

STAR RATING SYSTEM

INDOOR RANGE & RETAIL BUSINESSES



5 STAR RANGE
★★★★★
RATED BY
National SHOOTING SPORTS Foundation
PROMOTE • PROTECT • PRESERVE

4 STAR RANGE
★★★★
RATED BY
National SHOOTING SPORTS Foundation
PROMOTE • PROTECT • PRESERVE

3 STAR RANGE
★★★
RATED BY
National SHOOTING SPORTS Foundation
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NSSF.ORG/RANGES



DOES YOUR INDOOR RANGE AND RETAIL STORE HAVE WHAT IT TAKES TO BE AN NSSF STAR-RATED BUSINESS?

The National Shooting Sports Foundation® (NSSF®) is happy to introduce the new Star Rating System for indoor range and retail businesses. The rating system is based on our vision of a safe, well-managed, customer-oriented facility that is a strong promoter in the recreational shooting sports market. NSSF's new Star Rating Range Program will hold 5 Star facilities to a higher standard. These 5 Star-rated ranges will be the gold standard for our industry, those ranges having earned that rating through their focus on advancing best business practices.

Some ranges may not be able to immediately meet the requirements needed to achieve the full 5 Star rating—and that's okay! The important thing is that your range and retail business is meeting the needs of your customers regardless of where you rank, and from there you can use the 5 Star rating requirements as a guide to make additional improvements. Indeed, this rating system is intended to provide our member ranges an opportunity to identify areas within their businesses that can be refined to attract new customers and provide them a higher level of service.

Do you think you have what it takes to be an NSSF Star Rated facility? Let's get started and find out!

HOW TO USE THIS RATING FORM

There are four categories in the NSSF Star Rating System for indoor range and retail businesses: Appearance, Management, Shooting Sports Development and Amenities. Each category is divided into several sections that group related scoring criteria.

The first thing you should do when working with each section is to read the scoring criteria. Scoring is based on a 5, 3 or 0 rating. A 5 will mean your current facility meets the highest requirements for that particular item within that section. A 3 means you fall short of 5 Star standards but you do meet part of the criteria. If your business does not meet the criteria at all, give yourself a 0.

In order to validate your scores, you must supply us with additional support information. The additional information required is listed next to the items within each section. There is also a Supporting Documentation Checklist in the back of rating form. Make sure to use this as a reference so that you supply all supporting information on the flash drive that's provided to you within your application package.

In determining your facility rating, add up the earned points in each section and write the sum in the shaded box at the bottom of each respective section. The section scores will then be added up to determine your score for the category, then all category scores will be tabulated into a final total. From there you'll compare your scores with the star rating score requirements on the last page of the evaluation and determine where your facility stands.

NSSF STAR RATING RANGE ASSESSMENT

Complete the following sections using 5, 3, or 0 for your response. At the end of each section, tally your responses and calculate your points. At the end of the application, tally your subtotals for a total score.

5 = Demonstrates exceeding the criteria (requires proof and/or verification)
3 = Demonstrates meeting the criteria
0 = Does not meet criteria

