Gun Range Development



Presented by:

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Point Blank Range & Gun Shop

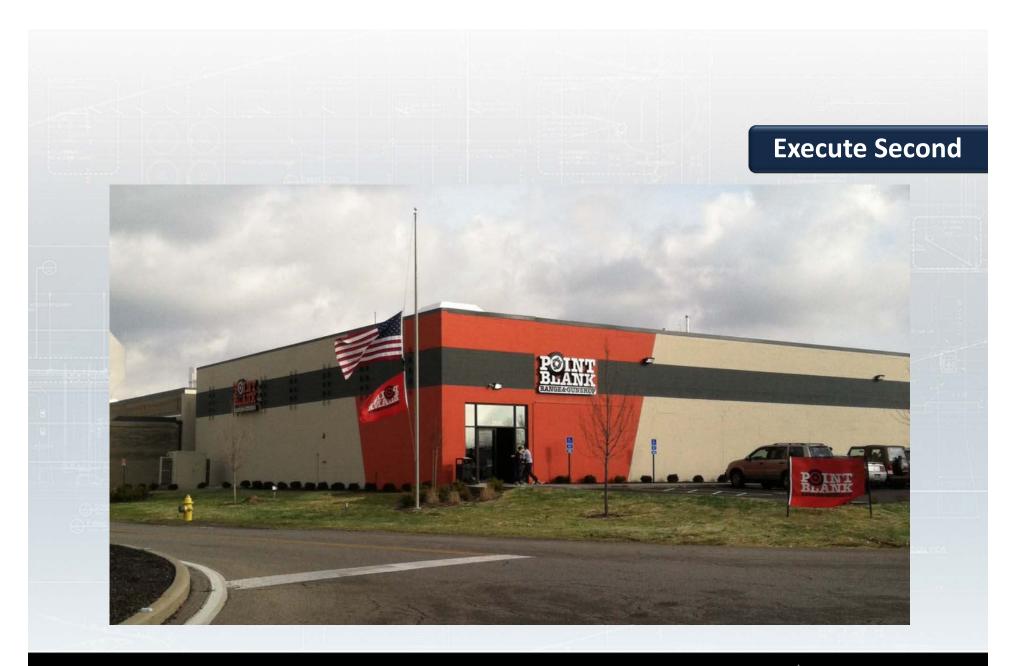
Cincinnati, Ohio tom@shootpointblank.com



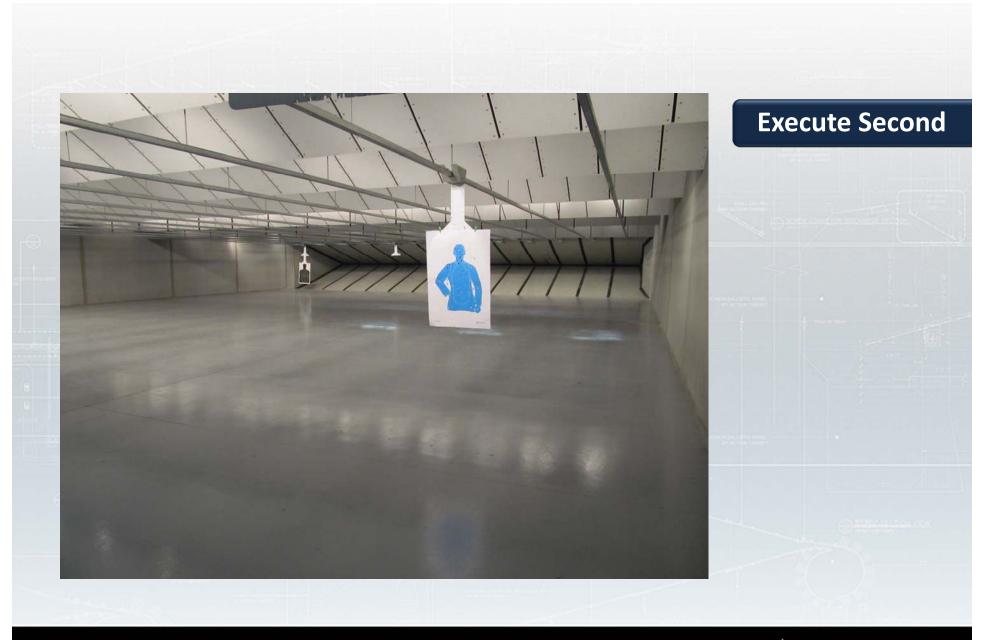


Dream First













Execute Second



Three Barriers of Entry **Face Reality** Zoning Expertise Capital

Defer to Experts

- **✓ CALL ACTION TARGET**
- ✓ CALL CAREY'S HVAC
- **✓ CALL A DISTRIBUTOR**



Determine Supply and Demand

- Market survey
- Existing supply of shops and ranges
- Location of each
- How am I going to be different?
- Market differentiation



Financial Feasibility

- Rough numbers first \$\$\$\$
- Approximate cost of facility
- Does it make sense financially?



