

# Using Excise Tax Funds for Range Development - NSSF Resources to Increase Participation

**NSSF**<sup>®</sup>  
*The Firearm Industry  
Trade Association*



Office of  
**CONSERVATION  
INVESTMENT**

*Partnering to fund conservation  
and connect people with nature*



# **NSSF**<sup>®</sup>

***The Firearm Industry  
Trade Association***

## **NSSF's Mission**

- To promote, protect and preserve hunting and the shooting sports
- Formed in 1961, NSSF has a membership of thousands of manufacturers, distributors, firearms retailers, shooting ranges, sportsmen's organizations and publishers nationwide
- Why do most companies join and participate? To support the mission, stay and grow the business!

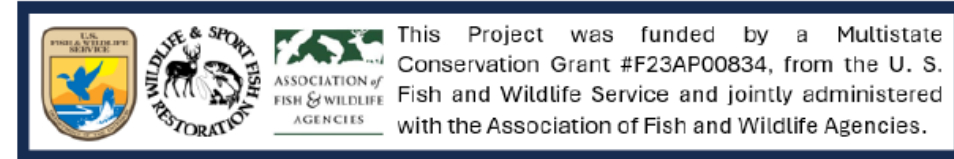
# Multistate Conservation Grant – Creating Access

## Title: Meet Demand by Building / Enhancing Shooting Ranges with Excise Taxes

Worked with Rob Southwick of Southwick Associates and Jim Curcuruto with Outdoor Insights, LLC

- (1) Assessment Survey
- (2) Explanation of TARMARC
- (3) Compile Research – Participation and Excise Tax Data to Help States
- (4) State Mapping Reports to Help Determine Where to Build
- (5) Case Studies
- (6) Additional Resources

**LET'S PUT THESE FUNDS TO WORK!**



# Objective #1 Survey: Barriers to Building New Ranges

## Survey Purpose:

- “How can industry best support states’ efforts to expand and operate public shooting ranges?”
- Public ranges only
- 33 states responded



Ohio DNR

# Objective #1: Barriers to Building New Ranges

## Top Findings

- 75% of states' range budgets are funded by WSFR.
- 92% plan to expand in the next 3 years.
  - 80% have efforts currently underway



Ohio DNR

# Objective #1: Barriers to Building New Ranges

## Top Findings

- Top barriers to building ranges:
  1. Suitable lands
  2. Noise issues
  3. Financial challenges
- Suburban & urban areas have greatest need.
- Top resources needed from 'outside':
  1. Place to site new ranges
  2. Financial assistance
  3. Political support



Ohio DNR

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## Building & Enhancing Public Shooting Ranges with Pittman-Robertson Wildlife Restoration Act

NSSF has created this webpage as a resource for state wildlife agencies to better understand how and why to build or expand public shooting ranges using excise tax funds from the Pittman-Robertson Wildlife Restoration Act.

NSSF research shows a tremendous increase in overall participation in recreational target shooting in recent years. In 2012, 40.8 million American's participated in target shooting which has grown to 63.5 million participants in 2022. This 56 percent increase is a sure sign of strength and longevity for recreational target shooting.

There are many benefits to this large increase in recreational target shooting such as; having a younger and more diverse population of shooters, the opportunity to recruit target shooters into hunters, and the substantial growth in Pittman-Robertson funding that is bolstering state wildlife agency budgets across the nation.



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MAY 7, 2024

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## Objective #2: Target Practice and Marksmanship Training Support Act (TARMARC)





