

# Lake Norman Sporting Arms and Range



*October 15, 2011*

## The Range at Lake Norman – October 15th!

You've been patiently waiting and following our progress, and we are so pleased to tell you the opening of ***The Range at Lake Norman*** is right around the corner!

Our General Contractor, Murray Construction, is working with the sub-contractors in a diligent manner to complete the final work on our new state of the art firearms training and retail facility. Our GC has asked the county for final inspections on September 29<sup>th</sup>. The expectation is there will be some items that need to be modified to receive our temporary certificate of occupancy. We expect to receive the keys to our new facility during the week of October 3<sup>rd</sup>.

Once we are in the building, it will take our staff several days to get

systems in place, test the facility, and ensure we are ready for public use. We expect to have a soft opening on or around the 8<sup>th</sup> of October.

We have numerous opening events scheduled for the week of October 10<sup>th</sup>, culminating with our Grand Opening weekend October 15<sup>th</sup> and 16<sup>th</sup>. Please view our website and facebook page, and look in your email for more details soon about these exciting events!

The Range at Lake Norman is unlike any other firearms facility you have ever seen. Our state of the art technology includes two live fire rooms built by action target. The first, a 9 lane room with standard targets, offers a full safety ceiling system and HEPA air handling system from Trane. Our

second training room contains 6 lanes built by Action Target also features a HEPA air handling system and safety ceiling, but it offers the ability to train in low light and no light situations, as well as the ability to advance forward of the firing line. This room was built for law enforcement training and qualification in mind. The room includes programmable turning targets and backstops capable of handling up to .50 BMG. All of our shooting lanes have two person stalls, and all are video monitored by an on-site range safety officer. We also offer four handicap accessible stalls in the range.

Our 2500 sq feet of retail and rental space will have an extensive firearms retail offering and firearm rental program.

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The retail space adjoins our quiet and comfortable training room which will feature our extensive offering of training classes. and will also be offered as rental space for outside training organizations to serve all the training needs of our guests.

We offer the **only** commercial simulator in the state of North Carolina and one of only two in the Southeast. Meggitt Training Systems, the leader in law enforcement and military training in the world, will be installing the new system in the coming week. Our simulator will be tied into our training classes and be available for members' use. Using the simulator in our concealed carry and basic firearms classes offers real life situation training in a safe environment. This is the most advanced technology and will set our concealed carry classes apart from any other offerings in the area.

Right behind our retail area is our "members only" lounge, and incredibly comfortable and stylish place to relax and unwind. Featuring a living room atmosphere of comfortable seating, bistro tables, bar area with stools and a members' refrigerator, this will be our members' home away from home, a great place to relax with friends or entertain clients before or after shooting. The lounge is access controlled, so it will be for our lounge members' use only.

Come join us at **The Range at Lake Norman**, opening in early October, a family friendly entertainment establishment that combines outstanding atmosphere and safety with the fun of operating a firearm!

### **Event Planning**

Monday nights – Monday night football

Tuesday night – Ladies Night

Wednesday night – Men's League night

Thursday Night – Ladies League Night

Friday Night – Couples night

Check with staff for signup and starting dates

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### **Hours of operation**

Monday thru Thursday – 11:00 am - 9:00 pm

Friday and Saturday – 10:00 am - 9:00 pm

Sunday -1:00 pm - 7:00 pm

*\*Last shooter can take the firing line at closing time, facility will be officially closed 1 hour after the posted closing time.  
No new shooters after the posted closing time*



## Project schedule at a Glance

September 30 – final inspection

Week of October 3<sup>rd</sup> – we receive keys!

October 11 – Government officials grand opening

October 14<sup>th</sup> - Lake Norman Chamber mixer

October 15<sup>th</sup> & 16<sup>th</sup> – Grand Opening weekend

## Website updates

Look for our newly redesigned website to coordinate with our Grand opening at [www.therangeatlakenorman.com](http://www.therangeatlakenorman.com)



## Facebook

Friend The Range at Lake Norman on facebook. We have passed the 300 friend mark and have given out free memberships to the 250<sup>th</sup> and 300<sup>h</sup> friend on facebook.

# The Range at Lake Norman Memberships

The Range at Lake Norman is offering various membership levels for our customers. Memberships start with monthly, individual or family memberships, and scale the spectrum up to our Equity Memberships, which include shareholder equity in Lake Norman Sporting Arms and Range, Inc.

All members will have full access to the facility and the select services we will be offering. Membership levels provide varying levels of benefits, as well as preferred use of the firing lanes.

Our Equity Members are owners of the range. Equity Members receive the same benefits that the ownership group receives, including any dividends paid by the company. We have a cap of 35 Equity Memberships, and they have sold more quickly than we expected. There are a very limited number of Equity Memberships remaining. If you are interested, contact us for more details.

Additional membership opportunities include:

- ⊕ Charter
- ⊕ Lifetime
- ⊕ Corporate
- ⊕ Annual/annual family
- ⊕ Monthly/monthly family
- ⊕ Red, White and Blue

We are currently offering a **10% discount** on all of our memberships if purchased (deposit received) prior to the facility opening on or about October 8th. The memberships are good for one year (except monthly, Lifetime, etc.) and begin when the facility opens. If you are interested in a membership, visit [www.therangeatlakenorman.com/memberships](http://www.therangeatlakenorman.com/memberships).