

Identifying Your Location & Decision Making Tools



Presented by:

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11261 Alpharetta Highway

Roswell, GA 30076



**THE GLOBAL LEADER IN SHOOTING RANGES
DEVELOPMENT • EQUIPMENT • SERVICES**



SharpShooters USA – About Us

About Us

- ▶ **Located in Roswell, Georgia-** a northern suburb of metro Atlanta
- ▶ **Building Size: 19,000 sq. ft.**
- ▶ **Retail Space: 3,000 sq. ft.**
- ▶ **Office Space & Storage: 3,250 sq. ft.**
- ▶ **The Range**
 - ▶ 24 lanes
 - ▶ All lanes 25 yards long divided into 3 ranges: 2 static and 1 tactical (*each range has 8 lanes*)
 - ▶ All lanes are rifle rated up to .308 and 2 lanes are rated to .50BMG

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About Us

▶ Range Equipment

- ▶ Trap: Action Target TCT V2 Trap with Auger System
- ▶ DCU's: 3 separate units indoors
- ▶ Baffle Systems: Action Target Fixed Ceiling Safety Baffle System (*in the 2 static ranges*) and Action Target Tactical Safety Baffle System (*in the tactical range*)
- ▶ Stalls: Mancom Glass Stalls
- ▶ Retrievers: Mancom Touch-n-Go Retriever Package
- ▶ Action Target SMART Range System
- ▶ Air Handling: 3 Carrier HVAC Systems, each approximately 60 tons with a Johnson Controls Digital/Analog Control System

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Identifying Your Location & Decision Making Tools

Introduction



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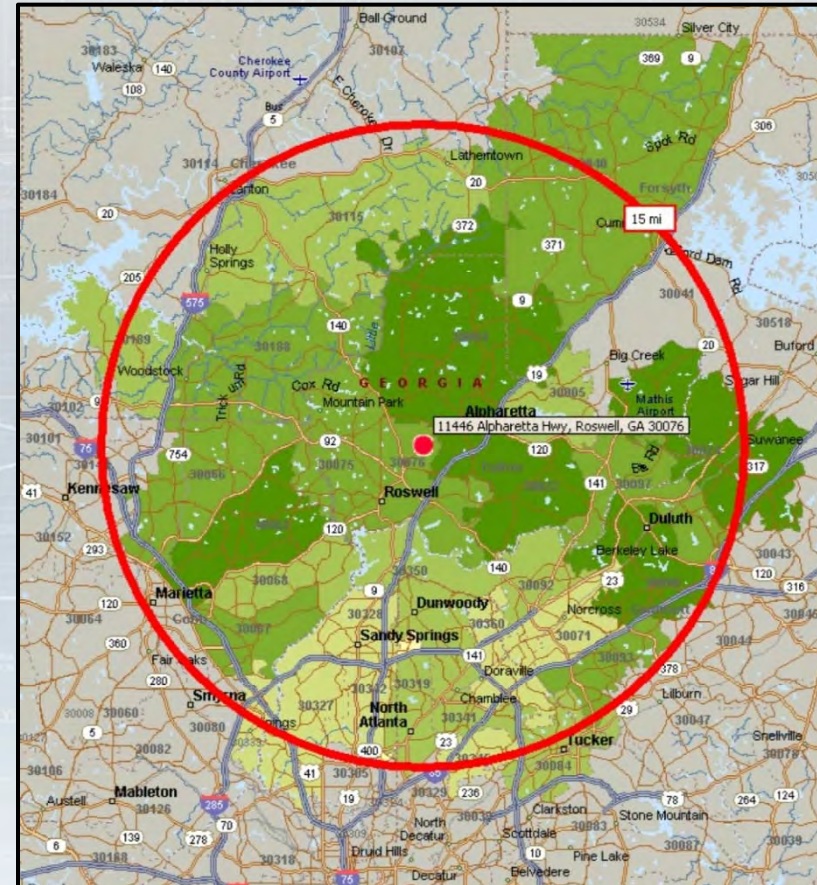


What Determines the Right Location?

