

STAR RATING SYSTEM

OUTDOOR RANGES



NSSF® The Firearm Industry
Trade Association

DOES YOUR OUTDOOR SHOOTING RANGE BUSINESS 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 outdoor range 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 operation 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 outdoor shooting range businesses: Appearance, Management, Shooting Sports Development and Amenities. Each category is divided into several sections that group related scoring criteria. Separate from these four categories, we have created a Bonus Points section where ranges can gain up to an additional 40 points based on certain range features and other services your facility offers.

The first thing you should do when working within each section is to read the scoring criteria. Scoring is primarily based on a 5, 3 or 0 rating. A 5 will mean your current facility meets the highest requirements for that 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. If an item does not apply to your business model, please mark with an NA while providing a reason for why it does not, and the review team will decide based on your response.

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 when submitting your application.

In determining your ranges 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 (including your bonus points) will be tabulated into a final score out of a total of 500 points. From there you'll compare your scores with the star rating score requirements on the last page of the evaluation form to determine where your facility stands.

RANGE PROGRAM STAR RATING ASSESSMENT FOR OUTDOOR SHOOTING RANGE BUSINESSES:

Listed below are the items you must provide along with your completed application so that we can validate your given scores. Failure to supply this supporting information will prevent your range from becoming an **NSSF 4-5 star rated business**.

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 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(s) | |
| | You have signage that clearly states basic range and firearm safety rules posted where everyone will see them. That signage is readable and maintained. | Picture/s attached with written explanation if more than one and their locations | |
| | You have a professional "Welcome" and Thank You for Coming" sign to set a positive tone/frame of mind for the guest experience. 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(s) | |
| | Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____/15 | | |
| FACILITY EXTERIOR & INTERIOR | All building exteriors look like they're professionally maintained. | Picture(s) | |
| | Your windows are clean and uncluttered. | Picture(s) | |
| | Grounds cleanup including picking up brass casings and or shotshells on your ranges 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(s) and policy | |
| | Your facility landscaping is well maintained. | Picture(s) | |
| | The interiors of your guests/members buildings are well maintained on a weekly basis. | Picture(s) and policy | |
| | Your clubhouse or lounge furniture is in good workable condition without any rips or tears. | Picture(s) | |
| | If you have banners, posters and/or other artwork on the walls, they are neatly mounted or otherwise produced for a professional display appearance. | Picture(s) | |
| | Give yourself 5 points if your facility's driveway, parking lot, roads and paths are well maintained. | Picture(s) | |
| | Your building interior is well illuminated during hours of operation (and keeping in mind that sunlight counts). | Picture(s) | |
| Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____/50 | | | |
| Total Points Section 1: Points: _____ / 65 | | | |

| 2. MANAGEMENT | | Response Required | |
|----------------------------------|---|---|--|
| CORPORATE TECHNOLOGY | If your organization has a point-of-sale (POS) system, give yourself 5 points. No POS system but use register/type system give yourself 3 points, manual cash box for managing monies 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 | |
| | You have a personal greeting and voicemail that can be regularly updated with messages. This includes an auto-attendance service that provides hours of operation and other useful information. | Description/tested by the committee randomly | |
| | Your organization has an up to date website that is regularly maintained with updates at least quarterly | 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 Attached | |
| | Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____/30 | | |
| FINANCIAL AWARENESS & COMPLIANCE | You have formal accounting practices or utilize a professional accounting agency or current club member to help manage your business. | Description | |
| | You conduct surveys of your customer base at least once a year in order to measure and/or improve performance. | Description/Example of survey(s) | |
| | An order has been placed for NSSF's Don't Lie For the Other Guy Toolkit resources to educate staff on preparedness to decrease the chance of illegal firearm purchases and to warn your customers/members about the severe penalties for engaging in straw purchases, give yourself 5 points. | Description | |
| | If you sell firearms retail, 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 = _____/25 | | |
| 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 or white paper that has been updated in the last 12 months, give yourself another 5 points. | Description/Example(s) | |
| | You have a comprehensive printed brochure or rack card that fully describes your facility and what's available on-site. | PDF, picture or sample | |
| | If your website has all range rules and fees listed, you get 5 points. | URL Attached | |
| | 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 Attached | |
| | Your range is listed in annual online 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 event campaign within the last year that was advertised outside of your facility. | Description/Example(s) | |
| | 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. | Description | |
| | If you engage your customer and or member 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 Attached | |
| | Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____/55 | | |
| 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) or industry specific training through NSSF's SHOT Univeristy Online or other live industry events. | Description: examples of training | |
| | You have a formal training procedure for on-boarding all new employees, to include orientation and job shadow training from senior staff members. | Description/ Example(s) | |
| | There are monthly mandatory staff or board member meetings that always include a discussion of customer/member service. | Description | |
| | The staff is provided with a written procedures manual to include a safety plan that is always immediately available and has been reviewed/updated within the last 12 months. | Description/ Example(s) | |
| | If your staff is trained on awareness policies/procedures to address substance abuse or emotional symptoms presenting abnormal behavior, such as training programs provided by local law enforcement agencies or other groups, you get 5 points. | Description/ Example(s) | |
| | An order has been placed for the AFSP-NSSF Suicide Prevention Toolkit to train staff and raise community awareness about this nationwide effort, give yourself 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. | Description/ Example(s) | |
| | 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/ Example(s) | |
| | You have instructors, and the majority (more than half) of them have formal training certified by the NRA, USCCA, shooting sports organizations such as ATA, NSCA and NSSA or a governmental agency. | 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 | |
| | Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____/65 | | |
| UNIFORMS | Your staff is required to be in a uniform that you provide. | Picture(s) | |
| | All employees have names embroidered on their uniforms or wear nametags. | Describe | |
| | Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____/10 | | |

