

## Five Star Rating System



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

The National Association of Shooting Ranges® has developed a 5-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 5-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 NASR™ 5-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.

Send for your certificate (see page 8).

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

<b>SIGNS</b>	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...	<b>10 points</b>	
	If your telephone number is clearly posted near the entrance so potential new customers/members can contact you...	<b>5 points</b>	
	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...	<b>10 points</b>	
	If you have a quality "WELCOME" sign...	<b>5 points</b>	
	If you have a "Thanks For Coming" sign posted at your club's exit...	<b>5 points</b>	
	<b>SIGNS (Maximum 35 points)</b>		
<b>FACILITY EXTERIOR</b>	If all of your building exteriors look like they're professionally maintained...	<b>5 points</b>	
	And if your windows are clean and uncluttered...	<b>5 points</b>	
	If grounds cleanup is part of your daily operating procedures...	<b>5 points</b>	
	<b>OR ...</b> If you don't do it daily, but do a scheduled cleanup at least once a week...	<b>2 points</b>	
	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...	<b>5 points</b>	
	If your facility is landscaped and the landscaping is well maintained...	<b>5 points</b>	
<b>FACILITY EXTERIOR (Maximum 25 points)</b>			
<b>FACILITY INTERIOR</b>	If the interiors of your public-access buildings are impeccably maintained...	<b>5 points</b>	
	If your clubhouse furniture is the kind of stuff you'd be comfortable with in your own home...	<b>5 points</b>	
	If the interior gets a thorough cleaning (vacuuming, dusting, etc.) on a regularly scheduled weekly basis...	<b>10 points</b>	
	If you have posters and/or artwork on the walls, and they're framed...	<b>5 points</b>	
<b>FACILITY EXTERIOR (Maximum 25 points)</b>			
<b>INGRESS/EGRESS</b>	If your driveway and parking lot are paved or topped with "crush and run" ...	<b>15 points</b>	
	<b>OR ...</b> If they're not paved, but they are smooth and regularly maintained (no ruts, washboards or potholes)...	<b>10 points</b>	
	<b>INGRESS/EGRESS (Maximum 15 Points)</b>		
<b>TOTAL POINTS FOR APPEARANCE (Maximum 100 Points)</b>			

# MANAGEMENT

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

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	
	<b>OR...</b> 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	
	<b>OR...</b> 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)		
<b>TOTAL POINTS FOR CUSTOMER SERVICE/FOCUS (Maximum 100 Points)</b>			

## CUSTOMER/MEMBER DEVELOPMENT

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

# 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>			
<b>COMMUNITY INVOLVEMENT</b>	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) ...	<b>Maximum 30 points</b>	
	If you or your manager(s) are an active member of a local civic group (Rotary, Kiwanis, Lions, etc.)...	<b>5 points</b>	
	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.	<b>Maximum 30 points</b>	
	For each youth event (includes Boy Scout, 4H, etc.) held at your range, tack on an additional 5 points.	<b>Maximum 25 points</b>	
	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.)	<b>Maximum 30 points</b>	
	Give yourself 5 points for every pro-shooting speech or presentation given to a local group.	<b>Maximum 30 points</b>	
	<b>(Maximum 65 points)</b>		
	<b>CORPORATE CITIZENSHIP</b>	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...	<b>15 points</b>
If your range has a written Safety Plan in place and your staff is trained and prepared to use it.		<b>15 points</b>	
If you stay on top of things by reviewing and updating all of your plans on an annual basis...		<b>5 points</b>	
<b>(Maximum 35 points)</b>			
<b>TOTAL POINTS FOR COMMUNITY RELATIONS</b>			