Location

Customized Market Report

- ▶ **Size of Town**
 - ▶ Small town / Large city
 - ▶ Suburb / Rural
- ▶ **Customer Base**
 - ▶ Commercial / Retail
 - ▶ Government
 - ▶ Both
- ▶ **Land & Land Development Costs**
- ▶ **Infrastructure Costs**
- ▶ **Available Funding**
- ▶ **Visibility**

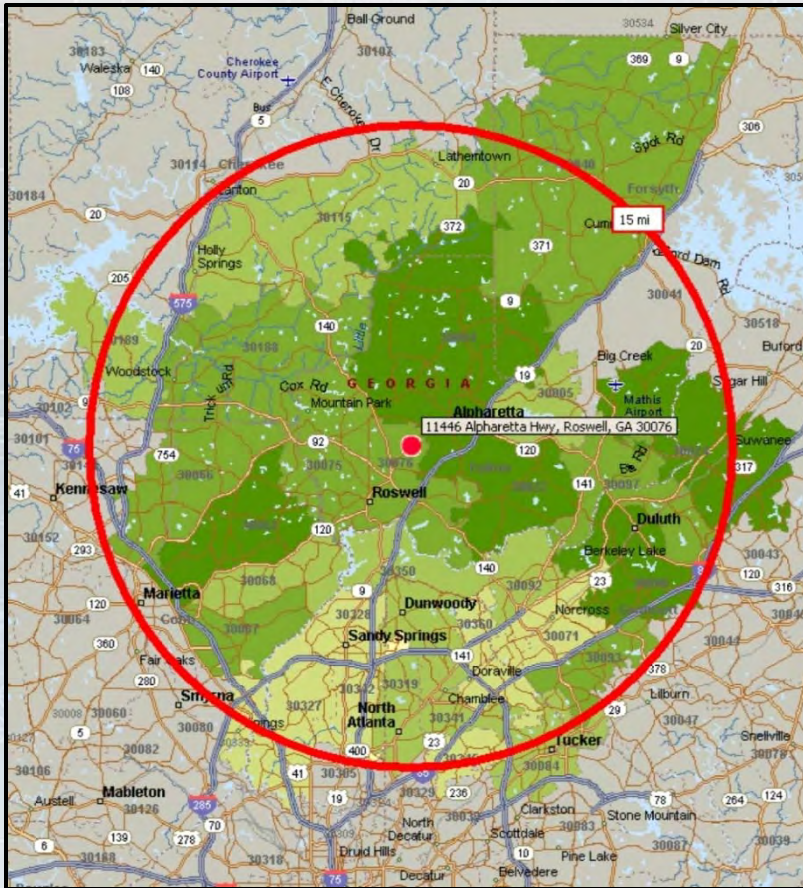


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Resources & CMR

Location



Valuable information
is available

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Resources Available

Resources

- ▶ Chambers of Commerce
- ▶ Realtor information
- ▶ State and local economic development offices
- ▶ Public utility information
- ▶ Secretary of State
- ▶ NRA statistics
- ▶ **NSSF Customized Market Report**

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What Does the CMR Do?

CMR

Know your market!

How many potential shooters live in your area?

- ▶ Allows new and expanding businesses to analyze their market
- ▶ Allows retailers and ranges to have a better understanding of their businesses
- ▶ Provides retailers and ranges the ability to customize marketing and advertising campaigns specifically to their target audience
- ▶ Aids you in building well-targeted marketing efforts that will ultimately build your business

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What Does the CMR Provide?

CMR

- ▶ Detailed market analysis for your business
- ▶ Demographic information
- ▶ Household trends
- ▶ Effective buying income
- ▶ Executive summary report
- ▶ Potential market
- ▶ Maps and lists of local ranges, shooting facilities and shooting preserves
- ▶ Maps and lists of local shooting sports related retail businesses
- ▶ List of law enforcement agencies

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What Do You Use the CMR?