| | | | |
|--|--|----------------------------|--|
| SECURITY & SAFETY | You conduct background checks on new hires. | Description | |
| | Your organization has a written emergency action plan for common emergencies. | Description/ Example(s) | |
| | Your range has range safety officers on the ranges or patrolling the rifle or pistol ranges at all times the ranges are active (hot). If you're a clay target only shooting range you have a person patrolling the courses or fields. | Description | |
| | You have downloaded NSSF's Operation Secure Store "Security Risk Self-Assessment" Tool to help identify and quantify vulnerabilities and risks associated within your business, give yourself 5 points. | Description | |
| | You have a CCTV camera system that covers the interior and exterior of your facility. | Description/Picture(s) | |
| | Your CCTV security system allows remote viewing and playback | Description | |
| | You maintain CCTV backup video for all your cameras within the interior and exteriors areas around your buildings and parking lot. | Description | |
| | If as a matter of policy you maintain having a CPR-certified employee onsite during hours of operations, give yourself 5 points. | Description | |
| | If you have a automated external defibrillator (AED) in your facility and maintain necessary required certifications, give yourself 5 points. | Picture(s) | |
| | You maintain a fully equipped, readily available trauma kit and your staff is trained to use it. | Picture(s) | |
| Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____/50 | | | |
| LEADERSHIP | You stay on top of things by reviewing and updating all of your plans on an annual basis. | Description/ Example(s) | |
| | 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 to operate the facility. | Description | |
| | Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____10 | | |
| Total Points Section 2: Points: _____ / 240 | | | |
| 3. SHOOTING SPORTS DEVELOPMENT | | Response Required | |
| SHOOTING SPORTS DEVELOPMENT | You provide scheduled and supervised public range time at least four days a week. | Description | |
| | If you rent a wide range of guns that are changed out frequently (to avoid frequent malfunctions) for on-range use, give yourself 5 points. If your rental fleet includes firearms that are size appropriate for different body frames (i.e. youth and women), give yourself an additional 5 points | Picture(s) | |
| | If you provide free or low-cost, quality eye and ear protection, give yourself 5 points | Description | |
| | Give yourself 5 points if you're an NSSF First Shots host range or if you offer free or low-cost introductory shooting programs throughout the year. | 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. If you allow private instructors to rent out range space for their own training program offerings, give yourself an additional 5 points. | Description | |
| | You have an area that can serve as a classroom with professional, good quality audio and visual aids. | Picture(s) | |
| | If you provide a new shooter/safety orientation presentation for all shooters, give yourself 5 points. | Description/ Example(s) | |
| | Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____/40 | | |

| | | | |
|--|--|---|--|
| 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. | | |
| | 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/ Example(s) | |
| | Give yourself 2 points for each organized event (registered shoots, corporate shoots and group events such as ones with local churches or other organizations) scheduled at your range each year. 10 points maximum. | Description/ Example(s) | |
| | 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/ Example(s) | |
| | Give yourself 1 point for every \$1,000 your business activities have raised (including product donations and other in kind items) for charitable organizations. 10 points maximum. | Description/ Example(s) | |
| | 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/ Example(s) | |
| | For each youth event (SCTP, SASP, Boy or Girl Scouts, 4H, custom youth program activities, etc.) held at your range, add on an additional 5 points. 15 points maximum. | Description/ Example(s) | |
| | 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/ Example(s) | |
| Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____/55 | | | |
| ENVIRONMENTAL | You have signage to remind staff and customers/members to wash there hands after shooting activities give yourself 5 points. If you provide D-lead products for staff and customers/members to wash off residual lead give yourself another 5 points. (maximum of 10 points) | Description/ Example(s) | |
| | As part of your employee manual you have an injury prevention and wellness plan related to ranges, facilities & lead safety give yourself 5 points. | Description/ Example(s) | |
| | You have a hazardous material handling and storage plan give yourself 5 points. | Description/ Example(s) | |
| | You have a hazardous material disposal plan, give yourself 5 points. | Description/ Example(s) | |
| | You or your current manager(s) have participated in an NSSF Lead Management & OSHA Compliance Workshop or training webinars on these topics such as those provided through NSSF's SHOT University online education channel, give yourself 5 points. | Description | |
| | If your facility has developed a site specific Environmental Stewardship plan (ESP) to address the EPA's Best Management Practices for Lead at Outdoor Shooting Ranges, give yourself 5 points. | Description & Picture or copy of a portion of ESP | |
| | If you have hired or utilized any consultants to help develop procedures to ensure both OSHA and EPA compliance, give yourself 5 points. | Description | |
| | Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____/40 | | |
| Total Points Section 3: Points: _____ / 135 | | | |