# Objective #3: Resources to Justify Build. Firearm Ownership & Sport Shooting Participation

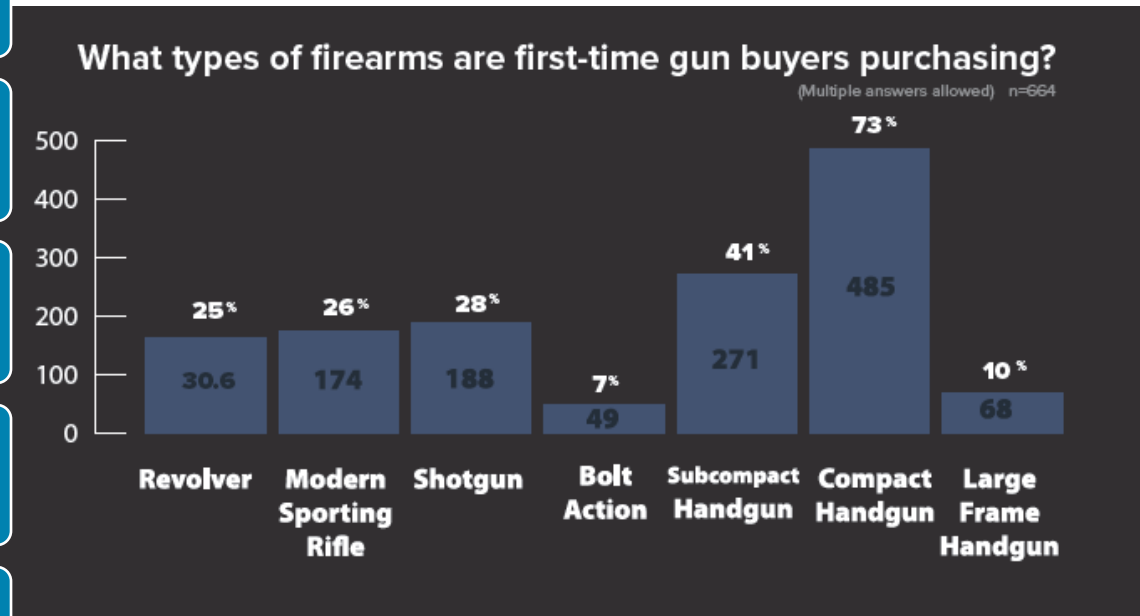
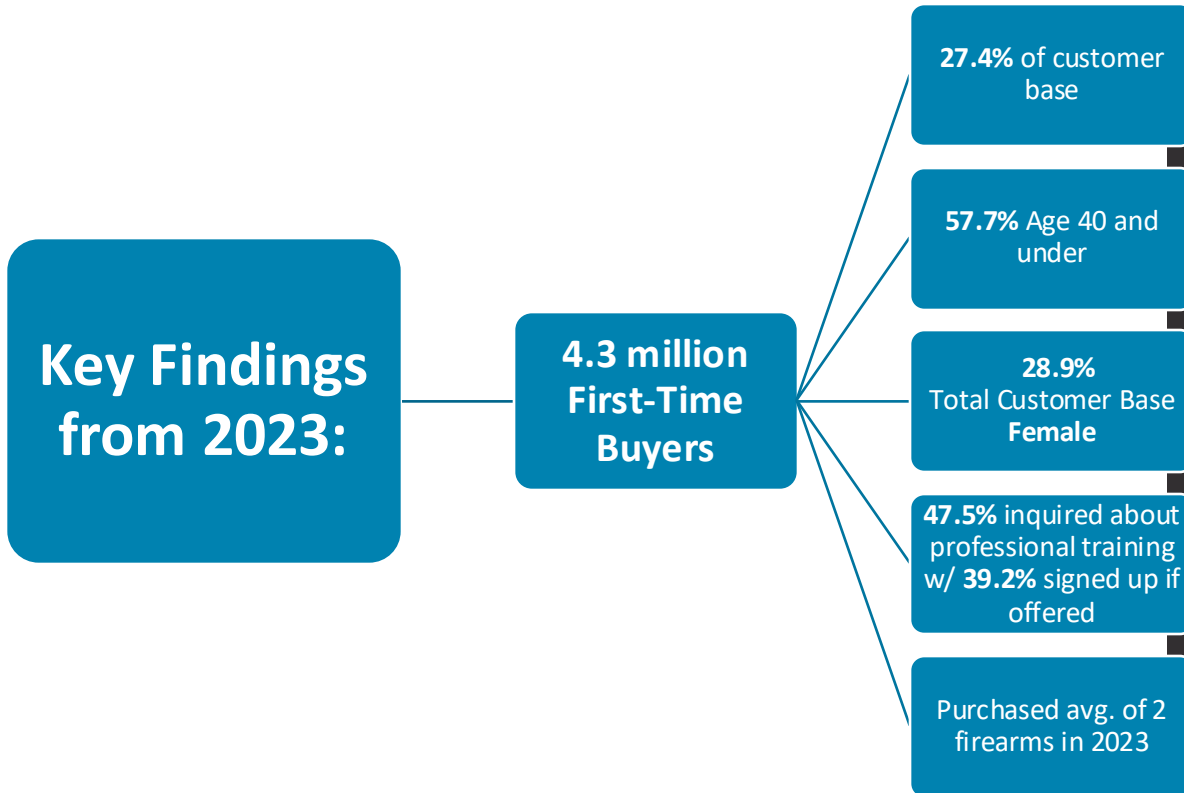
## Key Findings:

- 2022 - estimated 63.5 million adults participated (56% increase since 2012)
  - 1/3 were female (highest portion yet)
  - 17% new shooters (started in last 5 years) up 5% from 2020
    - Younger and more diverse
    - % of new shooters who are Democrats nearly doubled
    - Went to indoor ranges



