs project contributed to the establishment of covered playgrounds and halls of the latest style for various games, especially basketball. The researcher attributes these results to the lack of covered halls in the Obour City Club after the development.

These results are consistent with the results of "Naglaa Fawzy" (2012) (7) in what she concluded from her study that the interest of educational institutions in new urban communities in preparing modern sports facilities and providing them with the components that help achieve their goals.

These results are consistent with the results of "Abdullah Ahmed" (2014) (2) in what he concluded from his study that logistical planning works to create value for time and place for the clients who benefit from sports cities.

Thus, the First question was answered, which states "What is the reality of developing basketball facilities in the national project (City Clubs) in application to the Obour City Club from the point of view of the beneficiary members, as the results showed that the total score of the referendum reached 47.87%, which indicates that the club is not developing at a low level.

## **2. Results for Research Question 2:**

What is the level of variance in basketball facility development from project inception to completion?

The researcher photographed the sports facilities at the Obour City Club before the development, Attachment (4) and after it, Attachment (5), in addition to her simple observations and details as follows:

### **Geographical location and communication with the community**

The City Obour Club is located in the New Obour area, affiliated with the New Urban Communities Authority, which is a rapidly developing area characterized by an increasing population density, which makes it a suitable location to attract members and visitors from various surrounding areas. The club is characterized by its easy accessibility, which makes it a suitable option for families and individuals wishing to join a club that allows them to spend their free time in a safe and convenient place.

### **Design and Infrastructure**

The infrastructure has witnessed comprehensive updates that included the rehabilitation of the stadiums, and increasing their capacity relatively to be more comprehensive and organized, taking into account the requirements of security and safety in various sports, as modern materials were used for the floors in the main stadiums such as artificial rubber and artificial turf to increase the safety of the players and provide an advanced sports experience and equip these stadiums with the latest sports equipment, and new facilities were provided such as fitness halls, swimming pools and diving.

### **Cultural and Social Dimension**

Increasing interest in organizing community events and activities to strengthen the ties between the club and the beneficiary members, and their experience has also improved through sports, social and recreational programs by providing halls for social events and activities, which attracted different segments of society (children - youth - the elderly), which led to increased social participation.

### **Sports Activities and Championships**

In order to enhance the spirit of competition and encourage community participation, City El Obour Club offers a variety of sports activities and championships, to meet the needs and skills of its members of different age groups, by holding friendly or local championships in various sports.

### **Economic Impact**

Thanks to the increase in the number of members and the high level of participation, the club's revenues increased, which helped in the continuity of development and maintenance and achieving sustainability.

### **Development and modernization**

Through improvements in infrastructure and the diversity of services, the club has become more sustainable on the economic level, and has become able to provide its sports and social services and meet the aspirations of its members in a better way than before, and its efficiency and attractiveness have improved and the utilization of its capabilities has increased.

### **Sports and entertainment services**

Expanding the sports activities provided to include sports such as swimming, tennis, basketball, judo, and others, in addition to preparing places for family entertainment and places and games designated for children, and adding relaxation areas, cafes, and green spaces, which has transformed the club into a family destination suitable for different ages, and contributed to enhancing the sense of belonging to the club, which encouraged attracting many members.

### **Impact on the Club Brand**

The City El Obour Club brand has become more attractive and reliable in the Egyptian community, and the addition of digital services such as mobile applications for booking and managing memberships has contributed to improving the members' experience and it is now seen as a role model in the management and development of sports clubs.

Observations and photographic comparisons revealed notable improvements in the club's infrastructure, including:

Updated flooring for safety and advanced sports performance.

Increased capacity for sports activities.

Expanded offerings of sports programs for community engagement

**Conclusion** This research provides valuable insights into the development of basketball facilities at Obour City Club, highlighting:

Moderate success in infrastructure improvements from the perspectives of administrators and technical staff.

Limited satisfaction among members due to unmet expectations for advanced basketball facilities.

Positive impacts of the City Club project in fostering community engagement and sports participation.

