

FIVE STAR RATING SYSTEM

NATIONAL SHOOTING
SPORTS FOUNDATION®



WWW.NSSF.ORG/RANGES



HERE'S YOUR CHANCE TO PROVE HOW GOOD YOUR RANGE REALLY IS!

The NSSF has developed a Five Star rating system for shooting ranges. The rating system is based on our vision of a well-managed, customer-oriented facility that is a strong competitor in the recreation marketplace. You may not agree with our vision. Of course, the important thing is that your range meets your vision. Don't let us tell you any different! However, if you are looking for new customers and members, this rating system can help you identify improvements that will bring them in.

This is a self-evaluation and gives you a chance to show your stuff in six categories: appearance, management, member/customer focus, member/customer development, community relations and amenities.

No one is looking over your shoulder to check up on your answers. There's no gold medal for the highest score or penalty for the lowest. Be honest and keep in mind this isn't a test; it's a tool.

Some of the rating categories can be evaluated from the comfort of... well... wherever you're comfortable. Other categories are better evaluated while touring the facility. Of course, for the best results select several customers/members at random (some of your best feedback may come from a new or casual shooter) and ask them to do an evaluation also. Then compare the results.

Do you think you have what it takes to be a Five Star facility? Can you move to a higher level with just a few minor changes? Let's get started and find out!

HOW TO USE THIS RATING FORM

There are six categories in the NSSF Five Star Rating System: Appearance, Management, Customer/Member Focus, Customer/Member Development, Community Relations and Amenities. Each category is divided into several sections. Each section is a grouping of related scoring criteria.

Read the scoring criteria and decide if your facility meets it. If it does, write the point value (identified in bold type to the right of the criteria) on the line to the right of the page. If your facility doesn't meet the criteria, then write "0."

Add up the earned points in each section and write the sum in the shaded box. Add up the section scores (shaded boxes) to get your score for the category. Write your category score in the box in the bottom right-hand corner of each page and also on page 8.

Add your category scores to determine your total score, then compare your scores with Table 1 on page 8 to determine your star rating.

When you are ready to submit your self-evaluation, please make sure to include a synopsis that provides a more comprehensive overview of the facility and the services offered. Also include photos to better illustrate how your shooting facility meets the requirements to become a Four or Five Star Facility. Should you have any questions about these requirements please contact Zach Snow at zsnow@nssf.org, telephone 203-426-1320 ext 224.

Note that in the Community Relations category, it's possible to have more points than the "maximum." Use the LOWER of either your score or the "maximum points" score. The rating system has been designed this way to allow you the most flexibility in how you can earn points.

APPEARANCE		
SIGNS	If you have a sign that can be easily read while driving (far enough in advance to safely turn!) and has been maintained to give a professional image...	10 points
	If your telephone number is clearly posted near the entrance so potential new customers/members can contact you...	5 points
	If you have signage that clearly states basic range and/or firearm safety rules posted where everyone will see it, and it's readable and maintained...	10 points
	If you have a quality "WELCOME" sign...	5 points
	If you have a "Thanks For Coming" sign posted at your club's exit...	5 points
	SIGNS (Maximum 35 points)	
FACILITY EXTERIOR	If all of your building exteriors look like they're professionally maintained...	5 points
	And if your windows are clean and uncluttered...	5 points
	If grounds cleanup is part of your daily operating procedures...	5 points
	OR ... If you don't do it daily, but do a scheduled cleanup at least once a week...	2 points
	Are walkways, curbs and firing lines made of concrete, asphalt or another material appropriate for the specific purpose? And are they regularly maintained for both safety and appearance reasons? If yes...	5 points
	If your facility is landscaped and the landscaping is well maintained...	5 points
	FACILITY EXTERIOR (Maximum 25 points)	
FACILITY INTERIOR	If the interiors of your public-access buildings are impeccably maintained...	5 points
	If your clubhouse furniture is the kind of stuff you'd be comfortable with in your own home...	5 points
	If the interior gets a thorough cleaning (vacuuming, dusting, etc.) on a regularly scheduled weekly basis...	10 points
	If you have posters and/or artwork on the walls, and they're framed...	5 points
	FACILITY EXTERIOR (Maximum 25 points)	
INGRESS/EGRESS	If your driveway and parking lot are paved or topped with "crush and run" ...	15 points
	OR ... If they're not paved, but they are smooth and regularly maintained (no ruts, washboards or potholes)...	10 points
	INGRESS/EGRESS (Maximum 15 Points)	
TOTAL POINTS FOR APPEARANCE (Maximum 100 Points)		

