

Shoot Point Blank Range and Gun Shops  
Project Narrative

Shoot Point Blank Gun Range and Shops is a retail and educational facility that will promote safe informed fire arms ownership. Please refer to attached Concept Store and Business Model narrative for a complete description of why Shoot Point Blank was created.

The proposed building is a 15,000 sf facility that will house retail, educational and gun ranges to promote responsible firearm ownership. The facility will have two classrooms for firearm educational classes, two ranges with up to 20 active lanes and a retail sales area. The facility is a single story masonry structure that is designed and built to meet Shoot Point Blank needs but is capable of future modifications if another retail or commercial use would occupy the building. The site for the proposed facility is currently undeveloped commercial property adjacent to I-270. The existing undeveloped site is in an area of mixed commercial uses and Shoot Point Blank fits well within the area. The facility will be designed to meet all current City, State and Federal planning, zoning and building code requirements. The facility will create a well built long term use facility. All exterior walls are built with masonry construction with an attractive color scheme. The parking proposed is adequate for future commercial or retail uses. The facility is set back from Turnberry Court with parking adjacent to the building that will facilitate efficient ingress and egress from the site. Overall, Shoot Point Blank will create an attractive and engaged addition to the built environment of Grove City, Ohio.

## Point Blank Range & GunShop Concept and Store Business Model

Point Blank Range & Gun Shop is a company out of Cincinnati, Ohio that currently owns and operates 14 stores. Those locations are in Ohio, Kentucky, Indiana, Illinois, Tennessee and Texas. Business hours are M-F 10AM-9PM, Saturday 8AM-9PM and Sunday 10AM-8PM.

Our facilities are well maintained, clean and well lit. They are designed and operated with safety in mind. The customer base is a good mix of first time and experienced shooters. Our mission is to “promote responsible firearm ownership and usage through an engaged, honest and knowledgeable team effort”. This Mission Statement allows our concept to demystify the firearm purchase and shooting experience.

Our business model is a 15,000 square foot single story building that is typically located on the periphery of major retail corridors. The building is designed according to modern retail standards and is a great addition and activity to communities we serve. The parking needs are a minimum of 85 spaces. The interior space is broken down into about 9,000 SF of indoor, climate controlled, range area containing 20 lanes divided into two bays of 10 lanes each. The retail floor area is 3,000 SF and the remainder is receiving, classrooms, office and staging and storage areas. We do not handle or sell black powder.

Our business model is one that focuses on three profit centers: 1) Education, 2) Indoor Range Rental and 3) Retail Sales. They work synergistically to create a successful model. We subscribe to Best Practices in our daily operation and are proactive with all regulations, maintenance and safety protocols. Point Blank’s Main Office and Store Support is based in Cincinnati, Ohio where a full staff of Compliance, Marketing, HR, Inventory Purchasing, Operations and other support personnel function on a daily basis. We are a successful, professional retail chain creating and operating a new concept for almost five years.

The education side of our business is very important in carrying out our Mission Statement for Promoting responsible firearm ownership and usage. All instructors are NRA Certified, and our core classes include the appropriate state’s CCW class and basis handgun and other instructional seminars. This serves to educate the customer base and provide them with a baseline of firearm knowledge.

The individual store itself will employ about 35 associates and annual sales are projected to be \$4,600,000. Annual payroll is typically \$450,000+-. The real estate investment is approximately \$2,600,000 and the investment in working capital and range equipment is an additional \$1,350,000. The equipment consists of a state of the art HEPA filter ventilation system and AR-500 steel clad shooting booths along with target systems. Point Blank has built a dozen buildings from the ground up and has confidence in their latest design from a safety and customer satisfaction point of view. The range equipment is designed, manufactured and installed by leading national companies like Range Systems out of Minneapolis, MN. Carey’s Small Ventilation of Tinley Park, IL designs and installs the ventilation systems. Both companies have a worldwide presence and design & install for the US Military.