Rough Numbers First

Business Plan



√

Keep it simple!



Creating a Business Plan

- LivePlan.com (Gives a good idea of information needed)
- Start with a skeleton
- Fill in later
- Add more and more details
- Know your assumptions
- Be a gumshoe find the data



Data Sources

- **ATF**
- NSSF
- Visual observation
- Newspaper articles
- Internet
- Claritas site reports
- ▶ ICSC sales figures per SF



Gun Ownership by Demographic Subgroups

Results are based on U.S. adults Oct. 13-16, 2005

	Respondent personally owns	Other household member owns	Total (personally own gun/other member owns gun)
Overall	30%	12%	42%
Gender Men Women	47% 13%	5% 18%	52% 31%
Region East Midwest South West	22% 34% 36% 23%	9% 13% 11% 15%	31% 47% 47% 38%
Party Affiliation Republicans Independents Democrats	41% 27% 23%	16% 10% 10%	57% 37% 33%
Age 18- to 29-year-olds 30- to 49-year-olds 50 years and older	21% 32% 31%	13% 12% 11%	34% 44% 42%
Race Whites Nonwhites	33% 18%	13% 9%	46% 27%



ALUT CHAIR AND THE	Ten-Mile Radius	Fifteen-Mile Radius	Twenty-Mile Radius
2017 Projection	569,832	1,144,415	1,582,675
2012 Estimate	562,739	1,138,029	1,571,712
2000 Census	531,032	1,102,445	1,519,744
1990 Census	480,779	1,042,783	1,438,693
Age 18 and over	421,382	857,669	1,185,853
Growth 2012 – 2017	1.26%	0.56%	0.70%
Growth 2000 – 2012	5.97%	3.23%	3.42%
Growth 1990 – 2000	10.45%	5.72%	5.61%

	Income	PALETONIA SALTEN	
	Ten-Mile Radius	Fifteen-Mile Radius	Five-Mile Radius
2012 Est. Avg. Household Income	\$80,353	\$70,094	\$68,159
2012 Est. Median Household Income	\$60,232	\$51,760	\$50,840
2012 Est. Per Capita Income	\$32,362	\$28,328	\$27,470



Determine Location

Location

- Zoning first
- Political climate of municipality
- NO VARIANCES
- Keep a low profile