| 4. AMENITIES | | Response Required | |
|--|---|---------------------------|--|
| RETAIL STORE / PRO SHOP | Give yourself 5 points if your inventory includes everything a target shooter could want, including firearms, ammunition, targets, optics, accessories, cleaning supplies, clothing. Give yourself 3 points if your inventory product mix is good, but not quite all-inclusive. Award yourself 1 point if you carry only some ammo and targets. | Description/Picture(s) | |
| | Your retail store area / pro shop is merchandised in a professional manner and all products are clearly displayed and labeled. | Pictures of Pro Shop | |
| | Give yourself 5 points if your interior retail area / pro shop and or clubhouse is well lit at levels equal to retail industry lighting standards. | Pictures of Pro Shop | |
| | Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____/15 | | |
| 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(s) | |
| | 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. | Picture(s) | |
| | 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 = _____/15 | | |
| OTHER AMMENITIES | If you have a beverage vending machine or services that are well stocked, give yourself 5 points, otherwise 0. If you have additional food operations give yourself an extra 5 points. (maximum of 10 points) | Picture(s) | |
| | If you have a snack vending machine or other food services, give yourself 5 points, otherwise 0. | Picture(s) | |
| | If your range and buildings are handicap accessible, give yourself 5 points, otherwise 0. | Description | |
| | If you have meeting rooms or classrooms available for rent or use by other interested parties, give yourself 5 points, otherwise 0. | Description/Picture(s) | |
| | Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____/25 | | |
| Total Points Section 4: Points: _____ / 55 | | | |
| 5. RANGE FEATURES AND OTHER SERVICES | | Response Required | |
| BONUS POINTS SECTION | Ranges can earn up to no more than 40 bonus points from the Bonus Points Section | | |
| | Give yourself 5 points for every clay target shooting activity (skeet, trap, sporting clays, FITASC, 5 Stand, bunker, etc.) your range offers when open. 20 points maximum . | Picture(s) | |
| | Give yourself 5 points for every 25-50 yard action shooting bay your facility offers. 20 points maximum . | Picture(s) | |
| | If you have a 100 yard range with a covered fixed firing line and shooting benches that includes at least 10 lanes give yourself 5 points. | Picture(s) | |
| | If you have a 200 yard range with a covered fixed firing line and shooting benches that includes at least 5 lanes give yourself 5 points. | Picture(s) | |
| | If you have a 500 yard rifle range or longer give yourself 5 points. | Picture | |
| | If you have RV hook ups or camping facility offerings give yourself 5 points. | Picture (s) & Description | |
| | If you have an outdoor pavillion or outdoor covered area for events give yourself 5 points. | Picture | |
| | Your range business offers hunting or fishing experiences on the property give yourself 5 points. | Description | |
| | If your facility offers gunsmithing services give yourself 5 points. | Description & Picture | |
| | Total Points This Sub-section: 5 = _____ 3 = _____ Total = _____50 | | |
| Total Points Section 5: Points: _____ / 50 | | | |

HOW YOUR FACILITY RATES:

THE AVERAGE SCORES WERE AS FOLLOWS:

Appearance _____ points

Shooting Sports Development _____ points

Management _____ points

Amenities _____ points

Range Features & Other Services Bonus Points Section _____ points (Max. Bonus Points = 40)

TOTAL SCORE _____ points (Max. Total Score = 500)

| Rating - Minimum Points Needed | ✓ | | ✓ |
|--------------------------------|---|-------------------------------|---|
| 4 STAR RATING - 80% - 400 Pts | | 5 STAR RATING - 90% - 450 Pts | |

RATING REVIEW PROCESS

The review process will be spearheaded by NSSF's Director of Member Development, Zach Snow, who will work with a review panel to determine your rating based on the information supplied within your application. 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 Ann Gamauf at agamauf@nssf.org, telephone 203-426-1320 ext. 247, or mail your submission package to her attention at NSSF, 6 Corporate Dr. Suite 650, Shelton, CT 06484. Please give the review panel at least 30 days to evaluate your application and its supporting documentation provided.

