Gun Range Development

Presented by:
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Cincinnati, Ohio
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Three Barriers of Entry

Capital

Zoning

Expertise
 ✓ 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

✓ 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

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

<table>
<thead>
<tr>
<th></th>
<th>Ten-Mile Radius</th>
<th>Fifteen-Mile Radius</th>
<th>Five-Mile Radius</th>
</tr>
</thead>
</table>
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

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

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

**Equity (cash)**

- Sources
- Proof
- Investors

**Debt (loan)**

- SBA
- Bank fees
- Time frame
# Sources and Uses of Funds

## Sources of Funds

<table>
<thead>
<tr>
<th>Sources of Funds</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owners Original Capital Injection (no sweat)</td>
<td>$800,000</td>
</tr>
<tr>
<td>Guardian Loan</td>
<td>$450,000</td>
</tr>
<tr>
<td>Additional Loan Dollars</td>
<td>$2,053,000</td>
</tr>
<tr>
<td>Any Additional equity</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Sources of Funds / Project Cost</strong></td>
<td><strong>$3,303,000</strong></td>
</tr>
</tbody>
</table>

## Uses of Funds

<table>
<thead>
<tr>
<th>Uses of Funds</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building Purchase</td>
<td>$663,000</td>
</tr>
<tr>
<td>Construction Contract</td>
<td>$1,135,000</td>
</tr>
<tr>
<td>Additional Construction Incl.</td>
<td>$12,500</td>
</tr>
<tr>
<td>HVAC for lanes/retail</td>
<td>$486,000</td>
</tr>
<tr>
<td>Shooting Lanes -</td>
<td>$735,000</td>
</tr>
<tr>
<td>Advertising / Marketing pre-opening</td>
<td>$5,000</td>
</tr>
<tr>
<td>Computers-Electronics(POS, server, etc)</td>
<td>$42,500</td>
</tr>
<tr>
<td>Retail fixtures/counter tops built-ins</td>
<td>$65,000</td>
</tr>
<tr>
<td>Furniture - class, office, retail</td>
<td>$20,000</td>
</tr>
<tr>
<td>Inventory - beginning</td>
<td>$0</td>
</tr>
<tr>
<td>Legal/Accounting - pre opening</td>
<td>$8,000</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>$4,000</td>
</tr>
<tr>
<td>Payroll during training - includes taxes</td>
<td>$35,000</td>
</tr>
<tr>
<td>Interior décor</td>
<td>$5,000</td>
</tr>
<tr>
<td>Permits and Licenses</td>
<td>$8,500</td>
</tr>
<tr>
<td>Prepaid Insurances</td>
<td>$3,500</td>
</tr>
<tr>
<td>Signage Incl.</td>
<td>$0</td>
</tr>
<tr>
<td>Closing Costs</td>
<td>$38,000</td>
</tr>
<tr>
<td>Architectual</td>
<td>$25,000</td>
</tr>
<tr>
<td>Engineering</td>
<td>$12,000</td>
</tr>
<tr>
<td><strong>Total Uses of Funds</strong></td>
<td><strong>($3,303,000)</strong></td>
</tr>
</tbody>
</table>

**Total Budget** $3,303,000
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
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

Federal Firearms License
(18 U.S.C. Chapter 44)

In accordance with the provisions of Title 18, United States Code, and the regulations issued thereunder (27 C.F.R. Parts 478, 479), you are licensed to engage in the business specified in this license, with the restrictions of Chapter 44, Title 18, United States Code, and the regulations issued thereunder, until the expiration date shown.

THIS LICENSE IS NOT TRANSFERABLE UNDER 27 C.F.R. 478.51. See "RENEWAL" and "NOTICE" on reverse.

Direct Name: POINT BLANK RANGE & GUN SHOP
Address: 109030 DEERFIELD RD
City: CINCINNATI, OH 45242

State: OH
Type of License: D1-DEALER IN FIREARMS OTHER THAN DESTRUCTIVE DEVICES

Federak Firearms License (FFL) Customer Service Information

Federal Firearms License Center (FFL)
244 Sindy Road
Martinsburg, WV 25401-9431

Change of Address (27 C.F.R. 478.52). Licensees may change the name of their current licensee, new business, or any new location of the same business or activity. If filing an application for an Amended Federal Firearms License, AIF Form 5300-3, in duplicate, not less than 10 days prior to each removal with the Chief, Federal Firearms Licensing Center. The application shall be accompanied by the original license and signed in accordance with federal firearms laws.

Right of Severance (27 C.F.R. 478.56). A contractor's interest in the business may be transferred to another contractor, a contractor, a contractor, or an attorney licensed to practice in the state in which the contractor's business is located. The contractor's business may be transferred to another contractor, a contractor, or an attorney licensed to practice in the state in which the contractor's business is located. The contractor's business may be transferred to another contractor, a contractor, or an attorney licensed to practice in the state in which the contractor's business is located. The contractor's business may be transferred to another contractor, a contractor, or an attorney licensed to practice in the state in which the contractor's business is located.

Cut Here: (Continued on reverse side)

Coordination

THE GLOBAL LEADER IN SHOOTING RANGES
DEVELOPMENT • EQUIPMENT • SERVICES

ACTION TARGET

Federal Firearms License (FFL) Information Card

<table>
<thead>
<tr>
<th>License Name</th>
<th>POINT BLANK RANGE LLC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Name</td>
<td>POINT BLANK RANGE &amp; GUN SHOP</td>
</tr>
<tr>
<td>License Number</td>
<td>4-31-061-01-5F-03773</td>
</tr>
<tr>
<td>License Type</td>
<td>D1-DEALER IN FIREARMS OTHER THAN DESTRUCTIVE DEVICES</td>
</tr>
<tr>
<td>Expiration Date</td>
<td>June 1, 2015</td>
</tr>
</tbody>
</table>

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

FFL Newsletter - Electronic Version Available
Sign Up Today!

FFL's interested in receiving the electronic version of the FFL Newsletter, along with occasional additional information, should submit name, FFL number, and e-mail address to FFLNewsletter@att.net.

The electronic FFL Newsletter will enable AIF to communicate general information, compliance notices, and important dates on a periodic basis.
Prepare to Open

After

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Prepare to Open

Before
Prepare to Open

After

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Open and Enjoy

Before

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DEVELOPMENT • EQUIPMENT • SERVICES
Smile

After

THE GLOBAL LEADER IN SHOOTING RANGES
DEVELOPMENT • EQUIPMENT • SERVICES
THANK ACTION TARGET
AND ALL VENDORS
Dream again!

✓ Call Action Target