CMR

- ▶ Business Plan
- ▶ Marketing Plan
- ▶ Bank loan request
- ▶ Expansion planning
- ▶ Partnership opportunities
- ▶ Investors
- ▶ Pre-selling memberships

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What Do You Get the CMR?

CMR

- ▶ **Become an NSSF member**
- ▶ **Identify your market**
 - ▶ Specific address
 - ▶ Specific area of your market (in distance)
- ▶ **Request the report online**
 - ▶ www.nssf.org/research/CMR
- ▶ **Start planning your new facility**



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How do YOU Determine the Right Location?

Location

- ▶ Who will come to your location?
- ▶ Who is your ideal customer?
- ▶ How far will your customers travel to get to your location?
- ▶ How large is your market?
- ▶ Will your market support your business?
- ▶ Who is your competition?

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Convenience of Your Location

Location

- ▶ Are you located on a major road or thoroughfare?
- ▶ Are you visible from the road?
- ▶ What is the traffic count?



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Business Plan

Business Plan

- ▶ Cover Page
- ▶ Legal Page
- ▶ Executive Summary
- ▶ Company Summary
- ▶ Services
- ▶ Market Analysis Summary
- ▶ Strategy & Implementation Summary
- ▶ Management Summary
- ▶ Financial Plan

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Example Forecast Plan

Business Plan

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What to Consider

Range Development

WHO

WHERE

WHAT

HOW

WHEN

WHY

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Guest Parking

Range Development

- ▶ Do you have ample parking?
- ▶ Do you have an opportunity for additional future parking?
- ▶ Does your lot have sufficient lighting?
- ▶ Can you partner with nearby businesses for overflow parking?



Shipping & Receiving

- ▶ Consider the location of the department within your facility
- ▶ Consider a separate entrance
 - ▶ Any security concerns?

Range Development



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Interior & Exterior Security

Range Development

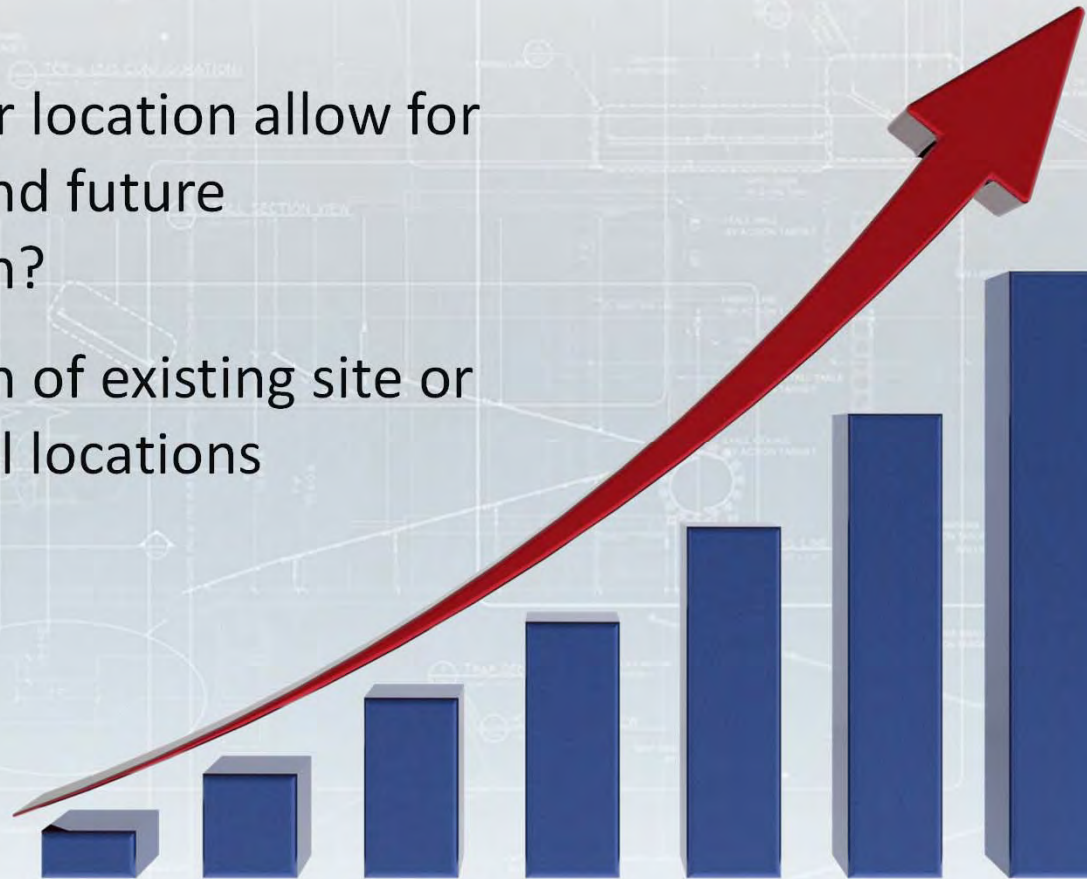
- ▶ Get to know the companies who are giving you quotes
- ▶ Check references
- ▶ Consider remote access to your system
- ▶ Smartphone and iPad compatibility