1. APPEARANCE		Response Required	
SIGNAGE	You have a store sign that can be easily read from the road far enough in advance to make a safe turn from a vehicle. That sign is maintained to provide a professional image.	Picture attached	
	Your telephone number, web address and social media channels are clearly and professionally posted near the entrance so potential new customers/members can contact you during off hours.	Picture attached	
	You have signage that clearly states basic range and firearm safety rules posted where everyone will see them either before they enter your range or facility or while they're on the range. That signage is readable and maintained.	Picture attached with written explanation if more than one	
	You have a professional "Welcome" sign created by qualified personnel with a marketing background or an experienced marketing or advertising firm. That sign is consistent with your company's other branding and was produced by a reputable printing house. If you meet this criteria, give yourself 5 points. If you have a ready-made store-bought sign or something similar, give yourself 3 points. No "Welcome" sign rates 0 points.	Picture attached	
	You have a professional "Open" sign created by qualified personnel with a marketing background or an experienced marketing or advertising firm. That sign is consistent with your company's other branding and was produced by a reputable printing house. If you meet this criteria, give yourself 5 points. If you have a ready-made store-bought sign or something similar, give yourself 3 points. No "Open" sign rates 0 points.	Picture attached	
	You have your regular hours of operation clearly and prominently displayed on the outside of your facility.	Picture Attached	
	You have a professional "Thank You for Coming" sign that was created by qualified personnel with a marketing background or an experienced marketing or advertising firm. That sign is consistent with your company's other branding and was produced by a reputable printing house. If you meet this criteria, give yourself 5 points. If you have a ready-made store-bought sign or something similar, give yourself 3 points. No "Thank You for Coming" sign rates 0 points.	Picture attached	
	Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____		
FACILITY EXTERIOR & INTERIOR	All building exteriors look like they're professionally maintained.	Picture attached	
	Your windows are clean and uncluttered.	Picture attached	
	Grounds cleanup is part of your daily operating procedures and performed on a continual basis.	Written Explanation of Policy	
	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?	Picture and Policy	
	Your facility is landscaped and the landscaping is well maintained.		
	Your parking lot is well-lit at all times while the store is open for business.	Picture attached	
	The interiors of your public-access buildings are impeccably maintained...	Picture attached	
	Your clubhouse or lounge furniture is the kind of relaxing style you'd expect in a doctor's office or in other similar professional businesses or sports clubs.	Picture attached	
	The interior gets a thorough cleaning (vacuuming, dusting, etc.) on a regularly scheduled weekly basis at a minimum	Policy described	
	If you have posters and/or other artwork on the walls, they are all framed, neatly mounted or otherwise produced for a professional display appearance.	Picture attached	
	Give yourself 5 points if your facility's driveway, parking lot, roads and paths are paved or freshly graveled. Give yourself a 3 if these items are unpaved, but are smooth and regularly maintained (no ruts, washboards or potholes) AND where inclement weather does not significantly impact appearance or function. Any other description merits a 0.	Picture attached	
	Your building interior is brightly illuminated during hours of operation (and keeping in mind that sunlight counts).	Picture Attached	
	Your firing line and target areas are brightly illuminated during hours of operation.	Picture Attached	
Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____			
Total Points Section 1: Points: _____ / 100			

2. MANAGEMENT		Response Required	
CORPORATE TECHNOLOGY	If your organization has a point-of-sale (POS) system, give yourself 5 points. No POS system merits a 0.	Description	
	If your organization uses an electronic bound book, give yourself 5 points. No electronic bound book merits a 0.	Description	
	If your organization has a corporate email (an email account with a domain name that ties directly to your organization; ex. gunsforsale@joesgunshop.com) that receives information requests and is monitored throughout each business day, give yourself 5 points, otherwise 0.	Description	
	If you provide a corporate email account for all full time employees give yourself 5 points. If you provide email addresses for the majority of employees, give yourself 3 points, or, if you do not typically provide emails for employees, give yourself 0 points.	Description	
	Award your facility 5 points if you have a fax machine, scanner or fax-to-email system that serves to send and receive documents electronically. If no such technology exists, then 0.		
	You have a phone system that provides a personal greeting and voicemail and can be regularly updated with messages.		
	Your phone system includes an auto-attendant service that provides your hours of operation and other useful information.		
	Your organization has a professional website.	URL attached	
	If your website has an integrated electronic hold-harmless/liability waiver, give yourself 5 points. If your waiver is posted to your website and viewers can print and complete the waiver prior to their arrival, give yourself 3 points.	URL	
	Your website is updated at least quarterly...	Describe	
	Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____		
FINANCIAL AWARENESS & COMPLIANCE	You have a formal accounting software package or utilize a professional accounting agency to help manage your business.	Description	
	You use customer conversion data to improve periodic sales performance.	Description/ example of analysis	
	You conduct surveys of your customer base at least once a year in order to measure and/or improve performance.	Description/ example of analysis	
	Your organization has had a mock ATF (or other firearms regulatory or consulting entity) audit at least once every three years (unless you have had an actual audit by the ATF during that same time period).	Description	
	Your organization has had a mock OSHA audit by an outside entity within the last three years (unless you have had an actual audit by a pertinent regulatory body during that period). If you perform your own audit, provide an outline of what that audit consists of.	Description	
	Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____		
MARKETING & ADVERTISING	If you retain professional marketing personnel or utilize an outside agency at least three out of four quarters each year, give yourself 5 points	Description	
	If you have a written marketing plan that has been updated in the last 12 months, give yourself another 5 points.	Description	
	You have a comprehensive and professionally designed website that fully describes your facility and services.	URL	
	You have a comprehensive printed brochure that fully describes your facility and what's available on-site.	PDF or picture	
	If your website has all range rules and fees listed, you get 5 points.	URL	
	If the regular hours of operation, facility address and directions, along with specific business offerings, are clearly and prominently posted on your company's website and on your social media platforms, give yourself 5 points.	URL	
	Your range is listed in annual directory such as NSSF's Where to Shoot website or NRA's National Registry of Places to Shoot.		
	Your organization has had at least one major sales campaign within the last year that was advertised outside of your facility.	Describe	
	Give yourself 1 point (up to 5 points) for every local business (chamber, visitors' bureau, hotels, restaurants, etc.), where you promote your business by displaying brochures or flyers in their ad racks or boards..	Describe	
	If you engage your customer base through e-blast communication on a weekly or monthly basis and or have a newsletter that is sent out at least quarterly, give yourself another 5 points...	Describe and provide link to latest e-blast or newsletter	