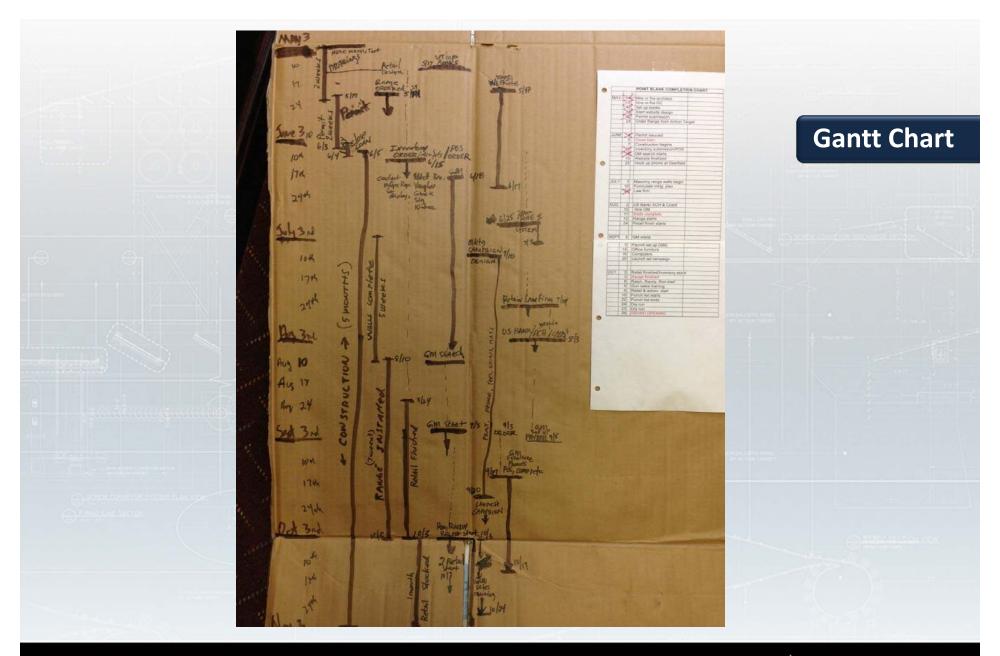


Site Selection

Location

- Build new or rehab / retrofit
- Create a budget
- Access and visibility
- Site size and attributes











Stay Focused





Stay Focused





Equity (cash)

- Sources
- Proof
- Investors

Debt (loan)

- **SBA**
- Bank fees
- ▶ Time frame

Financing



POINT BLANK CINCY WEST

Sources and Uses of Funds

Sources of Funds	
Owners Original Capital Injection (no sweat)	\$800,000
Guardian Loan	\$450,000
Additional Loan Dollars	\$2,053,000
Any Additional equity	\$0
Total Sources of Funds / Project Cost	\$3,303,000

Construction Contract \$1,13 Additional Construction Security \$1. HVAC for lanes/retail \$48	Incl. 2,500
Construction Contract \$1,13 Additional Construction Security \$1. HVAC for lanes/retail \$48	5,000 Incl. 2,500
Additional Construction Security \$1 HVAC for lanes/retail \$48	Incl. 2,500
Security \$1. HVAC for lanes/retail \$48	2,500
HVAC for lanes/retail \$48	_
· · · · · · · · · · · · · · · · · · ·	6,000
	5,000
	5,000
Computers-Electronics(POS,server,etc) \$4.	2,500
Retail fixtures/counter tops built-ins \$6	5,000
Furniture - class, office, retail \$2	0,000
nventory - beginning	\$0
_egal/Accounting - pre opening \$	8,000
Office Supplies \$	4,000
Payroll during training - includes taxes \$3	5,000
nterior décor \$	5,000
Permits and Licenses \$	8,500
Prepaid Insurances \$	3,500
Signage	Incl
Closing Costs \$3	8,000
Architectual \$2	5,000
Engineering \$1.	2,000

Total Uses of Funds (\$3,303,000)

Total Budget \$3,303,000

Financing



Financing

- Do not underestimate time
- This will be the most difficult step
- Structure the deal to get the money
- Do not argue over interest rate
- Documentation nightmare



DESIGN/BUILD

Breaking Ground

OR

ARCHITECT/MEP ROUTE

(Let common sense prevail and watch budget – no fancy extras)

AIRPORTS-CASINOS-THEATRES-MALLS-MCDONALDS



Coordination

- Refer to Gantt chart
- Order in time (FF&E, inv.)
- Remind all vendors of time frame
- ► FFL DO NOT FORGET! (go back to beginning)