Growth Opportunities

Range Development

- ▶ Does your location allow for growth and future expansion?
- ▶ Expansion of existing site or additional locations



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Zoning, Permitting & Planning

Range Development

- ▶ Zoning and Land Use
- ▶ Permitting
- ▶ Planning

I will elaborate on this more later in the presentation



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Future Development in the Area

Range Development

- ▶ Are there plans for future development in your area that may affect your business?
- ▶ Are there plans for future construction or changes to roads that may affect your business?
- ▶ Remember, some of these changes may *positively* effect on your business



The Building

- ▶ Own or rent?
- ▶ New construction or existing building?
- ▶ If an existing building, is the infrastructure built to last for 30 years?

Range Development



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Sign Restriction

Regulations

Consider sign restrictions for your location

- ▶ Location of sign at the road/on the building
- ▶ Height and size of sign at the road/on the building
- ▶ Rules for illumination
- ▶ Temporary sign restrictions (for future consideration)



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Who is on Your Team?

Your Team

- ▶ Get the support of the local government and municipalities
- ▶ Hire a top civil engineering firm that works with the city/county where you are building
- ▶ Hire an attorney who specializes in zoning and works in your area
- ▶ Hire a top architect and mechanical engineer, one who works in your area is ideal

All of these players will greatly help as you start your business.

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Zoning, Permitting & Planning

Zone, Permit, Plan



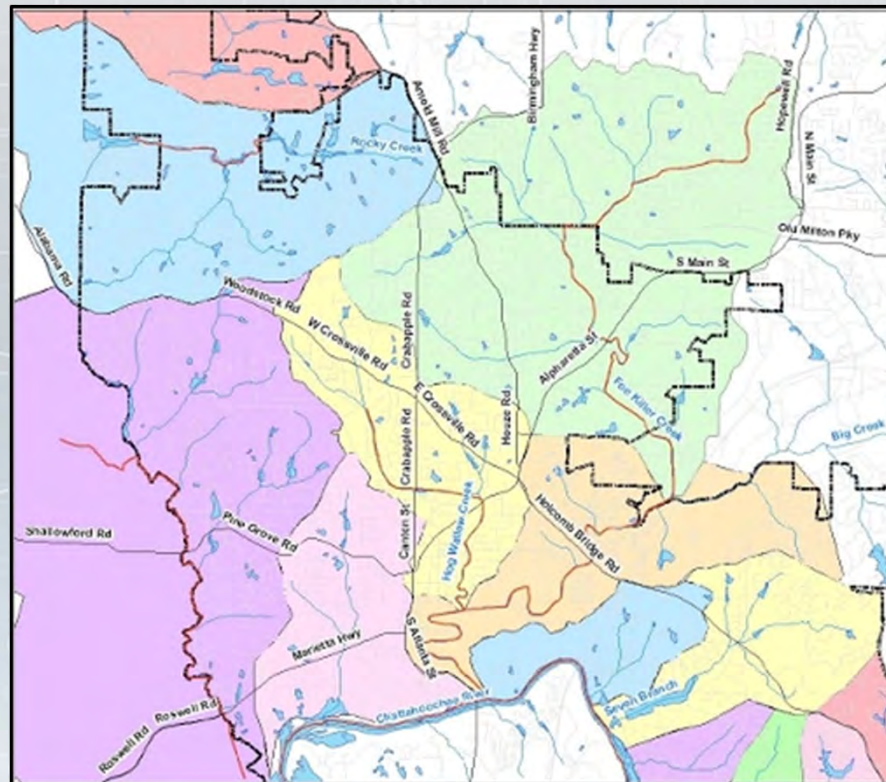
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Zoning and Land Use