Further strategic planning and investment are necessary to maximize the project's potential and establish City Clubs as leading models in sports development across Egypt.

## **SWOT Analysis for the City Club Project:**

### **Strengths:**

#### **1. Talent Development:**

Provides a structured environment for identifying and nurturing athletic talents in basketball and other sports.

## **2. Infrastructure Investments:**

Significant improvements in sports facilities contribute to the project's sustainability and competitive edge.

## **3. Brand Recognition:**

Positions Egypt as a leader in sports development on regional and international platforms.

## **Weaknesses:**

### **1. Resource Intensity:**

The project demands substantial financial investments, which may outpace revenue from memberships.

### **2. Talent Retention Challenges:**

Athletes may seek better opportunities abroad or with private organizations.

### **3. Institutional Capacity:**

Requires skilled management and efficient administrative structures to sustain operations.

## **Opportunities:**

### **1. Enhanced Training Programs:**

Access to state-of-the-art training can elevate players' skills and performance.

### **2. Community Engagement:**

The project encourages greater participation through accessible sports and cultural activities.

### **3. Revenue Generation:**

Opportunities for sponsorships, ticket sales, and broadcasting rights could provide additional income streams.

## **Threats:**

### **1. Competition:**

Private academies offering lower fees may attract potential members.

### **2. Talent Drain:**

Other organizations offering better incentives may lure away promising athletes.

## **Recommendations:**

### **1. Enhance Awareness:**

Increase public awareness about the importance of transforming provincial stadiums into City Clubs to foster sports development.

### **2. Regular Updates:**

Consistently upgrade and modernize sports facilities, particularly basketball courts.

### **3. Build Indoor Courts:**

Invest in constructing world-class indoor facilities for basketball and other sports.

#### **4. Promote Achievements:**

Highlight successes in basketball competitions to motivate participation and investment.

#### **5. Digital Solutions:**

Implement digital systems for booking and managing memberships to streamline operations.

#### **6. Expand Sports Programs:**

Develop comprehensive programs to attract all age groups, fostering greater engagement in basketball and other activities.

### **Conclusions and Recommendations**

#### **First: Conclusions**

In light of the research objective and within the framework of the scientific method used and the tools the researcher used to collect data and the procedures and statistical processing method she followed for the data that was collected, presented, discussed and interpreted its results, the researcher was able to reach the following conclusions:

- The availability of basketball facilities development in the national project (City Clubs) applied to Obour City Club from the point of view of both officials (administrative - technical) at a medium level.
- The availability of basketball facilities development in the national project (City Clubs) applied to Obour City Club from the point of view of the beneficiary members at a low level.
- There is a positive discrepancy between the beginning of (City Clubs Project) regarding the development of sports facilities, especially basketball facilities, applied to Obour City Club.

#### **Second: Recommendations**

Within the framework of what was mentioned in the research and what it included in terms of its procedures, and in light of the results and conclusions reached, the researcher recommends the necessity of:

The study highlights several key recommendations to address these challenges and maximize the impact of the City Club project:

##### **1. Increase Public Awareness:**

Highlight the importance of converting provincial stadiums into City Clubs to improve sports accessibility and infrastructure.

##### **2. Consistent Modernization:**

Regularly update basketball and other sports facilities to align with global standards.

##### **3. Invest in Indoor Courts:**

Develop modern, covered basketball courts to support year-round activities and competitions.

4. Enhance Community Engagement:  
Foster partnerships with private organizations encourage sports sponsorships and provide additional funding.
5. Promote Success Stories:  
Showcase achievements in basketball tournaments to inspire greater participation and investment.
6. Expand Digital Services:  
Introducing online booking systems and digital memberships to improve efficiency and member satisfaction.
7. Support Youth Programs:  
Create specialized basketball programs for youth to nurture talent and foster professional growth.
8. Develop Incentives for Membership Growth:  
Offer attractive membership plans and promotional events to boost member engagement and satisfaction.
9. By benefiting from basketball facilities for all age groups.

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