	Give yourself 5 points if you maintain at least a 4 star or greater average with online review sites such as Google, Yelp, Trip Advisor, etc., and you can prove you address customer complaints on those sites. Give yourself a 3 if you maintain a 4 star average but do not respond to complaints.	URL and describe process for bad experience follow up	
	If you utilize, on a weekly basis, social media channels such as Facebook, Twitter and Instagram with which to engage your customer base while promoting your business to prospective customers, give yourself 5 points.	URL	
	Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____		
STAFF TRAINING	You require senior staff to attend at least one formal skills-development training seminar every year (such as those offered by the local college).	Description: examples of training	
	If your staff (including you) have attended industry training sessions such as SHOT Show University, Retailer Seminars, webinars, training programs offered through 3point5.com or other non-industry specific training classes to improve your business practices overall, give yourself 5 points.	Description	
	If you use outside business consultants for advice, policy development, professional management and/or staff training, give yourself 5 points	Description	
	You have a formal training procedure for on-boarding all new employees, to include orientation and classroom training.	Description	
	There are monthly mandatory staff meetings that always include a discussion of customer/member service.	Description	
	The staff is provided with a written procedures manual that is always immediately available and has been updated within the last 12 months.	Description	
	If your staff is trained on drug awareness and related policies, such as those provided by local law enforcement agencies, you get 5 points	Description	
	The entire staff is trained to and are evaluated on promptly greeting and welcoming visitors.	Description	
	Your staff is trained to be professional on the telephone and always answer by the third ring.	Description/tested by the committee randomly	
	If you allow employees to carry exposed or concealed firearms while performing their job duties, you require regular training and qualifications.	Description	
	if you allow employees to carry exposed or concealed firearms as part of their job duties, you have annual decision making and scenario training as a requirement to carry while on the job.	Description	
	You monitor all your employees for firearms retention practices and awareness.	Description	
	Your organization has a written firearms handling and carrying policy manual that specifically addresses what the employees are allowed to do with their firearms while working.	Description	
	You have instructors, and the majority (more than half) of them have formal training certified by the NRA or a governmental agency.	Description	
	Instructors without formal training have worked through a comprehensive "On the Job" training program supervised by certified (formally trained as listed above) instructors.	Description	
	If your facility has a full-time range master or chief range safety officers certified by the NRA or governmental agency, give yourself 5 points.	Description	
Your facility has a written safety plan in place and your staff is trained and prepared to use it.	Describe		
Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____			
UNIFORMS	Your staff is required to be in a uniform that you provide.	Picture	
	You provide cleaning services (or pay for the service) for employee uniforms.	Describe	
	All employees have names embroidered on their uniforms or wear nametags.	Picture	
	Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____		
SECURITY & SAFETY	You conduct background checks on all new hires.	Description	
	Your organization has a written emergency action plan for common emergencies.	Description	
	Your range has range safety officers on the ranges or patrolling the range at all times the ranges are active (hot).	Description	
	You have a CCTV camera system that covers more than 90 percent of your facility (inside and outside).	Description	
	Your CCTV security system allows remote viewing and playback.	Description	
	You maintain at least three months of CCTV backup video for all your cameras.	Description	
	If as a matter of policy you maintain having a CPR-certified employee onsite during hours of operations, give yourself 5 points.	Description	