Zone, Permit, Plan

- ▶ Zoning types
- ▶ Conforming use



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Permitting

Zone, Permit, Plan

- ▶ Local government process
- ▶ Applicable regulations
- ▶ Other regulations
- ▶ Design drawing components
- ▶ Mechanical ventilation
- ▶ Code compliance



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Planning

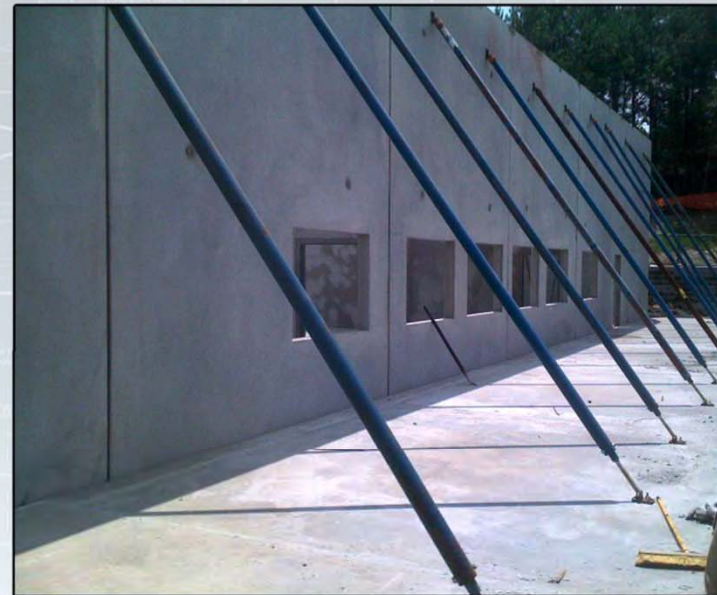
Zone, Permit, Plan

- ▶ Development plan
- ▶ Risk management
- ▶ Range operations
- ▶ Safety
- ▶ Regulatory requirements
- ▶ Design for operations
- ▶ Understand community views



