

## RETAIL STANDARDS (10-RET)

**Description** - Retail services include the sale of general merchandise, convenience and grocery items.

General merchandise stores focus on souvenirs, gifts, and recreational specialty items. Gifts and souvenir items include specialty foods, handicrafts, and thematic merchandise (coffee mugs, stuffed animals, t-shirts, magnets, postcards, etc.). Recreational specialty outlets focus on the sale of equipment and apparel for a particular activity (golf, mountaineering, camping, etc.), and may also rent equipment associated with the activity.

Convenience stores focus on immediately consumable, transient convenience type items. Convenience stores may sell a combination of groceries, gifts and souvenirs, and grab-and-go food items (hot dogs, muffins, sandwiches, soft drinks, etc.). Convenience stores often operate in conjunction with self-service fuel services.

The grocery category specializes in the sale of consumable grocery items. Grocery items include perishable meat, fish and produce, frozen foods, canned and boxed goods, and beverages (including alcohol). Grocery stores may also include some grab-and-go food items.

Stores in each category may operate independently. In most NPS locations, one or more retail categories are provided in the same store. Some standards apply to every category. Some standards cover the same general topic (e.g., aisles) but differentiate requirements for a particular retail type (e.g., aisle width for foot traffic in general merchandise versus shopping carts in grocery stores). Other standards may be specific to only one type of retail and are 'stand-alone' (e.g., produce scales for grocery).

In general, the following definitions apply to these terms throughout the standards:

- Appropriate: Suitable to the level of service or as specified in the operating plan
- Clean: Free from dirt, marks, stains, or unwanted matter
- Neat: Arranged in an orderly, tidy manner
- Operational: In use or ready for use
- Well-maintained: Kept in good order or condition

Standard Number	FACILITY STANDARDS	A, B, C Ranking	Primary Focus Area
	<b>Retail – Exterior</b>		
1	<b>Building Structure</b> - Building exterior is well-maintained and surfaces are treated to protect against deterioration. Roofs, gutters and downspouts are well-maintained and clear of obstructions. Rooftop ventilation and other systems are well-maintained and operational.	B	CC
2	<b>Rodent Exclusion</b> - Facilities are inspected for rodent access according to the park approved schedule, and rodent exclusion is implemented.	A	LS
3	<b>Landscaping/Grounds</b> - Landscaping conforms to park standards. Noxious weeds and invasive plants are removed in accordance with an approved landscape plan. Grounds are well-maintained. Appropriate drainage is maintained to keep water from collecting against buildings.	B	CC
4	<b>Parking</b> - Paved parking is well-maintained and spaces are marked. Gravel or dirt parking is graded to remove drainage ruts and holes.	B	CC
5	<b>Pathways, Sidewalks, Ramps, Steps and Stairs</b> - Pathways, sidewalks, ramps, steps,	A	LS

	and stairs are unobstructed. Surfaces are well-maintained and free of tripping hazards. Hand railings are well-maintained and sturdy enough to support visitor use.		
6	<b>Lighting/Illumination</b> - Lighting is adequate and appropriate. Light fixtures are well-maintained and operational. Lighting is consistent with NPS Night Sky requirements.	B	LS
7	<b>Public Signs</b> - Public signs are appropriately located, accurate, and well-maintained. Permanent signs are consistent with NPS standards, and were approved prior to installation. Temporary signs are professional in appearance.	B	VS
8	<b>Flags</b> - National, state, or park flags are well-maintained and comply with the United States Flag Code (flags are a minimum size of 3'x 5'). Decorative flags and banners are appropriate and well-maintained.	C	VS
9	<b>Site Utilities and Equipment</b> - Service areas are neat and well-maintained. Utilities are hidden from public view as much as possible.	C	CC
10	<b>Trash/Recycling/Composting</b> - Sufficient trash containers are conveniently located. Waste does not accumulate in trash containers to the point of overflowing. Refuse is stored in covered, waterproof receptacles in accordance with NPS standards. Market available recyclable products are collected and recycled. Compost collection areas are clean and orderly. Central refuse collection sites are screened from public view.	B	RP
11	<b>Loading Docks/Delivery Area</b> - Loading docks and delivery areas are neat, well-maintained and screened from public view.	C	CC
<b>Retail – Interior</b>			
12	<b>Entrance Area</b> - Store entrance and waiting areas are appropriately furnished, clean, and well-maintained.	B	CC
13	<b>Windows, Doors, Walls, Ceilings, Floors, and Screens</b> - Floors, walls, and ceilings are clean and well-maintained. Doors, windows, and screens are clean, operational, and fit adequately to exclude rodents and insects. Windows and doors do not have excessive signage.	B	CC
14	<b>Aisles</b> - Aisles are sufficiently wide to accommodate 2-way foot traffic and carts in grocery areas. Aisles are uncluttered and free from obstructions and tripping hazards. Aisle signs are visible, accurate, and numbered.	B	CC
15	<b>Public Restrooms</b> - Restrooms are clean, ventilated, well-illuminated, and well-maintained. Restrooms have hot and cold running water. Toilets, sinks, and urinals are clean, free of stains and chips, and operational. Toilet tissue and disposable towels or hand dryers are available. Soap is provided in bulk dispensers. Women's or unisex restrooms have a covered waste receptacle in every stall. The disposal containers are clean and emptied at least daily. A cleaning inspection log is maintained and posted.	B	CC
16	<b>Public Signs</b> - Public signs are appropriately located, accurate, and well-maintained. Permanent signs are consistent with NPS standards, and were approved prior to installation. Temporary signs are professional in appearance. Signage is neatly arranged.	B	VS
17	<b>Illumination</b> - Lighting is adequate and appropriate for the retail type. Light fixtures are clean and operational, with no empty sockets or burned out bulbs.	B	VS
18	<b>Ventilation/Climate Control</b> - Public spaces are adequately ventilated and maintained at a temperature consistent with visitor comfort.	B	VS