SECURITY & SAFETY CONT.

LEADERSHIP	If you have a automated external defibrillator (AED) in your facility and maintain necessary required certifications, give yourself 5 points.	Picture	
	You maintain a fully equipped, readily available trauma kit and your staff is trained to use it.	Describe	
	Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____		
	You stay on top of things by reviewing and updating all of your plans on an annual basis.	Description	
LEADERSHIP	Give yourself 5 points if you have a full-time manager (at least 32 hours/week), 3 points if you have a part-time manager or 0 points if you have not hired a manager for your business.	Description	
	Give yourself 5 points if your manager has a college degree or professional certification in a range or business discipline, 3 points if your manager has at least two years in range, retail or other related management. If none of these, 0 points.	Description	
	Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____		

Total Points Section 2: Points: _____ / 295

3. SHOOTING SPORTS DEVELOPMENT


Response Required

SHOOTING SPORTS DEVELOPMENT	You provide scheduled and supervised public range time at least five days a week.	Description	
	If you rent a wide range of guns for on-range use, give yourself 5 points.	Picture Attached	
	If you provide free or low-cost, quality eye and ear protection, give yourself 5 points.		
	If you offer free or low-cost introductory shooting programs throughout the year (i.e. First Shots), give yourself 5 points.	Description	
	Give yourself 5 points if you have trained, personable instructors available most business hours, 3 points if you have instructors available, but only by appointment. No instructors available merits a 0.	Description	
	Give yourself 5 points if you offer classroom or private instruction beyond carry license classes, 3 points if you contract or work with another agency or business to provide similar classes. No training other than carry licensing merits a 0. (Note: Hunter education classes intended to satisfy hunting license requirements count towards "other" training.)	Description	
	You have a fully functional classroom with professional, good quality audio and visual aids.	Picture Attached	
	If you provide a new shooter/safety orientation presentation for all shooters, give yourself 5 points.	Description	
Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____			

COMMUNITY ENGAGEMENT

Community engagement efforts can earn you up to 55 points in the following section.
Assess your earned points using the last 12-month period.

COMMUNITY ENGAGEMENT	Give yourself 2 points for each special event over the last 12 months where the public was invited to the range (via personal invitation or advertisement on social media, website, online advertising, in the community's primary newspaper, on radio or on TV). 10 points maximum.	Description	
	Give yourself 2 points for each league program scheduled at your range each year. 10 points maximum.	Description	
	Give yourself 1 point for each non-profit group or any first-responder groups you allowed to use the facility at a discounted rate or for free over the last 12 months. 5 points maximum.	Description	
	Give yourself 1 point for every \$1,000 your business activities have raised for charitable organizations. 10 points maximum.	Description	
	If you or your manager(s) are an active member of a local civic group, chamber of commerce, veterans support group or law enforcement charity or volunteer program, where the purpose of the membership is to foster the growth of your business and the shooting sports, give yourself 1 point per group. 3 points maximum.	Description	
	For each youth event (Boy Scouts, 4H, etc.) held at your range, add on an additional 5 points. 15 points maximum.	Description	
	Give yourself 1 point for each speech or presentation you delivered to a local or national group/organization and contributed to the development of the shooting sports. 3 points maximum.	Description	
	Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____		