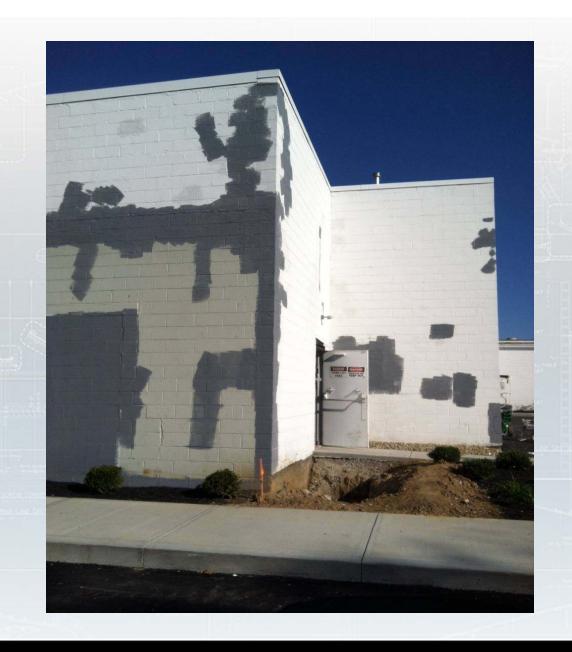
U.S. Department of Justice Bureau of Alcohol, Tobacco, Firearms and Explosives		(18 U.S.C. C	Chapter 44)
In accordance with the provisions of Title I, Gun Control Act of 1968, and business specified in this license, within the limitations of Chapter 44, Titl shown. THIS LICENSE IS NOT TRANSFERABLE UNDER 27 CI	e 18, Unit	ed States Code, and the	e regulations issued thereunder, until the expiration date
Direct ATF		License Number	4-31-061-01-5F-03773
Chief, Federal Financial Clicensing Center (FFLC) Name POINT BLANK RANGE & GUN SHOP		Expiration Date	June 1, 2015
Premises Address (Changes? Notify the FFLC at least 30 days before the mo 10930 DEERFIELD RD CINCINNATI, OH 45242- Type of License	ve.)		
01-DEALER IN FIREARMS OTHER THAN DESTRUC	TIVE D	EVICES	
Purchasing Certification Statement The licensee named above shall use a copy of this locense to assist a transfer firearms to verify the identity and the licensed status of the licensee as provid 27 CFR Part 478. The signature on each copy must be an original signature faxed, seanned or emailed copy of the licenses with a signature intended to 6 original signature is acceptable. The signature must be that of the Federal F Licensee (FFL) or a responsible person of the FFL. I certify that this is a tru of a ligense issued to the licensee named above to engage in the business specific to the licensee of the property o	led by A e an rearms e copy cified	POINT BLAI POINT BLAI 10930 DEEF CINCINNAT	Changes? Notify the FFLC of any changes.) NK RANGE LLC NK RANGE & GUN SHOP RFIELD RD 1, OH 45242- ATF Form 8 (330.11) Revised October 2011
		FL) Customer Service	Information
Foderal Firearms Licensing Center (FFLC) 244 Needy Road Martinsburg, WV 25405-9431 Toll-free Telephone N	umber:		ATF Homepage: www.atf.gov FFL 6Z Check: www.atfonline.gov/fflezcheck
Change of Address (27 CFR 478.52). Licensees may during the term of the regularly to carry on such business or activity by filing an Application for an prior to such removal with the Chief, Federal Firenams Licensing Center Th. U.S.C. 924. The application shall be accompanied by the licensee's original Chief, FFLCs, shall, if the applicant is not qualified, refer the application with § 478.71.)	Amended application icense. The	Federal Firearms Licens on must be executed un- ne license will be valid fi	se, ATF Form 5300.38, in duplicate, not less than 30 days der the penalties of perjury and penalties imposed by 18 for the remainder of the term of the original license. (The
Right of Succession (27 CFR 478.56). (a) Certain persons other than the same address shown on, and for the remainder of the term of, a current licer legal representative of a deceased licensee, and (2) A receiver or trustee in this section, the person or persons continuing the business shall furnish the days from the date on which the successor begins to carry on the business.	se. Such p nkruptcy,	persons are: (1) The sur or an assignee for bene	rviving spouse or child, or executor, administrator, or other fit of creditors. (b) In order to secure the right provided by
Cut Here ×			(Continued on reverse side)
Federal Firearms License (FFL) Information Card License Name: POINT BLANK RANGE LLC Business Name: POINT BLANK RANGE & GUN SHOP		Sign-Up Today! FFLs interested in	Electronic Version Available receiving the electronic version of the FFL Newslet-
License Number: 4-31-061-01-5F-03773 License Type: 01-DEALER IN FIREARMS OTHER THAN	1		asional additional information, should submit name, e-mail address to: FFLNewsletter@atf.gov.
DESTRUCTIVE DEVICES Expiration. June 1, 2015	1 1	The electronic FFL information to lices	. Newsletter will enable ATF to communicate nsees on a periodic basis.

