



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

IMML-MWN

31 July 2017

U.S. ARMY GARRISON WEST POINT POLICY #13

SUBJECT: Commercial Solicitation on West Point

1. REFERENCES.

- a. Army Regulation 210-7, Personal Commercial Solicitation on Army Installations, HQDA, dated 18 October 2007.
- b. Army Regulation 210-22 Private Organization on Department of the Army Installations, HQDA, dated 22 October 2001.

2. PURPOSE. Establish U.S. Army Garrison West Point policy for home-based businesses and commercial activity.

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 operated off-post who enter post to sell goods or provide services on post to Government-funded events.
- d. People or businesses providing information about or selling insurance, financial, or investment products or services.

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.

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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. 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) 938-8455. 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 action, up to and including a ban from the West Point Installation.

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 This policy remains in effect until rescinded or superseded.

A handwritten signature in black ink, appearing to read 'ASH' with a long horizontal stroke extending to the right.

ANDREW S. HANSON  
COL, SF  
Commanding