RANGE EQUIPMENT & PRACTICES	You utilize a modern electronic target-retriever system in all lanes and the equipment is well maintained.	Picture	
	If you have separate ventilation systems for each range bay and each system has HEPA filters for the return or exhaust air, give yourself 5 points. If your standalone range ventilation system uses HEPA filters for the return or exhaust air, give yourself 3 points.	Pictures	
	You have magnehelic pressure gauges or other electronic monitoring of air flow on all of your exhaust systems to ensure timely filter changes.	Picture Attached	
	Your gauges are continually monitored.	Description & Picture	
	If your range/s floors are cleaned daily (including mopping or HEPA vacuuming) or during the day when necessary, give yourself 5 points. If you clean the floors only a few times a week, give yourself 3 points.	Description	
	If you provide Dlead soap or a similar personal cleaning product in the restrooms or at a wash station by your range for customers to use after shooting, give yourself 5 points.	Picture	
	Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____		
ENVIRONMENTAL	You have written lead management health and safety plans set up to ensure your compliance with Federal and State Laws	Scored Below 	
	This plan must contain the following 7 plan items—answer 5 if your plan includes the item or 0 if it does not:		
	Surface Lead testing procedures.	Description	
	Employee blood lead-level testing procedure.	Description	
	Lead mitigation procedures for staff and public.	Description	
	Trap maintenance and mining procedures.	Description	
	An injury prevention and wellness plan related to ranges, facilities and lead safety.	Description	
	Hazardous material handling and storage plan.	Description	
	Hazardous material disposal plan.	Description/tested by the committee randomly	
	You conduct surface lead checks regularly (at least once per quarter) in all employee and public spaces.	Description	
	You or your current manager(s) have participated in an NSSF Lead Management & OSHA Compliance Workshop or training webinars on these topics.	Description	
	Give yourself 5 points if you maintain a laminar air flow across the firing line of between 50 and 75 feet per minute. If not, the score merits a 0.	Description	
	If you have anything on your ranges (behind the shooting stalls by the back wall) that potentially disrupts the air flow, give yourself a 0, otherwise a 5.	Description	
	If you have hired or utilized any consultants to help develop, review or test your systems/procedures to ensure both OSHA and EPA compliance, give yourself 5 points.	Description	
Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____			
Total Points Section 3: Points: _____ / 185			

4. AMENITIES		Response Required	
RETAIL STORE / PRO SHOP	(The following refers only to stock inventory and not to special-order items.)		
	Give yourself 5 points 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. Give yourself 3 points if your inventory product mix is good, but not quite all-inclusive. Award yourself 0 points if you carry only some ammo and targets.	Describe	
	Your retail store area / pro shop is merchandised in a professional manner and all products are clearly displayed and labeled.	Pictures of Pro Shop	
	Display cabinets are well organized, shelf space is filled, and empty spaces are back filled for an orderly appearance.	Pictures of Pro Shop	
	Give yourself 5 points if your interior retail area is well lit at levels equal to retail industry lighting standards.	Pictures of Pro Shop	
	Give yourself 5 points if your retail cabinets are separately lighted (not just by ambient room lights).	Pictures of Pro Shop	
	Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____		
RESTROOMS	Give yourself a 5 points if your range has modern indoor restroom facilities. Award yourself 3 points if your facility has restrooms that need improvement (the fixtures are old, wallpaper or paint is cracked and peeling, sinks have water stains, etc.). If you do not have restrooms, award 0 points.	Picture Attached.	
	Give yourself 5 points if you have separate men's and women's restrooms or multiple uni-sex restrooms. If you do not, 0 points.		
	Your restrooms are cleaned and restocked with the necessities at least twice a week, as otherwise needed and immediately before and after any special event.	Description	
	Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____		
OTHER AMMENITIES	If you have a beverage vending machine or services that are well stocked, give yourself 5 points, otherwise 0.	Picture Attached	
	If you have a snack vending machine or other food services, give yourself 5 points, otherwise 0.	Picture Attached	
	If your range and buildings are handicap accessible, give yourself 5 points, otherwise 0.	Description	
	If you have an on-the-spot gun cleaning service, give yourself 5 points, otherwise 0.	Describe	
	If you have a certified graduate of a recognized gunsmithing school, give yourself 5 points, otherwise 0.	Describe	
	If your range has an indoor lounge where customers/members can relax and/or escape the weather, give yourself 5 points, otherwise 0.	Picture Attached	
	If your indoor range (the actual ranges, not retail or office areas) are fully climate controlled, give yourself 5 points. If your range is partially climate controlled and/or your general weather conditions do not necessitate a need for such a system give yourself 3 points. If you do not have any climate control and your facilities are affected by weather and seasonal changes, award 0 points.	Describe	
	If you have meeting rooms or classrooms available for rent or use by other interested parties, give yourself 5 points, otherwise 0.	Describe	
Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____			
Total Points Section 4: Points: _____ / 80			
Total Points All Sections:			
Section 1: _____ Section 2: _____ Section 3: _____ Section 4: _____			
Points: _____ / 660			