# AMENITIES

(The following refers only to stock inventory, not something that must be ordered.)		
<b>PRO SHOP</b>	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....	<b>30 points</b>
	<b>OR...</b> If your inventory product mix is really good, but not quite all-inclusive...	<b>15 points</b>
	<b>OR...</b> All you have is some ammo and targets? It's better than nothing...	<b>2 points</b>
	<b>(Maximum 30 points)</b>	
<b>FOOD SERVICE</b>	If you've followed the success model of golf courses and bowling alleys and have a sit-down restaurant with waiter/waitress services...	<b>20 points</b>
	<b>OR...</b> Let's say there is a full-service sit-down restaurant less than a 3-minute walk from the range. The customer still has the basic convenience and it might not be smart business to open your own...	<b>10 points</b>
	<b>OR...</b> If you have a hot meals lunch counter available for your clientele...	<b>15 points</b>
	<b>OR...</b> If your lunch counter is more like a deli with cold cut sandwiches and the like...	<b>10 points</b>
	<b>OR...</b> If prepackaged food is the only thing on the menu...	<b>5 points</b>
	<b>OR...</b> If special events/tournaments are the only time you have food available...	<b>3 points</b>
	If you have a beverage vending machine and it's kept stocked...	<b>5 points</b>
	If you also have a snack vending machine...	<b>2 points</b>
<b>(Maximum 27 points)</b>		
<b>OTHER AMENITIES</b>	If you have an on-the-spot gun cleaning service...	<b>4 points</b>
	If your range has a playground where youngsters can have fun in a supervised setting...	<b>5 points</b>
	If you have a picnic area where customers/members can get together outside when the weather cooperates...	<b>5 points</b>
	If your range has an indoor lounge where customers/members can relax and escape the weather...	<b>5 points</b>
	If you have lodging, a campground, and/or RV hook-ups available...	<b>4 points</b>
	<b>OR...</b> Similar to the restaurants, if the convenience of lodging, a campground, and/or RV hook-ups are less than a 5-minute walk from the range...	<b>2 points</b>
<b>(Maximum 23 Points)</b>		
<b>TOTAL POINTS FOR AMENITIES (Maximum 80 Points)</b>		

# HOW YOUR FACILITY RATES:

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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	

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### 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 61 points for AMENITIES

#### **3 STAR FACILITY: a Total of at least 290 points *which must include...***

at least 40 points for APPEARANCE  
at least 40 points for MANAGEMENT  
at least 40 points for CUSTOMER/MEMBER FOCUS  
at least 40 points for CUSTOMER/MEMBER DEVELOPMENT  
at least 40 points for COMMUNITY RELATIONS  
at least 32 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

#### **2 STAR FACILITY: a Total of at least 174 points *which must include...***

at least 20 points for APPEARANCE  
at least 20 points for MANAGEMENT  
at least 20 points for CUSTOMER/MEMBER FOCUS  
at least 20 points for CUSTOMER/MEMBER DEVELOPMENT  
at least 20 points for COMMUNITY RELATIONS  
at least 16 points for AMENITIES

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**To order a personalized and framable certificate that identifies your self-evaluated rating, please complete this page (or photocopy) and send with \$2.00 to cover shipping and handling to:**

5-Star Rating Certificate, National Association of Shooting Ranges, 11 Mile Hill Road, Newtown, CT 06470-2359

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

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone number: \_\_\_\_\_

E-mail: \_\_\_\_\_

## **OTHER RESOURCES AVAILABLE FROM THE NATIONAL ASSOCIATION OF SHOOTING RANGES®**

### **FACILITY DEVELOPMENT SERIES**

The Facility Development Series currently includes guidance on such diverse topics as lead management, range development, funding, community relations, risk management and business plan development. More are on the way.

### **PROMOTIONAL MATERIALS**

Promotional materials include videos, firearm safety and responsibility handouts and much more.

### **RESEARCH AND MARKETING SURVEYS**

These participation surveys, range surveys and profiles of the shooting sports are important to help you with your business planning.

### **RANGEINFO SERIES**

The Rangeinfo Series is a collection of reprinted articles covering every aspect of shooting range development, management and operations. Rangeinfo is a constantly growing resource that is available free on the internet at [www.rangeinfo.org](http://www.rangeinfo.org).

For a complete catalog of the publications, research and information available from the National Association of Shooting Ranges, please write to us or visit us online at [www.rangeinfo.org/publications.html](http://www.rangeinfo.org/publications.html).

**National Association of Shooting Ranges®**

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