19	<b><u>Drinking Fountains</u></b> - Water fountains are clean and operational.	<b>C</b>	CC
20	<b><u>Noise Level</u></b> - Background music and intercom systems are operational. Music is played at an appropriate level for customers and cannot be heard in adjoining areas.	<b>C</b>	VS
21	<b><u>Store Merchandise Shelving and Displays</u></b> - Shelving and display fixtures are clean, well-maintained, and suitable to the retail type. Shelving has rounded or beveled edges in areas of visitor contact. Displays are secure and adequately balanced.	<b>B</b>	CC
22	<b><u>Fitting Rooms</u></b> - Fitting rooms have doors, curtains or other means of assuring privacy, adequate mirrors, clothes hooks, and appropriate seating. Fitting rooms are neat, clean, and well-maintained. Abandoned items are promptly restocked.	<b>B</b>	VS
23	<b><u>Merchandise Carts and Shopping Baskets</u></b> - A sufficient number of shopping carts, baskets or bags are provided. Carts and baskets are clean, well-maintained, and well-organized in designated areas.	<b>B</b>	VS
24	<b><u>Produce Section Amenities</u></b> - Grocery produce sections have clean, operational, and calibrated scales. Produce bag dispensers are well stocked.	<b>B</b>	VS
25	<b><u>Checkout Area</u></b> - Checkout areas are marked or easily identifiable. Checkout counters and conveyor belts are clean, operational and well-maintained.	<b>B</b>	VS
26	<b><u>Storage Areas</u></b> - Storage areas within view of the public are neat and clean with appropriate access signage. Products are stored to prevent damage or spoilage. Traces of insects, rodents, or other animals are not found in food storage areas. Back-of-house storage areas are neat and clean.	<b>C</b>	CC
27	<b><u>Retail Office</u></b> - Offices are neat, clean, and well-maintained.	<b>C</b>	CC
	<b>Safety</b>		
28	<b><u>Emergency Lighting/Exit Lights/Emergency Exits</u></b> - Exit lights are on emergency circuits and in operation at all times. Emergency exits and routes are marked and unobstructed.	<b>A</b>	LS
29	<b><u>Smoke Detectors</u></b> - Operational single-station, hard-wired smoke detectors are present in compliance with NFPA standards. Battery-operated detectors are tested monthly and batteries are replaced at least yearly.	<b>A</b>	LS
30	<b><u>Fire Alarms and Pull Boxes</u></b> - Fire alarms and pull boxes are visible and accessible.	<b>A</b>	LS
31	<b><u>Fire Extinguishers</u></b> - Accessible fire extinguishers are signed and correctly located, with current operating instructions and inspection tags.	<b>A</b>	LS
32	<b><u>First Aid Kit</u></b> - A first aid kit is available, stocked, marked, and staff can easily locate the kit.	<b>B</b>	LS
33	<b><u>Security Cameras</u></b> - Security cameras are discreet and professionally installed.	<b>C</b>	LS
34	<b><u>Shelving and Display Safety</u></b> - Products in customer areas are shelved, displayed, or stored so they are not falling or tripping hazards. Products that present safety risks are placed out of children's reach. Out of reach merchandise has appropriate staff assistance signage. Products that present security concerns are stored or displayed in areas that are monitored or controlled by concession staff.	<b>B</b>	LS
	<b>Perishable Food Storage, Preparation and Service Areas</b>		
35	<b><u>Food Preparation Area</u></b> - Food preparation areas (meat and fish handling, produce	<b>A</b>	LS