# Firearm Retailer Survey – New Gun Owners

Over 22.3 Million (from Jan 2020 – Dec 2023)



# TRENDS

## Percent of Households with a Firearm

(2023 Firearm Ownership & Sport Shooting Participation Report):

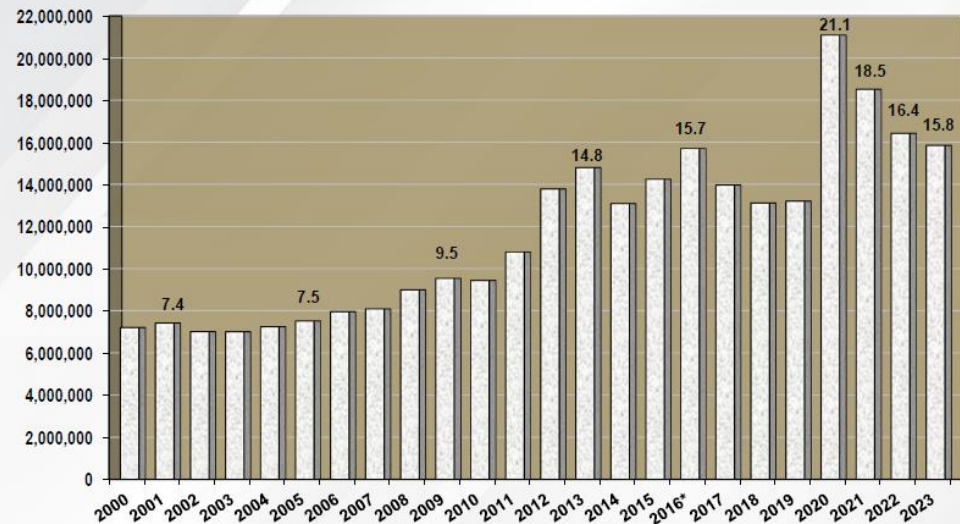
**42%**

Wildlife and Sport Fish Restoration Program tax receipts for 2023 (Pittman Robertson funds) from all firearms and ammunition totaled more than \$944 million.