HOW YOUR FACILITY RATES:

THE AVERAGE SCORES WERE AS FOLLOWS:

Appearance _____ points Shooting Sports Development _____ points
 Management _____ points Amenities _____ points

TOTAL SCORE _____ points

Rating - Minimum Points Needed	✓		✓
1 STAR RATING - Register with NSSF		2 STAR RATING - Register and Membership with NSSF	
3 STAR RATING - 70% - 462 Pts		4 STAR RATING - 80% - 528 Pts	
5 STAR RATING- 90% - 594 Pts			

RATING REVIEW PROCESS

The review process will be spearheaded by NSSF's Manager of Shooting Promotions, Zach Snow, who will work with a review panel comprised of members of the NSSF Range Advisory Council (additional NSSF staff may also be asked to participate in a facility review as warranted). You will want to compile your evaluation responses into a formal submission packet so that NSSF's assessment can be completed in a way that leaves as few questions as possible from the review panel. This is one case where more information is better than less, for a detailed submission package can go a long way toward demonstrating your commitment to a higher star rating.

Once your self-evaluation and supporting documentation are complete, please contact Zach Snow at zsnow@nssf.org, telephone 203-426-1320 ext. 224, or mail your submission package to his attention at NSSF, 11 Mile Hill Rd, Newtown, CT 06470-2359. Please give the review panel at least 30 days to evaluate your application and its supporting documentation provided.

Name: (Is you with in the order of the certificate): _____

Contact Person: _____ Title: _____

Mailing Address: _____

City/State/Zip: _____

Telephone Number: _____

E-mail: _____

RANGE PROGRAM STAR RATING ASSESSMENT FOR INDOOR RANGE AND RETAIL BUSINESSES

Listed below are the items you must provide along with your completed application so that we may validate your given scores. Failure to supply this supporting information will prevent your range from becoming an NSSF 3-5 star-rated business.

Supporting Documentation Checklist:

APPEARANCE

Signage Pictures

- Exterior sign clearly visible from the road
- Storefront business information picture
- Range rules sign/s (include all and describe locations)
- Welcome sign
- Open sign
- Store hours of operation sign
- Thanks for Coming sign

Facility Exterior and Interior Pictures and Policies

- Building Exterior (at least four pictures)
- Windows (all)
- Grounds clean up policy
- Pictures of the walkways, curbs and firing line, plus your regular maintenance policy
- Landscaping pictures
- Parking lot lighting pictures (day and nighttime photos can both be provided)
- Building interior (at least four pictures)
- Lounge furniture
- Interior cleaning policy
- Wall artwork
- Driveway and parking lot
- Interior lighting
- Firing line and target area lighting