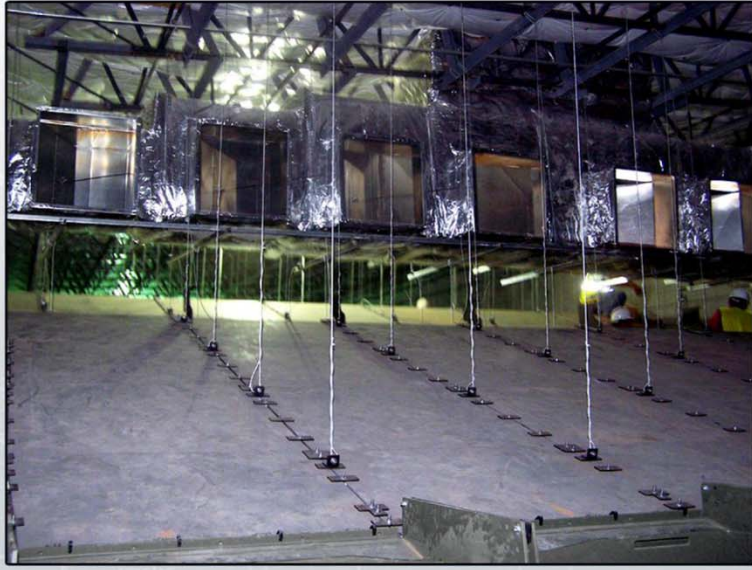
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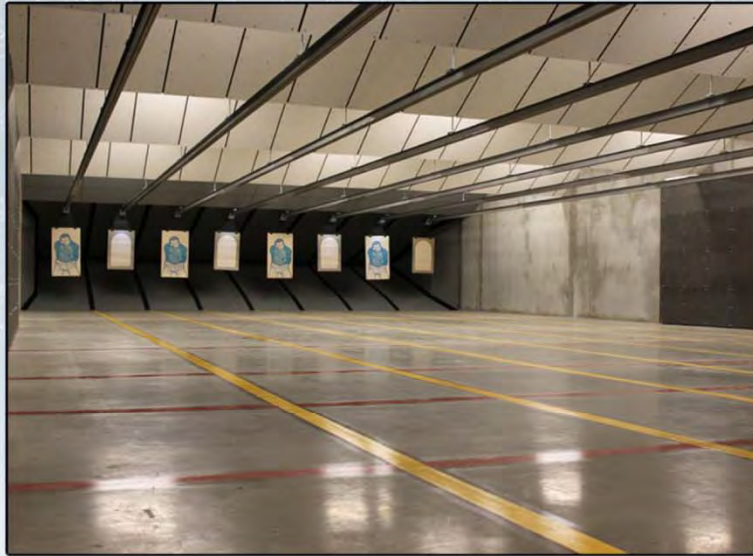
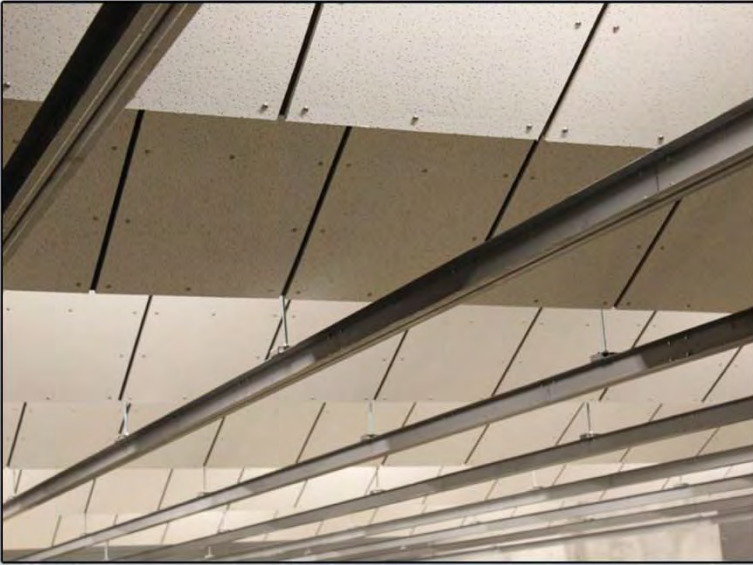
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Public & Community Relations

Public & Community



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Media Relations

Public & Community

Be the face of shooting sports in the media

- ▶ Become the local media contact for ALL gun related stories- positive and negative
- ▶ If the media comes to your range, allow him/her to shoot, preferably with an instructor if possible



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Be Active in Your Community

Public & Community

Be the face of shooting sports in your community

- ▶ Community service and involvement
- ▶ Chamber of Commerce and other business alliances
- ▶ Rotary, Kiwanis, Optimist, Lions, etc.
- ▶ Groups, clubs and HOAs
- ▶ Support local law enforcement and first responders

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Media Relations



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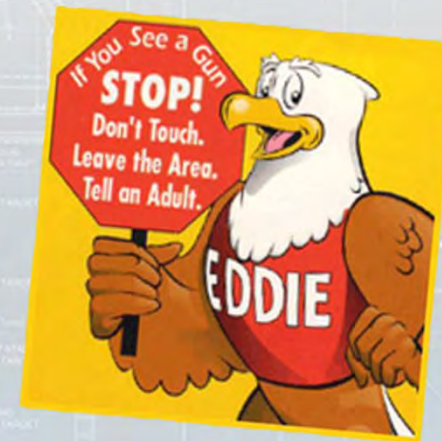