## NSSF® Report

### NSSF-Adjusted NICS

Annual Totals (in millions): 24-Year History

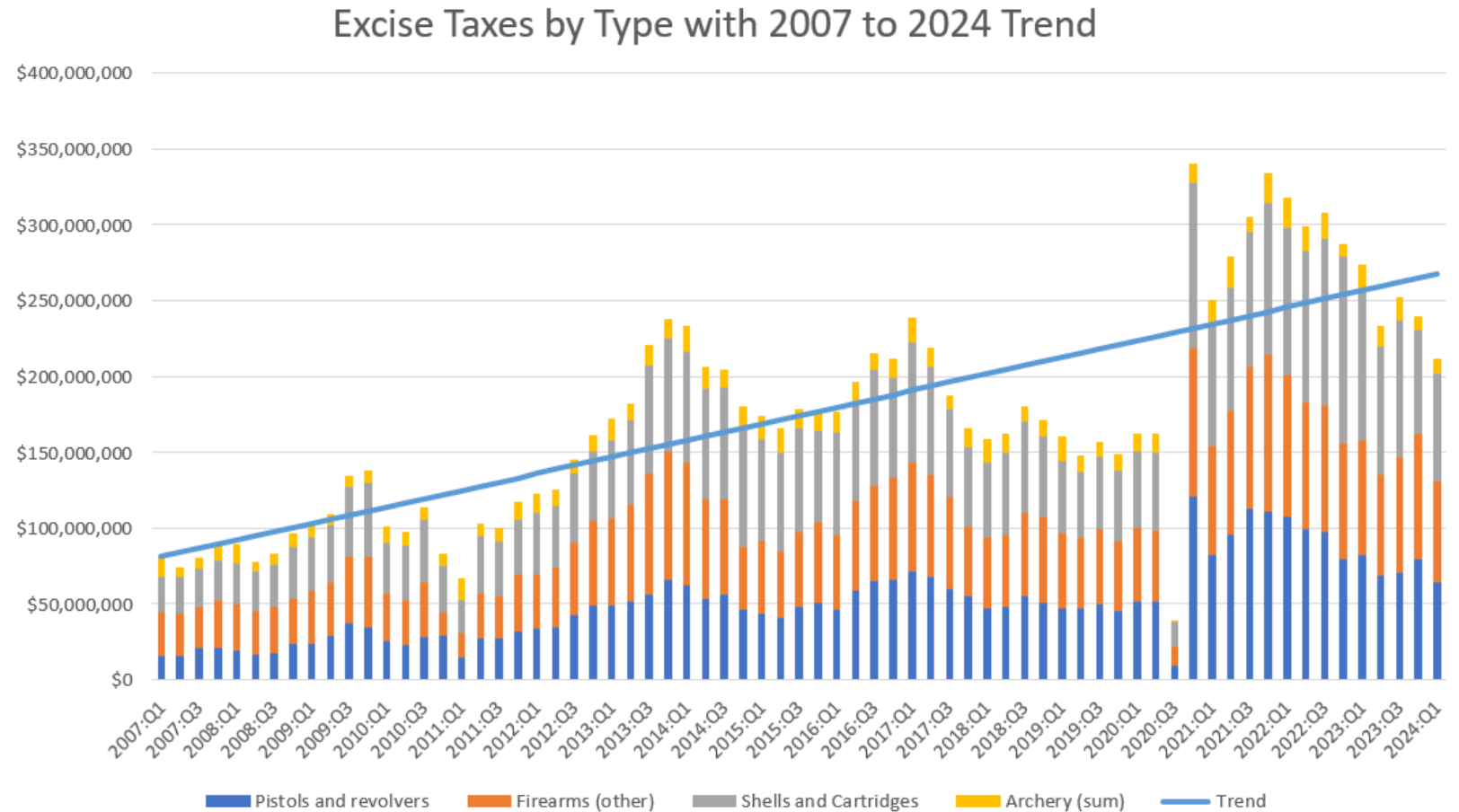


Source: FBI NICS and NSSF research

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# Excise Tax Collection Data

- 70% of funds from non-hunting purchases (in 2020)
  - 78% Firearm Sales
  - 67.7% Ammunition Sales
  - 74.2% Combined
  - Hunting related funds down from 36.2% (in 2016) to 25.8% (in 2020)
- NSSF Tracking Quarterly Contributions
- FWS Detailed Reports



# Justifying The Need

- Recreation Target Shooting Participation Growth.
- Gun Ownership Growth – more new target shooters coming.
- Access = Greatest Barrier (both entry and activation).
- Passage of Tarmarc improves feasibility- \$ goes further!
- Leveraging Tax Data to Prove Your Case.
- Putting Excise Taxes to Work.
- Providing resources to a primary funder customer base – “Non-Hunters”.





# Additional Resources

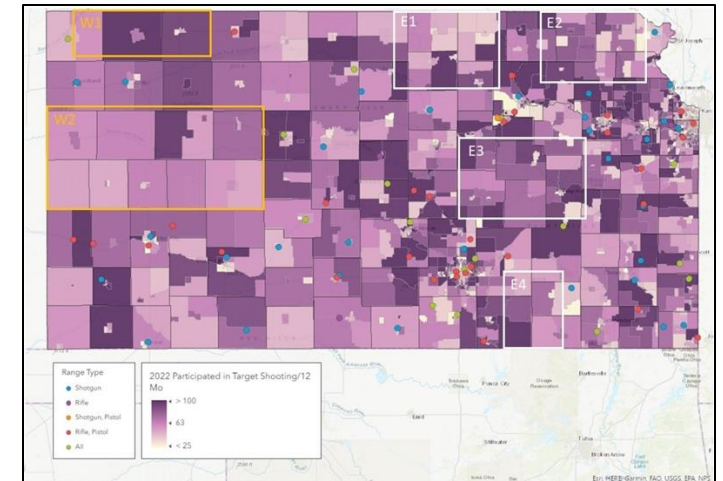
- [ATA](#) – Archery Range Guides
- [NRA](#) – Grants, RTTA, Training & Education
- [NSSF](#) – Range Action Specialists, Research, Education, Range Publications
- [USFWS](#) – [www.partnerwithapayer.org](http://www.partnerwithapayer.org) Grant Examples, WSFR Funded Range Map, Additional Resources