MANAGEMENT

OFFICE TECHNOLOGY	If you use your computer to receive NSSF <i>Bullet Points</i> and <i>My NRA News</i> ...	5 points	
	If you have a fax machine to send and receive documents...	5 points	
	If you have an answering machine with a regularly updated message that gives your hours of operation and some upcoming events...	10 points	
	(Maximum 20 points)		
STAFF TRAINING	If you require staff to attend at least one formal skills-development training seminar every year (such as those offered by the local community college)...	5 points	
	If a formal training seminar is mandatory for all new employees...	5 points	
	If there are mandatory monthly staff meetings that always include a discussion of customer/member service...	5 points	
	If the staff is provided with a written operations/procedures manual for immediate reference...	7 points	
	If the entire staff is trained to, and evaluated on, promptly greeting/welcoming visitors...	10 points	
	If your staff is trained in how to be professional on the telephone and always answers by the third ring...	10 points	
	(Maximum 42 points)		
MANAGER	If your facility has a full-time paid manager...	10 points	
	OR... If you have a part-time paid manager...	5 points	
	If your manager has a college degree or professional certification in club management, business management or a related discipline...	8 points	
	(Maximum 18 Points)		
STAFF UNIFORMS	If your staff is required to be in a uniform that you provide and clean...	15 points	
	OR... If your staff is required to be in a clean uniform...	10 points	
	OR... If the staff is not required to wear uniforms, but has to follow a written dress code...	5 points	
	If all employees, including the owner and/or manager, have names embroidered on their uniforms or wear nametags...	5 points	
	(Maximum 20 Points)		
TOTAL POINTS FOR MANAGEMENT (Maximum 100 Points)			

CUSTOMER/MEMBER FOCUS

HOURS	Give yourself 1/4 point for every hour of scheduled and supervised public range time per week, up to a maximum 20 points.	Maximum 20 points	
	If you have your regular hours of operation clearly and prominently posted at the range's entrance...	10 points	
	(Maximum 30 points)		
LIGHTING	Keeping in mind that sunlight counts—		
	If your parking lot is brightly illuminated during hours of operation...	5 points	
	If your building interior is also brightly illuminated during hours of operation...	5 points	
	And if your firing line and target area is brightly illuminated during hours of operation...	5 points	
	(Maximum 15 points)		
RESTROOM FACILITIES	If your range has modern indoor restroom facilities...	10 points	
	OR... If your facility has indoor restrooms that need help, the fixtures are old, the wallpaper or paint is cracked and peeling and the sinks have water stains...	5 points	
	OR... If your facility has only an outhouse or porta-johns, or no restrooms at all, put down what people think of that option...	0 points	
	If you have separate men's and women's restrooms...	10 points	
	If those restrooms are cleaned and restocked with the necessities (We're not talking about issues of <i>Shooting Times</i> or <i>Outdoor Life</i>) at least twice a week, and immediately before and after any special event...	10 points	
	If your facility has showers available...	5 points	
	(Maximum 35 Points)		
HANDICAP ACCESS	If your range and buildings are handicap accessible...	20 points	
	(Maximum 20 Points)		
TOTAL POINTS FOR CUSTOMER SERVICE/FOCUS (Maximum 100 Points)			

CUSTOMER/MEMBER DEVELOPMENT

EQUIPMENT RENTALS	If you rent guns for on-range use....	15 points	
	If you provide free or low-cost rental of quality eye and ear protection...	15 points	
	If rented safety glasses and/or hearing protection are cleaned after <u>every</u> use...	5 points	
	(Maximum 35 points)		
INSTRUCTION	If your facility has trained, personable instructors available during virtually all hours of operation...	15 points	
	OR... If trained, personable instructors are available, but only by appointment...	10 points	
	(Maximum 15 points)		
LEAGUES	If you have two or more league programs scheduled during the year...	15 points	
	(Maximum 15 Points)		
ADVERTISING	If you have a written marketing plan...	10 points	
	If you have a comprehensive brochure that fully describes your facility and what's available on-site...	5 points	
	If your range is listed in the Yellow Pages...	5 points	
	If your facility has a posted Web site...	5 points	
	If your range is listed in Black's <i>Wing & Clay</i> annual directory, on NSSF's Where to Shoot Web site, or NRA's National Registry of Places to Shoot...	5 points	
	And if you've made it a matter of policy to always include your phone number and hours of operation in every ad or listing...	5 points	
	(Maximum 35 Points)		
TOTAL POINTS FOR CUSTOMER DEVELOPMENT (Maximum 100 Points)			