Coordination







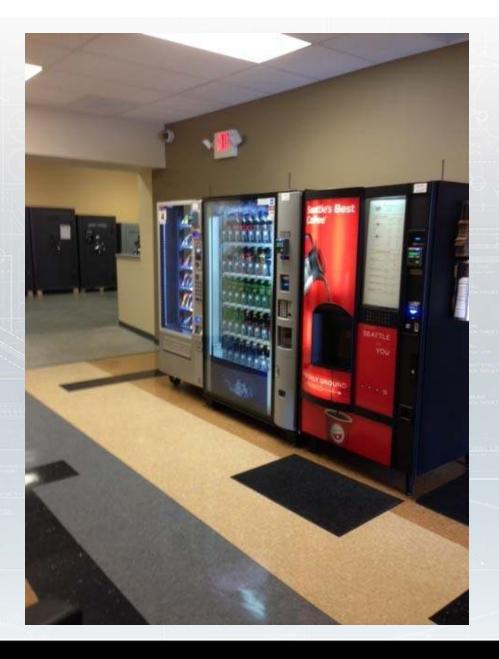






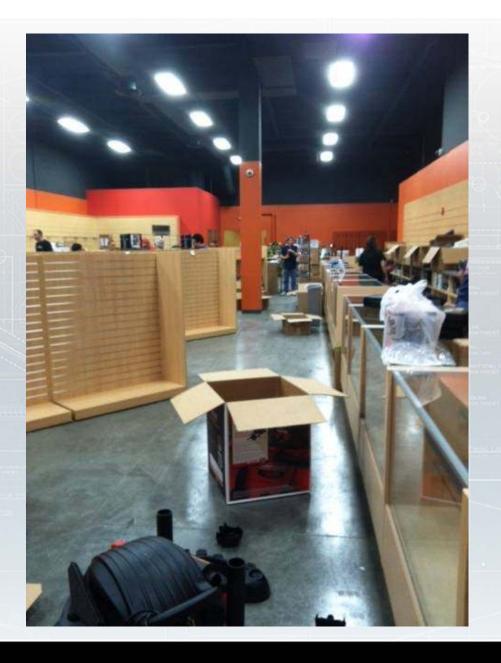
Before





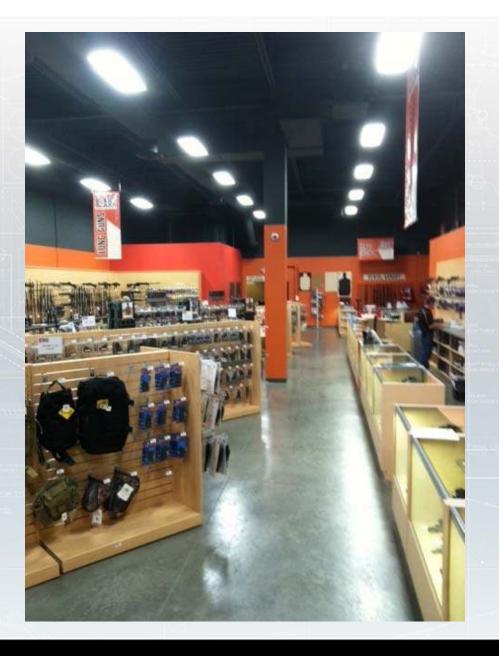
After





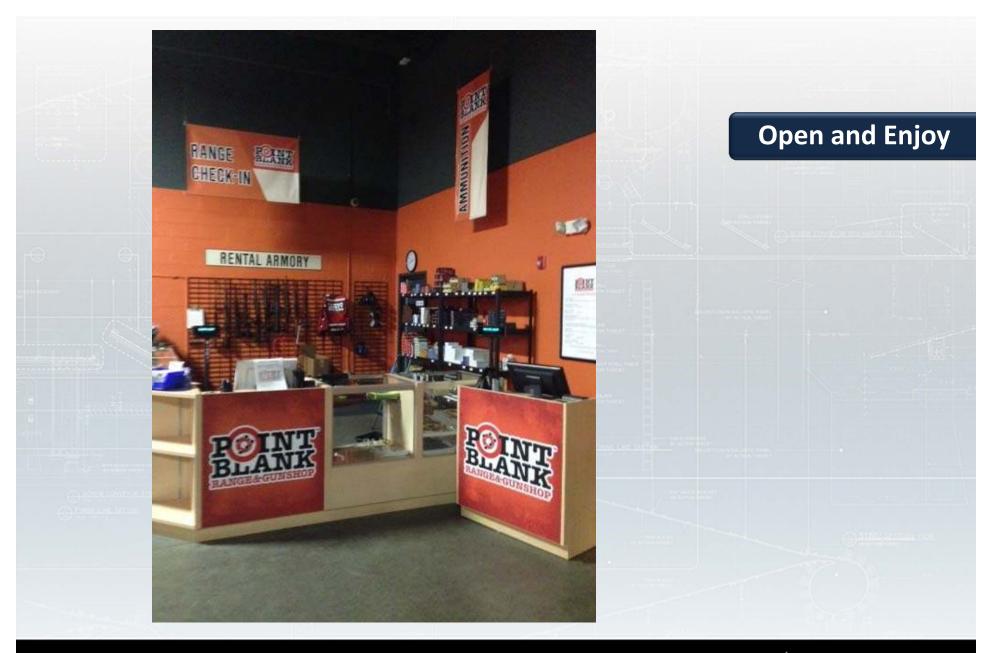
Before





After





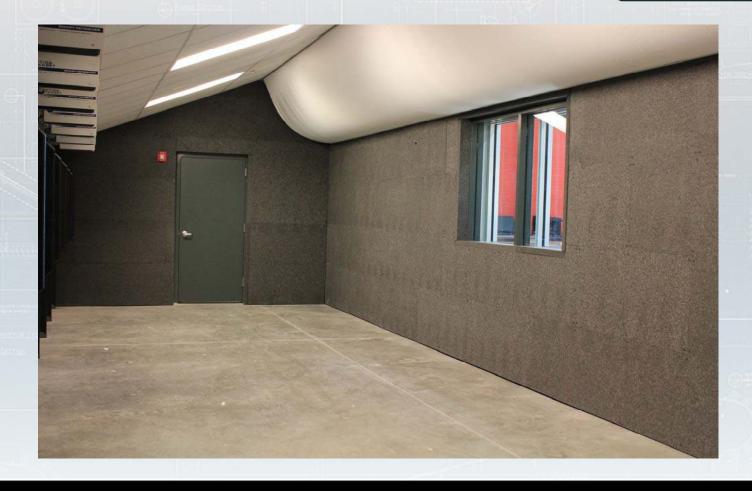