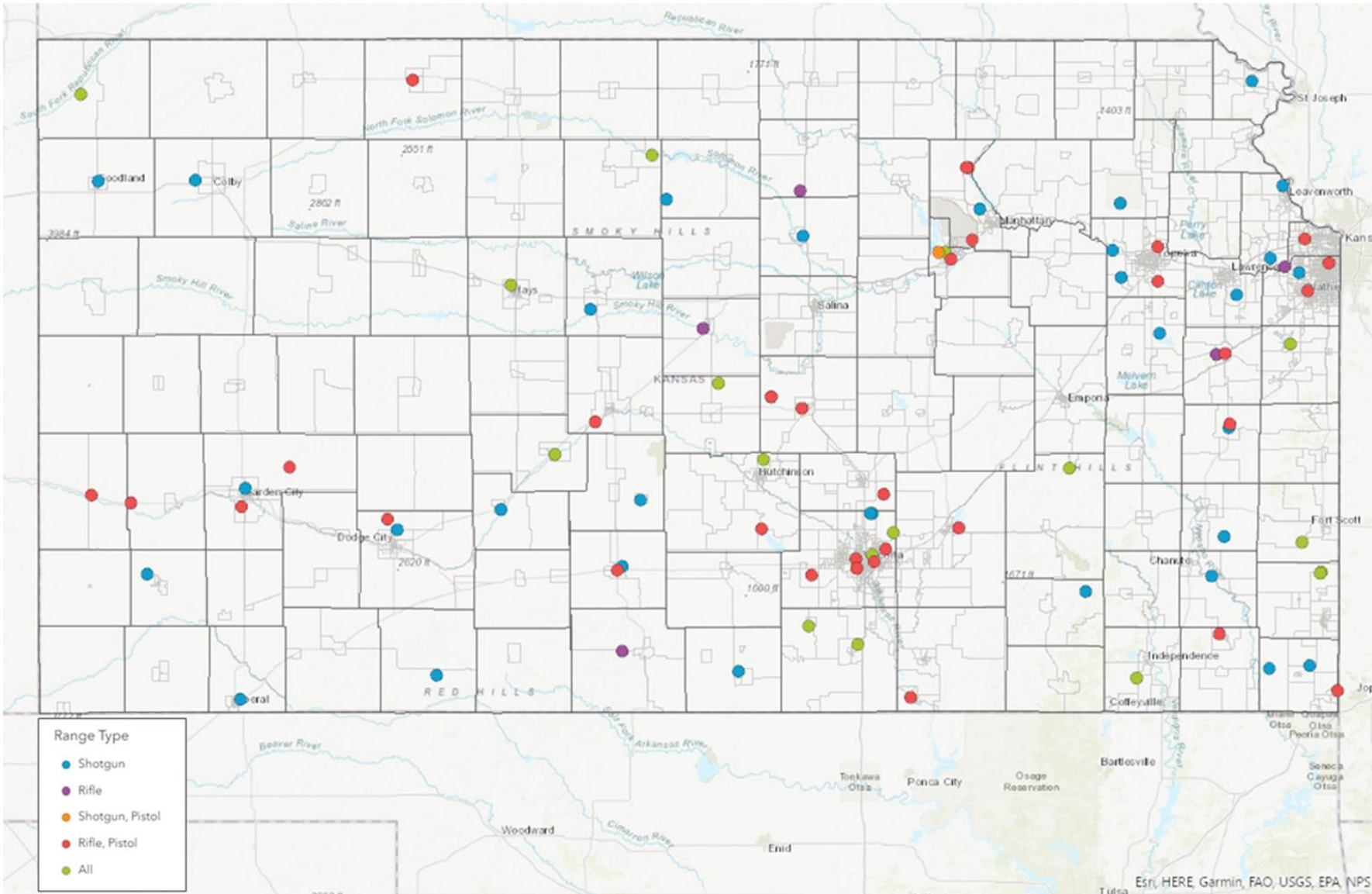
# Objective #4: Where is Demand the Greatest?

## Purpose

- Goal: Develop a method for states to identify where new ranges are needed the most.
- We built GIS maps based on existing range locations and where target shooters live.
- Reports developed for 12 states:

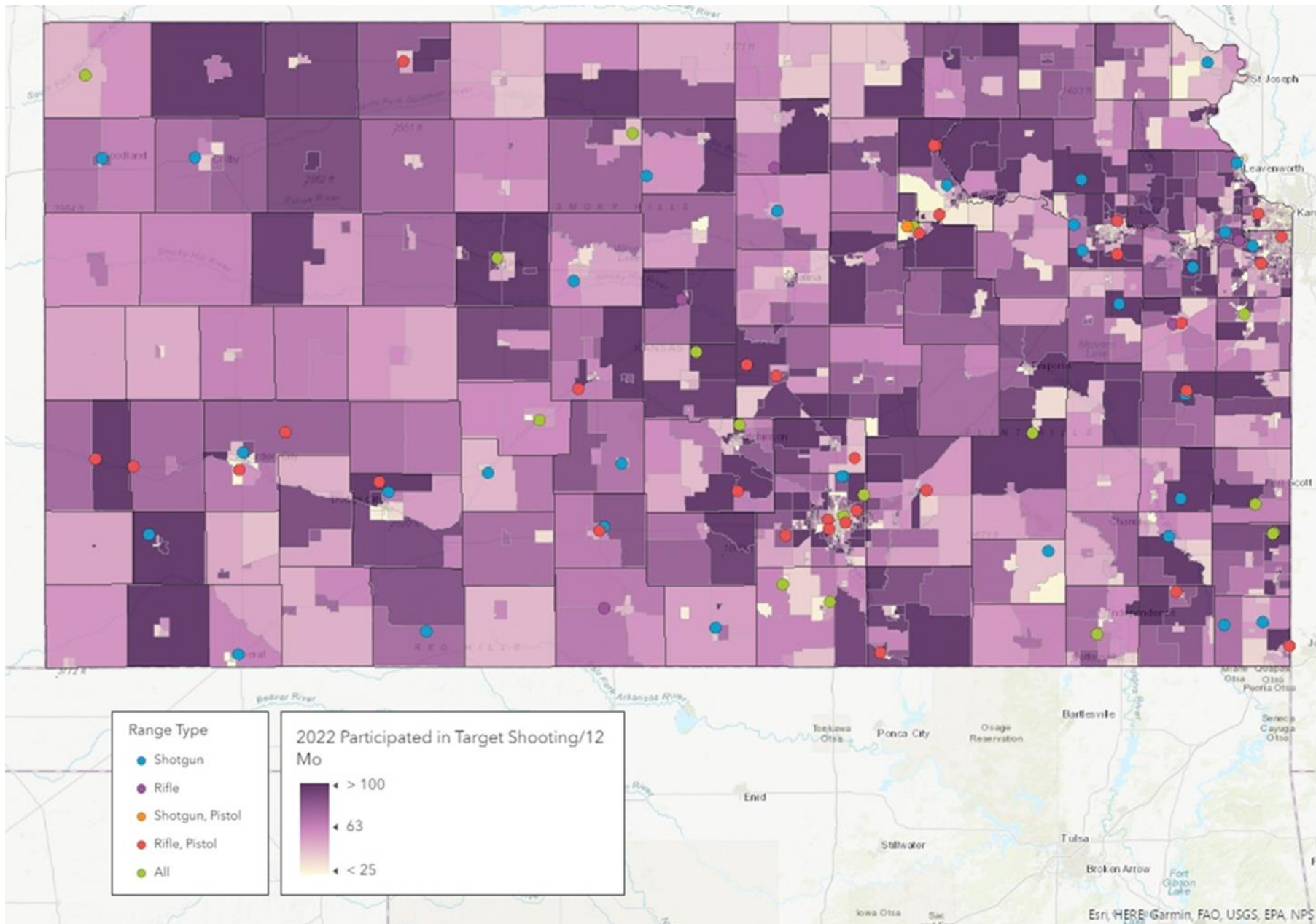
AL	AZ	ID	ME
MN	NE	OH	OK
PA	VT	WV	WA



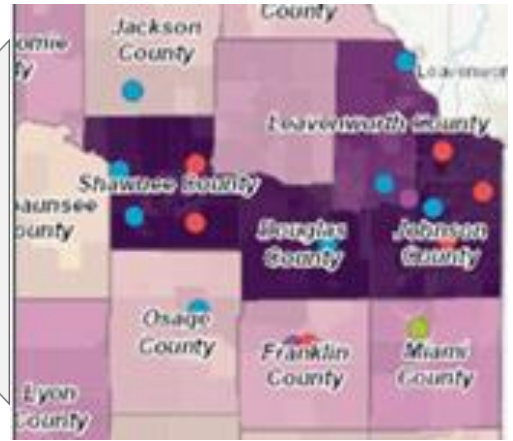
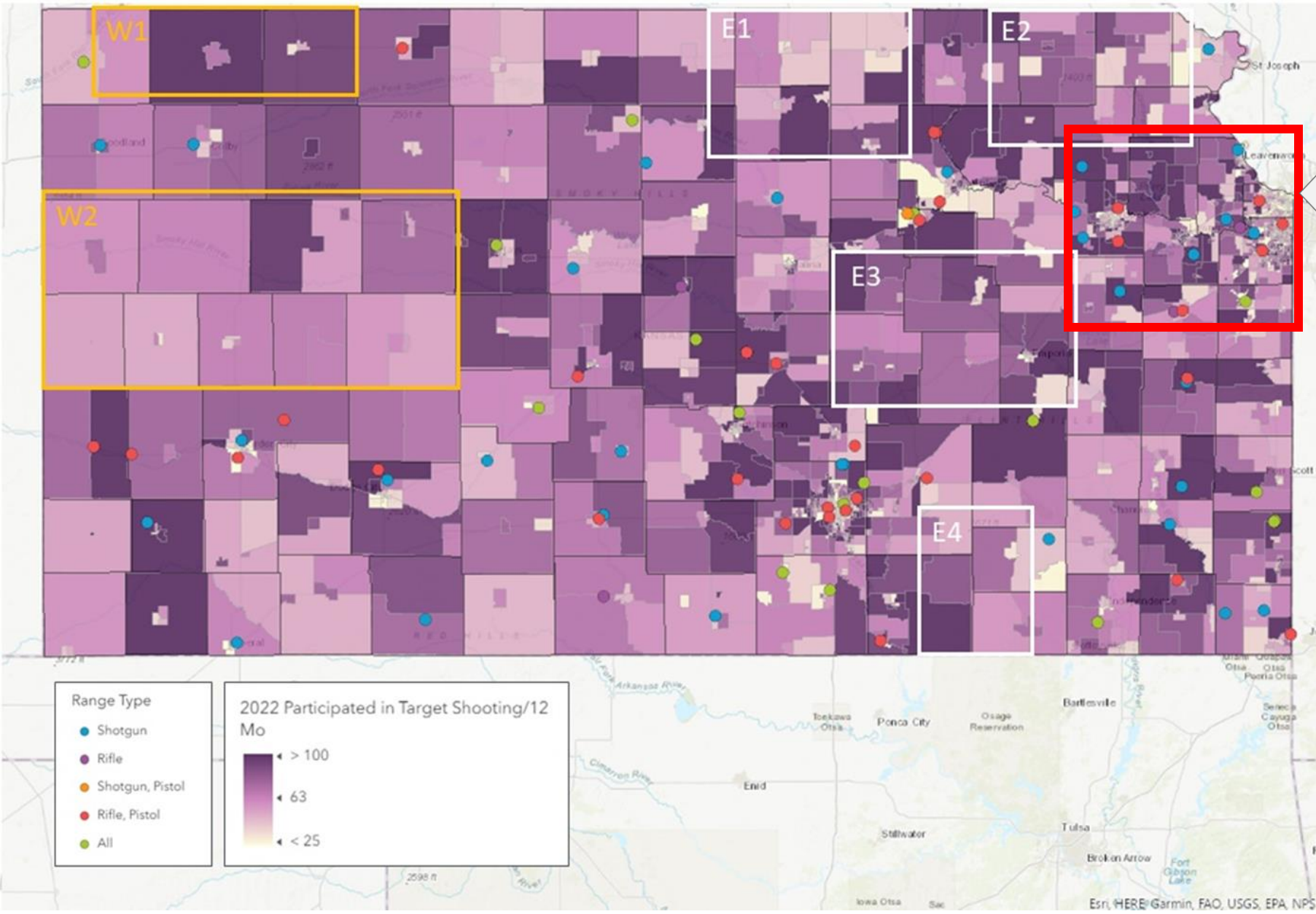


**Where are ranges currently located?**





**Where do target shooters live?**



**Where should new ranges be located?**

# Objective #5: Case Studies

Six Produced – (FL, AZ, NC, GA, OH, RI)

**RI – Great Swamp Shooting Range (GSSR) – rifle, pistol, shotgun and archery**

- Expansion Project
- PR Funds - \$1,745,000 / DNR Match - \$2,327,000
- Annual OP/EX - \$300,000
- Timeline – August 2016 – August 2018
- Obstacles – political opposition of its reopening/expansion timeframe
- Overcome – citing PR funding, reneging was not an option / assured range was pre-existing, expansion was well constructed, safe and fully staffed
- Quiet reopening got them past the objection point / kept low profile to date given states political atmosphere
- Contact information!
- Additional case studies will be posted in future.



## CASE STUDY:

BUILDING / ENHANCING SHOOTING RANGES WITH PR EXCISE TAX FUNDS



### Rhode Island: Great Swamp Shooting Range (GSSR)

**State Agency:** Rhode Island Department of Environmental Management, Division of Fish & Wildlife.

**Project/Range Name:** Great Swamp Shooting Range (GSSR).

**Location:** 277 Great Neck Road, West Kingston, RI 02892  
(within ~3,500-acre Great Swamp WMA, adjacent to DFW Field Office).

**Contact information:** Branton Elleman, Range Supervisor, DFW Hunter Education Office.  
[Branton.Elleman\\_ctr@dem.ri.gov](mailto:Branton.Elleman_ctr@dem.ri.gov). Office Phone: 401-575-6331.

