

Gun Range Development



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**THE GLOBAL LEADER IN SHOOTING RANGES
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Dream First



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Execute Second



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Execute Second

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Three Barriers of Entry

Face Reality

Capital

Zoning

Expertise

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Defer to Experts

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

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Determine Supply and Demand

Business Plan

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

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Financial Feasibility

Business Plan

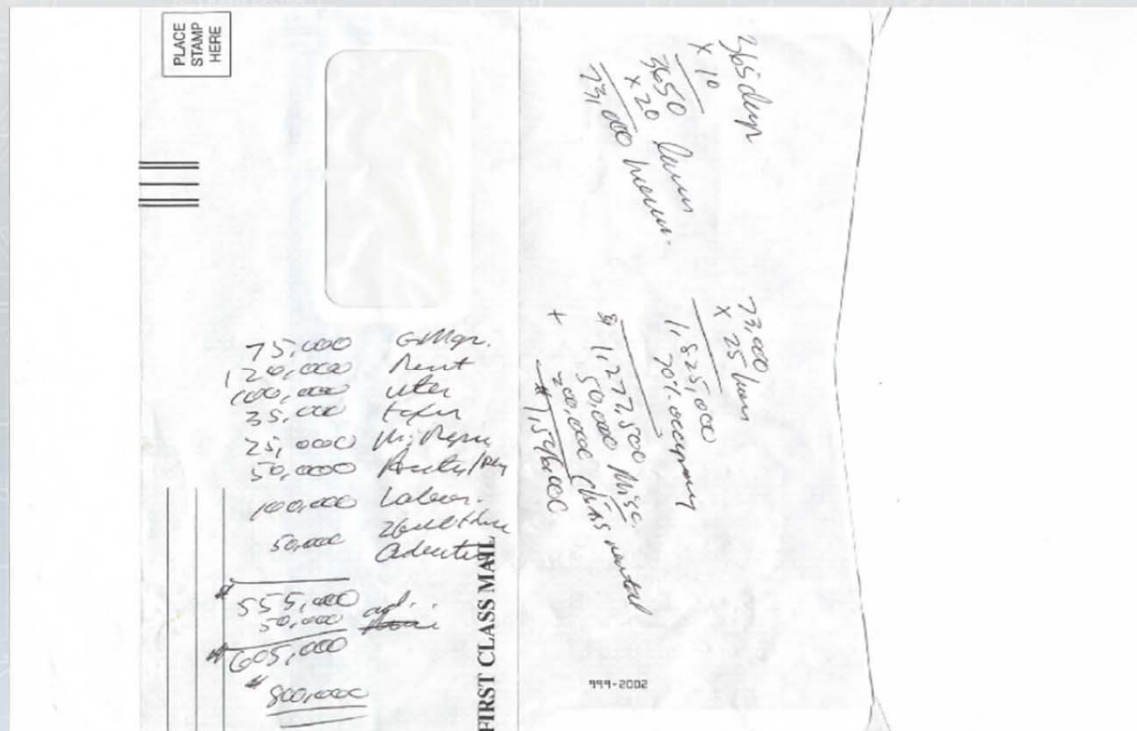
- ▶ **Rough numbers first - \$\$\$\$**
- ▶ **Approximate cost of facility**
- ▶ **Does it make sense financially?**

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Rough Numbers First

Business Plan



✓ Keep it simple!

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Creating a Business Plan

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

Business Plan

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

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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	47%	5%	52%
Women	13%	18%	31%
Region			
East	22%	9%	31%
Midwest	34%	13%	47%
South	36%	11%	47%
West	23%	15%	38%
Party Affiliation			
Republicans	41%	16%	57%
Independents	27%	10%	37%
Democrats	23%	10%	33%
Age			
18- to 29-year-olds	21%	13%	34%
30- to 49-year-olds	32%	12%	44%
50 years and older	31%	11%	42%
Race			
Whites	33%	13%	46%
Nonwhites	18%	9%	27%