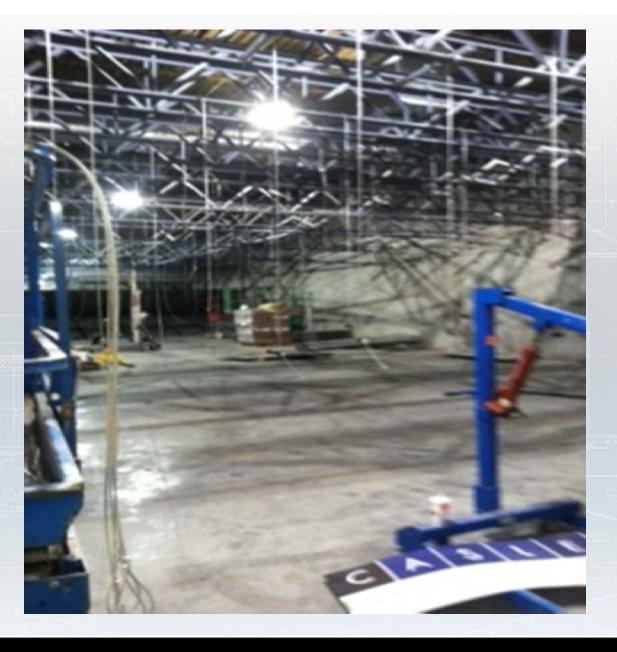
Open and Enjoy



Open and Enjoy





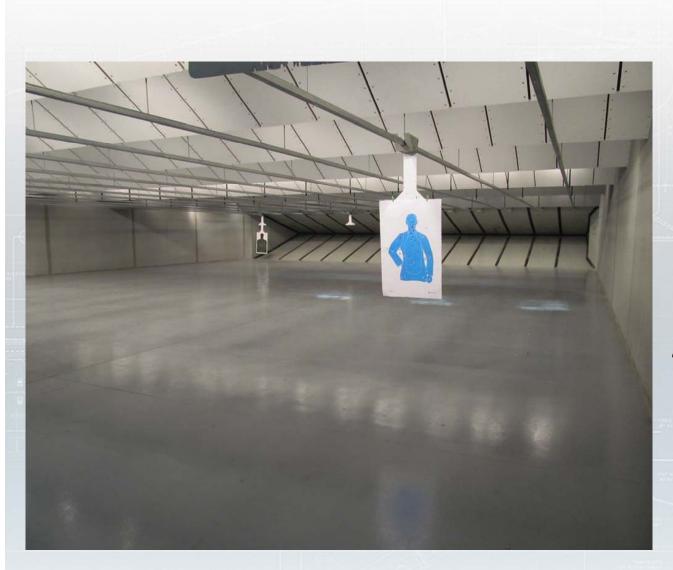


Open and Enjoy

Before







Smile

After



After Opening

THANK ACTION TARGET AND ALL VENDORS



Dream again!

After Opening



✓ Call Action Target

TARGE