	sorting and packing, deli, grab-and-go prep) are clean and neat. A cleaning inspection log is posted and completed. Traces of insects, rodents or other animals are not found in the food preparation areas.		
36	<b>Hand Washing Stations</b> - Hand washing sinks are available in the grocery and grab-and-go food preparation areas. Sinks are operational and well-maintained, with hot and cold running water, soap, and towels or hand driers.	A	LS
37	<b>Health Inspection Certificates</b> - Current health inspection certificates are displayed in food preparation areas and self-service counters in accordance with state or local codes.	B	AL
38	<b>Food Refrigeration and Heating/Cooking Equipment</b> - Equipment in storage and food preparation areas and display cases are clean, operational, and well-maintained. Thermometers are present, calibrated, and accurate.	A	LS
39	<b>Self-Service Equipment</b> - Self-serve equipment (soft drinks, hot drinks, ice cream) is clean and operational. Self-serve refrigeration units with glass doors are maintained so customers can clearly see products.	A	CC
40	<b>Self-Service Counters</b> - Counters are clean and well-maintained. Self-service condiment and utensil stations have adequate selections and are clean, neat, and well stocked. Eating utensils are recyclable, compostable, or bio-degradable if possible. Styrofoam is prohibited. Trash and recycling receptacles are marked, clean, and located at or near the self-service area.	B	CC
<b>OPERATIONAL STANDARDS</b>			
<b>Accessibility</b>			
41	<b>Accessibility</b> - Retail facilities and services meet the requirements of the Americans with Disabilities and Architectural Barriers Acts and all other applicable laws related to accessibility.	A	AL
<b>Merchandise Selection, Condition and Labeling</b>			
42	<b>General Merchandise</b> - Items offered for sale are consistent with the park-approved merchandise plan. Gifts and souvenir merchandise reflect park themes. Specialized retail (camping, boating, climbing, skiing, golf, tennis, etc.) items are consistent with the recreational activity. Grocery and convenience items provide an adequate selection that address common visitor needs. Items are available at a range of prices within categories.	B	VS
43	<b>Unacceptable Merchandise</b> - Sale of the following items is not permitted: <ul style="list-style-type: none"> <li>• Items that persons of normal taste or sensitivity might consider obscene, offensive, or profane</li> <li>• Items that reflect a lack of concern for the environment or culture</li> <li>• Items that do not relate to identified park themes</li> <li>• Archeological specimens or objects of American Indian origin over 100 years old, regardless of origin</li> <li>• Biological objects, including items such as plants (including seeds) and animals (including vertebrates and invertebrates). This includes merchandise or novelty items containing whole biological specimens (e.g., scorpions, butterflies, snakes, coral, etc.) or parts of biological specimens (teeth, claws, antlers, seashells, feathers, seeds, etc.). Exception: Handicrafts and other retail items containing non-living biological materials, such as decorative feathers, seeds, nuts or flowers embedded or affixed to the item,</li> </ul>	B	VS