Business Plan

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Business Plan

	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

	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

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Determine Location

Location

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

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Site Selection

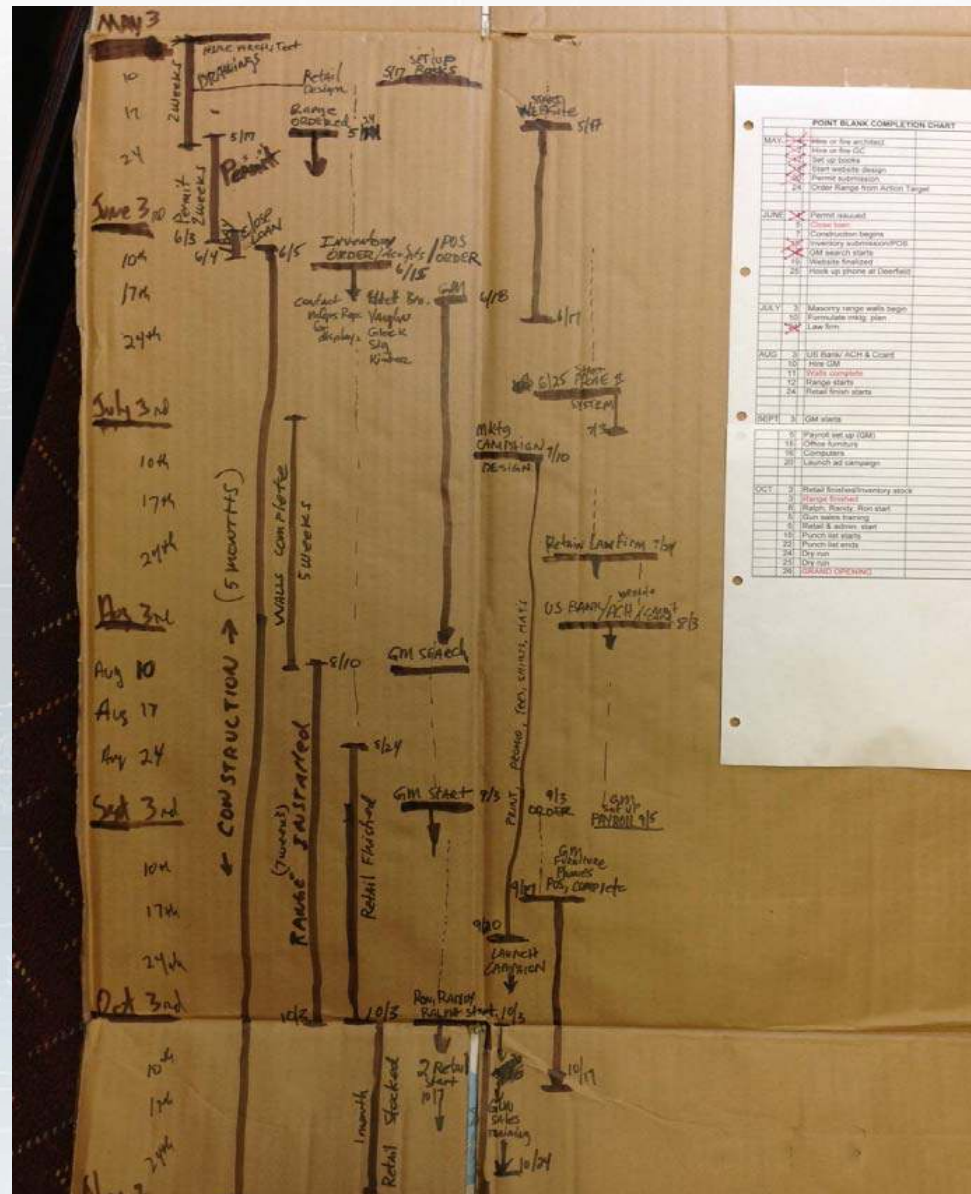
Location

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

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Gantt Chart



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Stay Focused

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Stay Focused

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Equity (cash)

- ▶ Sources
- ▶ Proof
- ▶ Investors

Debt (loan)

- ▶ SBA
- ▶ Bank fees
- ▶ Time frame

POINT BLANK CINCY WEST

Sources and Uses of Funds

Financing

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

Uses of Funds	
	\$0
Building Purchase	\$663,000
Construction Contract	\$1,135,000
Additional Construction	Incl.
Security	\$12,500
HVAC for lanes/retail	\$486,000
Shooting Lanes -	\$735,000
Advertising / Marketing pre-opening	\$5,000
Computers-Electronics(POS,server,etc)	\$42,500
Retail fixtures/counter tops built-ins	\$65,000
Furniture - class, office, retail	\$20,000
Inventory - beginning	\$0
Legal/Accounting - pre opening	\$8,000
Office Supplies	\$4,000
Payroll during training - includes taxes	\$35,000
Interior décor	\$5,000
Permits and Licenses	\$8,500
Prepaid Insurances	\$3,500
Signage	Incl.
Closing Costs	\$38,000
Architectual	\$25,000
Engineering	\$12,000

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

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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**

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DESIGN/BUILD

Breaking Ground

OR

ARCHITECT/MEP ROUTE

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

**AIRPORTS-CASINOS-THEATRES-MALLS-
MCDONALDS**

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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)

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24 SEPTEMBER 2006 CHEN ET AL.

Expiration Date	June 1, 2015
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Previous Edition is Obsolete

ATF Form 8 (5310.11)
Revised October 2011

A/TF Homepage: www.atf.gov
FFL eZ Check: www.atfonline.gov/filezcheck

Right of Succession (27CFR 478.56). (a) Certain persons other than the licensee may secure the right to carry on the same firearms or ammunition business at the same address shown on, and for the remainder of the term of a current license. Such persons are: (1) The surviving spouse or child, or executor, administrator, or other legal representative of a deceased licensee; and (2) A receiver or trustee in bankruptcy, or an assignee for benefit of creditors. (b) In order to secure the right provided by this section, the person or persons continuing the business shall furnish the license for that business for endorsement of such succession to the Chief, FFLC, within 30 days from the date on which the successor begins to carry on the business.

Continued on reverse side

Please Note: Not Valid for the Sale or Other Disposition of Firearms.

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Prepare to Open



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Prepare to Open

Before

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Prepare to Open

After

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Prepare to Open

Before



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Prepare to Open

After



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Open and Enjoy

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Open and Enjoy

Before

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Smile

After

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After Opening

**THANK ACTION TARGET
AND ALL VENDORS**

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Dream again!



After Opening

✓ **Call Action Target**

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