We take safety very seriously and have a Range Safety Officer (RSO) on staff and working whenever the ranges are open for business. Every RSO has been through a minimum 8-hour NRA RSO training class. These are taught by NRA instructors in our facilities. We hold RSO classes periodically and no associate can work on the range until they have completed the course. Our shooting range customers must watch a safety video prior to utilizing the range. A range customer must show a valid ID which is recorded and saved. Point Blank does not rent fully automatic weapons. We do not allow bump stocks to be used, nor do we sell them. We do not allow individuals to use fully automatic weapons. The range safety officer has the right to remove individuals exhibiting unsafe practices. Age restrictions on the range are 18 years old to shoot a rifle and 21 for a handgun

Sound is abated using design and material. Any Noise Ordinance specifications will be followed. The design includes solid core exterior walls, solid doors, solid door frames, sound seals on all openings, blown on cellulose insulation on the interior of the range, sound caulking, "K-13", sealant, etc. A person will be able to carry on a normal conversation on our retail floor and noise will be difficult to detect outside.

There are no big trucks delivering daily as we are shipped most of the inventory via UPS or FedEx step vans. The security of the facility consists of 15-20 cameras and 6-9 motion-controlled area. Bollards and roll up security doors are installed at the front entrance and the receiving doors.

Thank you for your consideration,

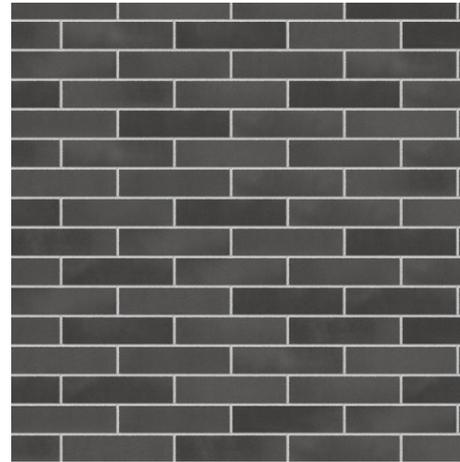
Kevin Allee  
Vice President of Real Estate  
Point Blank Range & Gun Shops



Spec Brik Concrete  
Brick Masonry "SLATE  
GRAY"



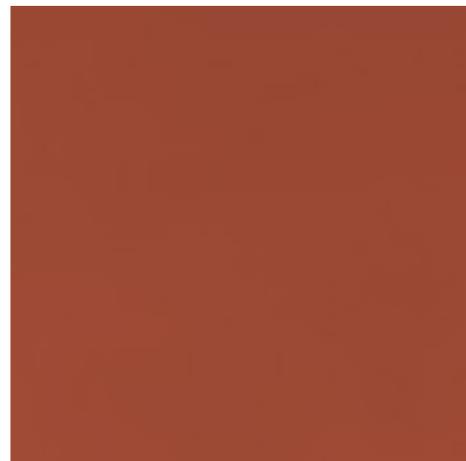
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"GRAPHITE"



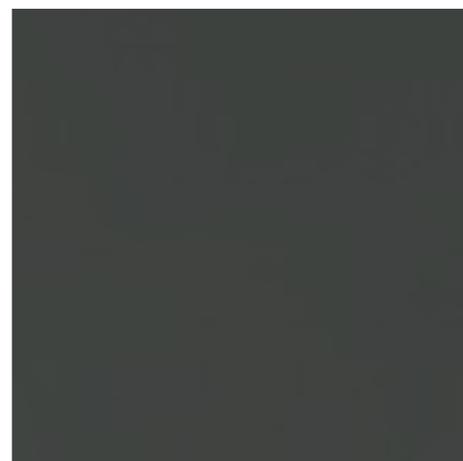
Spec Brik Concrete  
Brick Masonry  
"CHESAPEAKE BLEND"



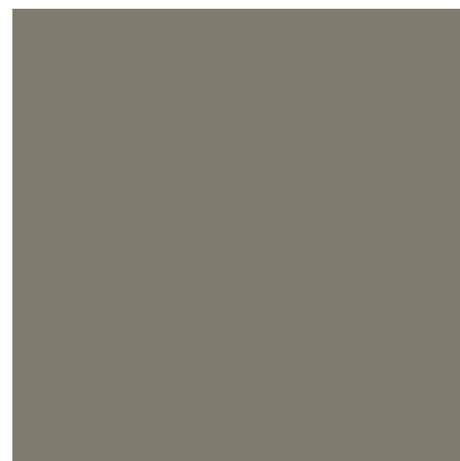
Design Block Split  
Face CMU "LIGHT  
SIERRA"



Sherwin Williams  
"JALAPENO" 6629



Sherwin Williams  
"ROCK BOTTOM" 7062



Sherwin Williams  
"ANONYMOUS" 7046

Shoot Point Blank Gun Range and Shops  
Turnberry Court  
Grove City, Ohio

JDW  
architects

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