Community Events

- ▶ Participate in community events in your area
- ▶ Host events at your location



Public & Community



VETERAN'S DAY COOK OUT

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Community Events



Public & Community



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Charitable Causes

- ▶ Get involved with charitable organizations and events in your area



Public & Community

ALPHARETTA PUBLIC SAFETY FOUNDATION

The APSF HEROES GOLF TOURNAMENT

MONDAY, APRIL 29th
POLO GOLF AND COUNTRY CLUB
6300 Polo Club Drive - Cumming, Georgia

REGISTRATION 9:00AM
SHOTGUN START 10:30AM

ENTRY FEES:
FOURSOME \$1000
INDIVIDUAL \$250
SPONSOR A HERO \$250
SPONSOR A HERO FOURSOME \$1000

Entry fee includes breakfast, green fees, cart, boxed lunch, beverages, hors d'oeuvres reception after tournament and player goody bag

PRIZES & CONTESTS:
1ST AND 2ND PLACE
CLOSEST-TO-THE-PIN
LONGEST DRIVE



ALPHARETTA
PUBLIC SAFETY
FOUNDATION, INC.



SPONSORSHIPS AVAILABLE:

TITLE SPONSOR \$10,000
Four complimentary foursomes, recognition on all literature and APSF website, banner at registration and reception

GOLD SPONSOR \$5,000
Three complimentary foursomes, recognition on APSF website, banner at registration and reception

SILVER SPONSOR \$3,000
Two complimentary foursomes, recognition on APSF website, banner at registration and reception

HOLE-IN-ONE and LONGEST DRIVE SPONSORS \$350

BEVERAGE CART SPONSOR \$1,200

**REGISTER ONLINE AT WWW.APSFOUNDATION.ORG
FMI.GOLF@APSFFOUNDATION.ORG OR 678-297-6312**

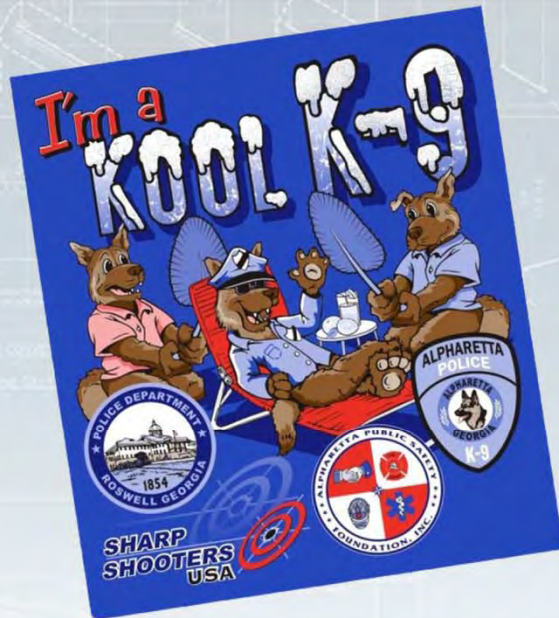
The Alpharetta Public Safety Foundation, 501(c)(3), works to assist police, fire, communications and civilian personnel, the heroes in our community through the purchase of equipment and creating programs which assist in their pursuit of excellence in public safety. www.apsfoundation.org.

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Charitable Causes

Public & Community



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Parting Thoughts

Conclusion

- ▶ Consider obtaining CMRs from existing facilities that you think match your market and demographics
- ▶ Visit as many shooting ranges and facilities as possible
- ▶ Ask questions of range owners and industry professionals
- ▶ Think like your potential customer
- ▶ Gather as much information as you can
- ▶ Once open, get involved in your community

Remember, proper planning prevents poor procedure.



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