MANAGEMENT

Corporate Technology Descriptions & URLs

- Point-of-sale (POS) system description
- Electronic bound book description
- Corporate email account for information description (provide email address)
- Corporate email addresses for all full-time employees
- Description of method used for sending and receiving documents electronically
- Phone number for personal greeting/voicemail and auto attendant service
- Website URL
- Electronic hold-harmless/liability waiver URL
- Description of business practices related to updating business website

Financial Awareness & Compliance Descriptions

- Description of formal accounting software or the professional accounting agency used to manage your business
- Description of how you use customer conversion data to improve periodic performance

- Description of how surveys were conducted, an example of the most recent survey and its analysis report
- Description of your ATF mock audit practices used in the last three years or, if you've been audited by the ATF in the last three years, tell us about the outcome
- Description of your OSHA mock audit practices in the last three years

Marketing & Advertising Descriptions, Examples and URLs

- Description of marketing personnel on staff or the agency you use and the services they provided for at least three-quarters of the year
- Outline of your marketing plan or the actual marketing plan for the current year
- Website URL routing us to the page that best describes your business
- PDF or picture of your comprehensive printed brochure
- Website URL(s) to the page(s) that include all range rules and fees
- Website and social media URLs to the pages that show hours of operation, property address and directions and any pages that present current special offers
- Description of one of the major sales campaigns occurring within the last year and the outside advertising channels used to promote the event
- List the local businesses where you have displayed brochures or other promotional materials over the last 12 months (no more than five)
- Description of e-blast campaign or newsletter communication efforts and a URL or PDF of the most recent e-blast or newsletter
- URLs reflecting you're maintaining online review site reviews of four stars or better and examples of how you address customer complaints on those sites
- Social media profiles showing your level of activity working to engage established customers and attract prospective ones

Staff Training Descriptions and Examples of Policies

- Description of the formal skills-development training seminar/s you require your senior staff to attend and an example of the most recent training seminar they've participated in
- Description and examples of industry-specific training seminars or non-industry training programs you and your staff

- have attended over the last three years (i.e. SHOT Show University, NSSF Retailer Seminars, 3point5 training, etc.)
- Description of outside business consultants used
- Description of formal training procedures for on-boarding all new employees, including orientation and classroom training
- Description of monthly mandatory staff meetings
- Description or the actual copy of your written procedures manual that's readily available to all employees and is updated every year
- Description of drug-awareness employee training
- Description of policy related to greeting and welcoming customers upon arrival and departure
- Description of staff training policy related to answering the phone
- Description of regular staff training and qualifications required in order for employees to carry exposed or concealed firearms while working
- Description of the required annual decision making and scenario training employees must go through in order to carry while working
- Description of how you monitor employees related to firearms retention practices and awareness
- Description or actual copy of your written firearms handling and carrying policy that explains what employees are allowed to do with their firearms while working
- Description of the staff training credentials your instructors have
- Description of your comprehensive on-the-job training program provided to employees/instructors who lack any formal training and that is provided by a formally trained instructor
- Description of the range safety officer component of your business and their credentials (i.e. full-time range master, chief range safety officer, range safety officers, etc.)
- Description or an actual copy of your written safety plan to include the regular staff training practice sessions
- Uniform Pictures and Description
- Picture of staff uniforms you provide
- Description of the cleaning services used for employee uniforms
- Picture of employee name tags or names embroidered on staff shirts

Security & Safety Descriptions and Picture

- Description of background check practices for new hires
- Description or actual copy of your written emergency action plan for common emergencies
- Description of your range safety officer patrolling practices
- Description of your CCTV camera system that covers 90 percent of the facility (inside and outside)
- Description of your CCTV camera systems remote viewing and playback options
- Description of your backup video storage practices
- Description of your business practices related to having a CPR-certified employee onsite during hours of operation
- Picture of your automated external defibrillator (AED) and a copy of any document verifying that your business is maintaining the necessary certifications for this device
- Describe what your trauma kit includes and provide a picture of it

Leadership Descriptions

- Describe how you review and update all your plans on an annual basis
- Description of your management staff team
- Description of your managers' educational backgrounds (whether college degree, professional certification or overall tenure in the range-retail or similar business management experience)

