



**DEPARTMENT OF THE ARMY**  
U.S. ARMY INSTALLATION MANAGEMENT COMMAND  
HEADQUARTERS, UNITED STATES ARMY GARRISON WEST POINT  
681 ROGERS PLACE  
WEST POINT, NEW YORK 10996-1514

AMIM-MLG-ZA

15 November 2023

**U.S. ARMY GARRISON WEST POINT POLICY # 37**

**SUBJECT:** Commercial Solicitation on West Point

**1. REFERENCES.**

- a. Army Regulation 210-7, Personal Commercial Solicitation on Army Installations, HQDA, 11 May 2021
- b. Army Regulation 210-22 Support for Non-Federal Entities Authorized to Operate on Department of the Army Installations, 12 May 2022
- c. Policy Memorandum, IMCOM Home Based Business (HBB) Program, 12 June 2023

**2. PURPOSE:** Establish U.S. Army Garrison West Point policy for home-based businesses, commercial activity, solicitation and sale of all goods, services, and commodities on the West Point Military Reservation.

**3. REGISTRATION REQUIREMENT:** All people and businesses who sell goods, provide services, or operate a home-based business on the Garrison must first register with and receive approval from the Garrison. Examples include:

- a. Home-based businesses operated on the Garrison.
- b. People and businesses who operate off post but sell products or services on post. This includes people or businesses who are invited into an on-post residence to sell products or services (e.g., direct-sales companies, photographers, and consultants) who hold for-profit sessions on post.
- c. Businesses operating off-post who enter post to sell goods or provide services on post to Departmental, Organizational and/or Government-funded events.
- d. Food and Beverage businesses operating off-post who enter post to sell goods or provide services to Departmental/Organizational and/or Government-funded events will incur a 10% surcharge payable monthly to the Directorate of Family, Morale, Welfare and Recreation (DFMWR) for the gross amount charged to the customer.
- e. Departments, Organizations and/or anyone hosting a government-funded event must notify the DFMWR prior the event for tracking purposes.
- f. People or businesses providing information about or selling insurance, financial, or investment products or services.

4. RESTRICTIONS:

- a. Body art operations as defined in DA PAM 40-1: "Body art operations. Body art businesses involving tattooing, application of permanent makeup, body piercing (except for ear piercing), Henna, and other invasive treatments." Ear piercing is an authorized service only through AAFES and may not be conducted as an HBB.
- b. Only authorize preparation of Cottage Foods as defined in TB MED 530 for HBBs that are food based HBBs will be approved. The HBB application must be carefully reviewed to ensure compliance with TB MED 530 requirements, such as food prepared in a private home, including Cottage Foods, may not be used, or offered for human consumption in a food establishment.

4. EXCEPTIONS.

- a. Consignment sales at the West Point Spouses Club Gift Shoppe.
- b. Vendors who enter post in-conjunction with a private wedding or other event coordinated through the West Point Club.
- c. People or businesses who operate off post but sell products or provide services on post only occasionally, which for purposes of this policy is no more than two commercial interactions per calendar year. Such people and businesses remain subject to all applicable laws and regulations, including references listed in paragraph 1. This exception does not apply to insurance, financial, or investment products or services.
- d. Deliveries of goods such as newspaper, food, and flowers and packages.
- e. Household services such as housekeepers and pet groomers.

5. DEFINITIONS.

- a. IAW AR 210-22, an HBB is defined as a business whose primary office and operation is located inside the home on the installation. Examples of HBB include, but are not limited to, car repair service, hair salon services, pet grooming, and food services.
- b. Individuals who work remotely from their home (i.e., consultant, freelance artist, or teleworker) or who operate their own business exclusively through online means (eBay, or Etsy), are not considered an HBB and do not require approval to operate.
- c. Personnel desiring to provide childcare in on-post housing must register with the installation Child, Youth and School (CVS) services office as part of the Family Child Care (FCC) provider system. FCC providers contribute directly to unit readiness. Accordingly, the installation should expedite FCC applications whenever possible. FCCs do not align within the HBB program.
- d. Cottage Food is food which is produced in a private home or residence and is not a time/temperature controlled for safety (TCS) food. A TCS food is one that requires

refrigeration to prevent microbial growth. Characteristics of low and high-risk foods are defined in TB MED 530, Tri-Service Food Code.

5. REGISTRATION PROCEDURE.

a. A person or business required to register with the Garrison must contact the Directorate of Family, Welfare, and Recreation (DFMWR) Contact Representative for Private Organizations and Commercial Solicitation, Building 681, 2<sup>nd</sup> Floor, West Point, New York, 10996, at (845) 938-2103. Authorized businesses will receive a Garrison letter granting privileges. Authorization is good for two years and must be revalidated 30 days prior to the expiration date.

b. People operating a business from their home on West Point must also contact and receive approval from Balfour Beatty Communities. Contact the Communities Manager, at (845) 446-6407 to initiate the approval process.

c. People or businesses authorized to conduct commercial activity on-post must timely notify the Garrison upon PCS, cessation of commercial activity, or business migration (i.e., different business model, new or different product or service).

6. Any person or business wishing to use USMA marks, logos or insignia for any commercial purpose must first be granted a license through USMA Licensing. For more information email [licensing@usma.edu](mailto:licensing@usma.edu) or visit <http://www.usma.edu/dsi/SitePages/trademarks.aspx>.

7. Army Regulation and Garrison policy prohibit door-to-door sales of any type.

8. A Commercial Solicitations Annual Report of all approved businesses on and off-post will be provided to the Garrison Commander on 1 October of each year.

9. People or businesses who violate this policy are subject to adverse administrative actions, up to and including a ban from the West Point Installation.

10. EXPIRATION. This policy remains in effect until rescinded or superseded.

11. Point of Contact for this policy is the Directorate of Family Morale, Welfare, and Recreation at 845-938-2103.



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