COMMUNITY RELATIONS

<p>(All of the following are limited to the last 12 months. Also, aggressive community involvement can score more than 65 points, but you only get the maximum of 65 points. We did it that way so we could give you the most latitude in how you get involved with your community.)</p>			
COMMUNITY INVOLVEMENT	<p>Give yourself 5 points for every special event where the public was invited to the range (via personal invitation or advertisement in the community's primary newspaper, on radio and/or TV) ...</p>	Maximum 30 points	
	<p>If you or your manager(s) are an active member of a local civic group (Rotary, Kiwanis, Lions, etc.)...</p>	5 points	
	<p>Take 5 points for each service or civic group (Rotary, Kiwanis, Jaycees, etc.) that has used the range for either a formal or informal function.</p>	Maximum 30 points	
	<p>For each youth event (includes Boy Scout, 4H, etc.) held at your range, tack on an additional 5 points.</p>	Maximum 25 points	
	<p>For every \$1000 dollars raised for charity that gets "front page"-type reporting by the local media, add 1 point. (eg. \$2,000 = 2 points, \$11,000 = 11 points, etc.)</p>	Maximum 30 points	
	<p>Give yourself 5 points for every pro-shooting speech or presentation given to a local group.</p>	Maximum 30 points	
	(Maximum 65 points)		
	CORPORATE CITIZENSHIP	<p>If you have a written Environmental Stewardship Plan (formulated by an environmental consultant or as outlined by the NSSF's "Environmental Aspects of Construction and Management of Outdoor Shooting Ranges" reference material) detailing your approach to lead management at outdoor ranges (if any) AND your indoor ranges (if any) comply with OSHA and NIOSH...</p>	15 points
<p>If your range has a written Safety Plan in place and your staff is trained and prepared to use it.</p>		15 points	
<p>If you stay on top of things by reviewing and updating all of your plans on an annual basis...</p>		5 points	
(Maximum 35 points)			
TOTAL POINTS FOR COMMUNITY RELATIONS (Maximum 100 Points)			

AMENITIES

	(The following refers only to stock inventory, not something that must be ordered.)		
PRO SHOP	If your inventory includes everything a target shooter could want, including firearms, ammunition, targets, optics, accessories, cleaning and reloading supplies, clothing, books/magazines/videos etc...	30 points	
	OR... If your inventory product mix is really good, but not quite all-inclusive...	15 points	
	OR... All you have is some ammo and targets? It's better than nothing...	2 points	
	(Maximum 30 points)		
FOOD SERVICE	If you have a sit-down restaurant with waiter/waitress services...	20 points	
	OR... Let's say there is a full-service sit-down restaurant less than a 10-minute drive from the range. The customer still has the basic convenience and it might not be smart business to open your own...	10 points	
	OR... If you have a hot meals lunch counter available for your clientele...	15 points	
	OR... If your lunch counter is more like a deli with cold cut sandwiches and the like...	10 points	
	OR... If prepackaged food is the only thing on the menu...	5 points	
	OR... If special events/tournaments are the only time you have food available...	3 points	
	If you have a beverage vending machine and it's kept stocked...	5 points	
	If you also have a snack vending machine...	2 points	
(Maximum 27 points)			
OTHER AMENITIES	If you have an on-the-spot gun cleaning service...	4 points	
	If your range has a playground where youngsters can have fun in a supervised setting...	5 points	
	If you have a picnic area where customers/members can get together outside when the weather cooperates...	5 points	
	If your range has an indoor lounge where customers/members can relax and/or escape the weather...	5 points	
	If your indoor range is fully climate controlled	5 points	
	If you have lodging, a campground, and/or RV hook-ups available...	4 points	
	OR... Similar to the restaurants, if the convenience of lodging, a campground, and/or RV hook-ups are less than a 15-minute drive from the range...	2 points	
(Maximum 28 Points)			
TOTAL POINTS FOR AMENITIES (Maximum 85 Points)			

HOW YOUR FACILITY RATES:

We had _____ people evaluate our facility.

THE AVERAGE SCORES WERE AS FOLLOWS:

Appearance	_____ points	Customer/Member Development	_____ points
Management	_____ points	Community Relations	_____ points
Member/Customer Focus	_____ points	Amenities	_____ points
TOTAL SCORE		_____ points	

Table 1

5 STAR FACILITY: a Total of at least 522 points which must include...

at least 80 points for APPEARANCE
at least 80 points for MANAGEMENT
at least 80 points for CUSTOMER/MEMBER FOCUS
at least 80 points for CUSTOMER/MEMBER DEVELOPMENT
at least 80 points for COMMUNITY RELATIONS
at least 57 points for AMENITIES

4 STAR FACILITY: a Total of at least 406 points which must include...

at least 60 points for APPEARANCE
at least 60 points for MANAGEMENT
at least 60 points for CUSTOMER/MEMBER FOCUS
at least 60 points for CUSTOMER/MEMBER DEVELOPMENT
at least 60 points for COMMUNITY RELATIONS
at least 48 points for AMENITIES

**Once the self-evaluation, synopsis and photos that showcase your facility have been completed, submit the information to Zach Snow via e-mail zsnow@nssf.org or mail to:
NSSF, 11 Mile Hill Rd, Newtown CT 06470-2359**

Name: (as you want it to appear on the certificate): _____

Mailing Address: _____

City, State, Zip: _____

Telephone number: _____

E-mail: _____



11 Mile Hill Road
Newtown, CT 06470-2359
T: 203.426.1320
F: 203.426.1087
www.nssf.org

NSSF Item #719 3/11

PROMOTE

PROTECT

PRESERVE