SHOOTING SPORTS DEVELOPMENT

Shooting Sports Development Descriptions and Pictures

- Pictures showcasing your inventory of rental guns
- Describe your business practices related to providing eye and ear protection to customers
- Describe the introductory programs you offer throughout the year
- Describe your instructors' credentials and the business practices related to this area
- Describe how your business approaches the training/instructor segment. If your business provides training/instructional classes, please list all the courses currently offered
- Pictures of the classroom and the audio and visual aids used
- Describe the new shooter/safety orientation procedure you provide for all new shooters and first-time customers

Community Engagement Descriptions

- List the special events (no more than five) you hosted over the last 12

months that were open to the public, and provide examples of invitations or advertisements developed to promote these events

- List the league programs you held over the last 12 months (no more than five)
- List the non-profit groups or other entities you've allowed to use your range at a discounted rate or for free over the last 12 months (no more than five)
- List the charitable organizations your business has supported and the amount of money that has been donated to them over the last 12 months
- List the local civic groups that you (the owner) or your managers belong to and regularly participate in (no more than three groups)
- List the youth events held at your range over the last 12 months (no more than three)
- List the presentations that you or your staff have delivered to a local or national group or organization that contributed to shooting sports development (no more than three)

Range Equipment & Practices Pictures and Descriptions

- Picture of your well-maintained, modern target retrieval systems
- Pictures of your range ventilation system and the HEPA filtration banks
- Picture of your HVAC's magnehelic pressure gauges or electronic air monitoring system used to ensure timely filter changes
- Description and a picture of monitoring practices related to your pressure gauges
- Description of your cleaning practices related to the floors of your ranges
- Picture of bathroom sinks or wash stations where you provide a cleaning product (such as Dlead soap) that rinses any lead off of your customers hands after shooting on the range

Environmental Plans, Descriptions and Pictures

- Surface lead testing procedures plan
- Employee blood lead level testing procedures plan
- Lead mitigation procedures for staff and public
- Trap maintenance and mining procedures plan
- Injury prevention and wellness plan related to ranges, facilities and lead safety
- Hazardous material handling and storage plan
- Hazardous material disposal plan
- Description of your procedures related to regularly conducting lead surface tests in all employee and public spaces
- Specify which NSSF Lead Management & OSHA Compliance workshop you or another staff member participated in (specific location, or note participation in a webinar series)

- Description of how you maintain a laminar air flow of 50-75 feet per minute across the firing line and pictures showcasing the testing procedure (i.e. conducting smoke tests and measuring air velocity)
- Picture demonstrating that you have nothing behind the shooting stalls that would potentially disrupt the laminar airflow on your ranges.
- Describe the consultation services you've utilized to develop, review and test your systems and procedures to ensure compliance with EPA and OSHA

AMENITIES

Retail Store/Pro Shop Description and Pictures

- Describe what your store's inventory includes
- Pictures of your store highlighting how it's merchandised in a professional manner and how all products are clearly displayed and labeled
- Pictures of your store demonstrating that display cabinets/cases are well organized, shelf space is filled and empty spaces are back filled to present an orderly appearance
- Pictures of retail areas demonstrating the quality lighting used to ensure a warm and bright environment for customers
- Pictures of your separately lighted display cabinets/cases

Restroom Pictures & Description

- Pictures showcasing your modernized restrooms (male and female and/or unisex restrooms)
- Describe your weekly procedures related to general bathroom facility upkeep and maintenance

Other Amenities Pictures and Descriptions

- Picture of your beverage vending machine or similar offerings
- Picture of your snack vending machine or similar offerings
- Describe your businesses handicap accessibility amenities and include any pictures that demonstrate what you've done to accommodate those who are physically challenged
- Describe your on-the-spot cleaning services
- Describe your gunsmithing services and provide background on your gunsmith's schooling credentials
- Picture of the lounge area
- Describe your shooting range climate control system
- Describe the availability of classroom or meeting room use by outside parties and provide a couple examples of how other parties have used it



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PROMOTE

PROTECT

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