



**DEPARTMENT OF THE ARMY**  
**U.S. ARMY INSTALLATION MANAGEMENT COMMAND**  
**HEADQUARTERS, UNITED STATES ARMY GARRISON WEST POINT**  
**667 RUGER ROAD**  
**WEST POINT, NEW YORK 10996-1514**

AMIM-MLG-ZA

19 May 2026

U.S. ARMY GARRISON WEST POINT POLICY # 37

SUBJECT: Operation of Non-Federal Entities on West Point

1. REFERENCES.

a. Army Regulation 210-7, Personal Commercial Solicitation on Army Installations, HQDA, dated 11 May 2021.

b. Army Regulation 210-22 Support for Non-Federal Entities Authorized to Operate on Department of the Army Installations, HQDA, dated 12 May 2022.

2. PURPOSE. Establish U.S. Army Garrison West Point policy for Non-Federal Entities Authorized to Operate on West Point.

3. REGISTRATION REQUIREMENT. This policy implements DoDI 1000.15. which provides procedures and support for Non-Federal Entities (NFE) authorized to operate on West Point. Examples include:

a. Home-based businesses operated on the Garrison.

b. Installation recreational and educational NFE.

c. Veterans Affairs-recognized veterans service organizations and military service organizations providing Veterans Affairs-accredited representation services.

d. Individuals and businesses who operate off post but sell products or services on post. This includes individuals or businesses who are invited into an on-post residence to sell products or services (e.g., direct-sales companies, photographers, financial services, consultants, etc.) who hold for-profit sessions on post.

4. RESTRICTIONS:

a. Body art operations as defined in DA PAM 40-1: 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 authorized 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 in compliance with TB MED 530 requirements.

## 5. EXCEPTIONS.

- a. Consignment sales at the West Point Spouses Club Gift Shoppe.
- b. Vendors who enter the post in conjunction with a private wedding or other event need to be coordinated through the contact or sponsor of that event.
- c. Individuals 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.
- d. Deliveries of goods such as newspapers, food, flowers and packages.
- e. Household services such as housekeepers and pet groomers.

## 6. DEFINITIONS.

- a. IAW AR 210-22, a 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 (CYS) 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.

## 7. REGISTRATION PROCEDURE:

- a. A person or business required to register with the Garrison must contact the Directorate of Family and Morale, 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 (520) 717-9833. 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.

Operation of Non-Federal Entities on West Point

b. Individuals 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. Individuals 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).

8. 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@westpoint.edu](mailto:licensing@westpoint.edu) or visit <https://www.westpoint.edu/about/public-affairs/west-point-trademark>.

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

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

11. NFEs must sign a Memorandum of Understanding with the United States Army Garrison West Point outlining adherence to this policy and Army Regulations listed above.

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

DANIEL R. STUEWE  
COL, IN  
Commanding