**Range Website:** <https://dem.ri.gov/natural-resources-bureau/fish-wildlife/outreach-education/hunter-education/great-swamp-shooting-range>

**Range Video:** <https://www.youtube.com/watch?v=0mwJH1CaC4g>

**Project Type:** This project was an expansion of an existing range.

**Project Cost Breakdown:** PR \$1,745,000. DNR Match \$2,327,000.

**Annual Cost to Operate the Range:** \$300,000.

**Project Timeline:** This project initiated ~ August 2016 and completed in August of 2018.

**Range Usage:** The Great Swamp Shooting Range is designed to accommodate rifle, handgun, shotgun and archery.

**Number of Shooting Lanes/Fields:** The GSSR features a total of 18 shooting lanes. Eight 100-yard lanes which are primarily used for long guns. Eight 50-yard lanes which are used by both long guns and handguns. Specifically for shotgun shooters, the GSSR offers two trap stations that features 2 clay target throwers next to shooting stations. For archery shooters, the GSSR offers two 40-yard lanes with target stands. All 18 lanes are allowed to be used for shotgun patterning as well.

**Intended Users:** The GSSR's is designed to support hunters, target shooters and to facilitate hunter education classes.

## CASE STUDY:

BUILDING / ENHANCING SHOOTING RANGES WITH PR EXCISE TAX FUNDS



### Florida: Palm Beach County Shooting Sports Complex

**State Agency:** Florida Fish and Wildlife Conservation Commission

**Project/Range Name:** Palm Beach County Shooting Sports Complex (PBCSSC).

**Location:** 11730 Seminole Pratt Whitney Road, West Palm Beach, FL 33412

**Contact information:** Bill Cline [bill.cline@myfwc.com](mailto:bill.cline@myfwc.com) (850) 528-1761

**PBCSSC Website:** [Palm Beach County Shooting Sports Complex | FWC \(myfwc.com\)](http://Palm Beach County Shooting Sports Complex | FWC (myfwc.com))

**Project Type:** This project was the creation of a new range.

**Total Project Cost:** \$12,000,000

**Annual Cost to Operate the Range:** \$965,000

**Project Timeline:** 8 years from planning and construction to the opening of the range.

**Range Usage:** The PBCSSC Range is designed to accommodate rifle, handgun and shotgun.

**Number of Shooting Lanes/Fields:** The PBCSSC offers the following lanes: Six position 300-yard rifle lanes. 20 position 200-yard rifle lanes. 20 position 100-yard rifle lanes. 42 position 25/50 meter handgun lanes. 30 position 10 meter/50 foot handgun range. Six trap fields. 9 skeet fields. Five international bunker trap fields. 15 station sport clays course. One 5 stand sporting clay field.

**Intended Users:** The PBCSSC is designed to support target shooters and hunters.

**How is the Range Staffed:** The PBCSSC is staffed by both full and part-time FL Fish and Wildlife agency personnel and volunteers.

**Funding Services:** The Palm Beach County Shooting Sports Complex is funded through both local, state and Federal (PR) grants and funding from the National Rifle Association (NRA).

**Actual Time to Completion:** The project took 8 years to complete.

**Biggest Obstacles:** After the challenges of selecting a site, obtaining approvals and permitting, funding the construction was the next biggest hurdle. The initial design included

# Additional Resources: Customized Market Reports

Tailor-Designed Market Templates

Excellent Source for Business Planning  
Development or Enhancement

## Reports Include:

- Demographic information
- Household trend
- Effective buying income
- Executive summary report
- Area shooters / “potential market” page per each specified radius
- Maps and lists ranges & retailers

## NSSF® REPORT CUSTOMIZED MARKET REPORT™



Prepared for:  
Your Name  
Your Range or Store  
10, 20 and 30-mile radius of:  
Street Address  
City, State, Zip  
Date prepared: Month #, 2020



Pop Facts:	Zip code 04628 10 mile radius	Zip code 04628 15 mile radius
Demographic Snapshot (Part 1)		
Estimated Population by Sex	2,615	13,831
Male	1,328 50.78%	6,723 48.61%
Female	1,287 49.22%	7,108 51.39%
Estimated Population by Age	2,615	13,831
Age 0 to 4	134 5.12%	763 5.52%
Age 5 to 9	131 5.01%	753 5.44%
Age 10 to 14	137 5.24%	772 5.58%
Age 15 to 17	97 3.71%	570 4.12%
Age 18 to 20	76 2.91%	519 3.75%
Age 21 to 24	123 4.70%	632 4.57%
Age 25 to 34	288 11.01%	1,426 10.31%
Age 35 to 44	318 12.16%	1,607 11.62%
Age 45 to 54	441 16.86%	2,171 15.70%
Age 55 to 64	410 15.68%	2,058 14.88%
Age 65 to 74	271 10.36%	1,388 10.04%
Age 75 to 84	140 5.35%	810 5.86%
Age 85 and over	49 1.87%	362 2.62%

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**LETSGOHUNTING<sup>™</sup>**

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**FIRST SHOTS<sup>®</sup>**  
AN INTRODUCTION TO SHOOTING

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# QUESTIONS