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

Contact Person: _____ Title: _____

Mailing Address: _____

City, State, Zip: _____

Telephone number: _____

E-mail: _____

Total Points All Sections:

Section 1: _____ Section 2: _____ Section 3: _____ Section 4: _____ Section 5: _____

Points: _____ / 500

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 can validate your given scores. Failure to supply this supporting information will prevent your range from becoming an NSSF 4-5 star rated business.

Supporting Documentation Checklist:

APPEARANCE

Signage Pictures

- Exterior sign clearly visible from the road
- Range rules sign/s (include all and describe locations)
- Welcome and Thanks for Coming signage

Facility Exterior and Interior Pictures and Policies

- Building Exterior (at least four pictures)
- Windows (all)
- Grounds clean up policy (including your interior cleaning policy)
- Pictures of the walkways, curbs and firing line, plus your regular maintenance policy
- Landscaping pictures
- Building interior (at least four pictures and cleaning policy description)
- Lounge furniture
- Wall artwork
- Driveway and parking lot
- Interior lighting

MANAGEMENT

Corporate Technology Descriptions & URLs

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

Financial Awareness & Compliance Descriptions

- Description of formal accounting practices (i.e. software's being used) or the professional accounting agency used to manage your business
- Description of how surveys were conducted, an example of the most recent survey and its analysis report
- Description of how you have used the Don't Lie for The Other Guy Materials at your range

- 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 / white paper and events for the year or the actual marketing plan for the current year
- 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
- Links to your listing on Wheretoshoot.org and your listing on the NRA's Range Directory
- 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 of formal training procedures for on boarding all new employees, including orientation and classroom training
- Description of monthly mandatory staff / board meetings
- Description or the actual copy of your written procedure's manual that's readily available to all employees and is updated within the last 12 months
- Description of drug-awareness employee training
- Description of how you use the AFSP-NSSF Suicide Prevention toolkit resources
- 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 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 the staff training credentials your instructors have
- 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.)

Uniforms

- Picture of staff uniforms you provide
- 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 how you have used Operation Secure Store resources

- Description of your CCTV camera system that covers interior and exterior 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 and their business experience

SHOOTING SPORTS DEVELOPMENT

Shooting Sports Development Descriptions and Pictures

- Description of your weekly public hours of operations
- 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, their availability 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 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 or registered shoots you held over the last 12 months
- 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 (at least five for full points)
- List the charitable organizations your business has supported and the amount of money including the value of gifts in kind 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 and or youth organizations you're affiliated with that participated 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)

Environmental Plans, Descriptions and Pictures

- Picture/s of signage reminding customers and staff to wash their hands after shooting activities. Picture of any locations (bathroom sinks for example) where you provide a cleaning product (such as Dlead soap) that rinses any lead off your customers/staff members hands
- Copy of the section within your employee manual that addresses injury prevention and wellness plan related to ranges, facilities and lead safety
- Description of your hazardous material handling and storage plan
- Description of your hazardous material disposal plan
- Specify which NSSF Lead Management & OSHA Compliance workshop you or another staff member participated in or other training webinars such as those offered through NSSF's SHOT University Online.
- Copy of or a description of your Environmental Stewardship plan that includes who assisted with developing it (if any consultants were used), key findings and how the range is using it as a living working document to best manage the facility per the EPA's Best Management Practices for Lead at Outdoor Shooting Ranges publication.
- 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 retail area/pro shop highlighting how it's merchandised in a professional manner and how all products are clearly displayed and labeled
- Pictures of retail area/pro shop and or clubhouse areas demonstrating the quality lighting used to ensure a warm and bright environment for customers

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 the availability of classroom or meeting room use by outside parties and provide a couple examples of how other parties have used it

RANGE FEATURES & OTHER SERVICES

Bonus Points Section

- Pictures showcasing the different clay target shooting activities your facility offers (pictures of each venue/field to highlight the different games you offer on a regular basis)
- Picture/s of your action shooting bays (including their backstops) and a description that includes number of bays and their dimensions
- Picture/s of your 100-yard range (including the backstop) and the fixed covered firing line capturing the lanes.
- Picture/s of your 200-yard range (including the backstop) and the fixed covering firing line capturing the lanes.
- Picture/s of your 500+ yard range
- Picture of your RV hookup or camping facility area and a description of what services are offered
- Picture of your outdoor pavilion area
- Description of the hunting or fishing experiences your facility offers
- Describe your gunsmithing services



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