	<p>provided they are from legally authorized sources and labeled as originating from outside the park, are permissible.</p> <ul style="list-style-type: none"> <li>• Animal skins or parts of animals obtained illegally or from threatened or endangered species</li> <li>• Minerals, rocks, and stones without at least one face or surface of the item planed and polished to distinguish it from the natural state.</li> <li>• Toy firearms</li> <li>• Items that may, by their nature, encourage violation of NPS regulations (collecting kits, birdseed, wildflower or plant seeds, etc.).</li> <li>• Styrofoam (coolers, other)</li> </ul> <p><u>Note:</u> Exceptions to unacceptable merchandise (seeds, toy firearms, geodes, etc.) must be documented in the operating and merchandise plans, and approved by the park.</p>		
44	<p><b><u>Authentic Native American and Other Handicrafts</u></b> - Authentic native handicraft items are featured in accordance with the operating plan and the park-approved merchandise plan. These products are prominently displayed separately from similar items that do not qualify as authentic, and are clearly labeled as authentic native handicrafts. Appropriate certifications of authenticity and sales verification are available on request.</p>	A	AL
45	<p><b><u>Thematic and Environmentally Preferable Products</u></b> - Items of interpretive value and general value in natural and cultural resource education and environmentally preferable products are featured in accordance with the operating plan and the park-approved merchandise plan. These products may include reused or recycled content, less toxic materials, materials that are locally sourced, or organically grown from certified sources. These products are displayed and tagged, or labeled to distinguish them from other products to promote awareness and sales. Local or organic grocery items are marked and displayed separately from similar products that are not local or organic. Grocery items are obtained from certified sources.</p>	B	VS
46	<p><b><u>Made in USA and Handcrafted Products</u></b> - Items handcrafted and made or finished in the USA are featured in accordance with the operating plan and the park-approved merchandise plan. These products are prominently displayed and are clearly tagged or labeled as made or finished in the USA. Locally crafted and sourced items are preferred.</p>	B	VS
47	<p><b><u>Employee or Local Resident Merchandise</u></b> - Products not normally sold to visitors (school supplies, tools, cleaning supplies, and groceries) are available for employees or local residents at the discretion of the superintendent. Items are stocked less prominently in a designated area.</p>	C	VS
48	<p><b><u>Healthy Foods</u></b> - Appropriate food and beverage items are available that meet the NPS Healthy Foods requirements.</p>	B	VS
49	<p><b><u>Alcohol</u></b> - Alcoholic sales are in accordance with applicable federal, state and local laws. Minimum customer age signs are posted. A 'carding' policy for the purchase of alcohol is enforced. Policies are enforced that alcohol is not consumed on-site by store customers.</p>	A	AL
50	<p><b><u>Internet Sales</u></b> - Online sales are tracked and approved by the park. No park merchandise plan items are sold exclusively online.</p>	C	VS
51	<p><b><u>Merchandise Layout</u></b> - Merchandise is arranged in a neat and organized manner throughout the retail area. Item labels face the customer. Displays highlighting</p>	B	CC

	featured merchandise and other promotions are appropriate and professional in appearance. Promotions are current.		
52	<b>Merchandise Supply</b> - An adequate supply and appropriate selection of product types and sizes is available.	B	VS
53	<b>Perishable Items Condition</b> - Perishable items including meat, fish, produce, and prepared grab-and-go foods are unspoiled and not discolored. Perishable items are not sold past the manufacturers' sell-by date.	A	LS
54	<b>Merchandise Condition</b> - Items are neat, undamaged, and rotated on a regular basis. Boxes, cans, and other packaging are in adequate condition. Outdated merchandise where spoilage is not a concern is properly labeled and separated from in-date merchandise, and sold at a discounted rate.	B	VS
55	<b>General Merchandise Labeling</b> - Merchandise is properly labeled with price and point of origin. Price labels do not conceal the point of origin or manufacturer identification. Use of bar-code tags, stickers, grease pencils, stringed price tags, or other methods are approved by the park. Identical items may be marked by display area, rather than individually.	B	VS
56	<b>Natural Product Labeling</b> - Items made from natural products are labeled to disclose that the products were obtained from authorized sources outside the park, and not from rare, threatened, or endangered species.	B	VS
	<b>Services</b>		
57	<b>Hours of Operation</b> - Facilities and services are operated and provided in accordance with posted hours of operation. Hours of operation are prominently displayed at each facility and visible from the facility's exterior.	B	VS
58	<b>Payment Methods</b> - Credit cards are honored and include MasterCard, Visa, American Express, and Discover. Debit cards and other payment methods (travelers' checks, personal visitor checks, and gift cards) are accepted at the concessioner's discretion or at the direction of the Service.	B	VS
59	<b>Required Notices</b> - Notices stating that the concession is an authorized service include information on how to address comments to the park are posted at every point of sale in accordance with the operating plan.	C	VS
60	<b>Checkout Services</b> - Environmentally preferred bags (paper, compostable plastic) are provided. A 'bag on request' policy is implemented. Grocery bagging and loading services are provided if applicable.	C	VS
61	<b>Merchandise Shipping</b> - Packing and shipping services are available in accordance with the operating plan and the park-approved merchandise plan. Packing materials are environmentally preferable.	C	VS
62	<b>Return/Exchange Policy</b> - A return or exchange policy is implemented for damaged or expired merchandise accidentally sold.	C	VS
63	<b>Lost and Found</b> - All items found are logged and secured in a designated location. Records are maintained and procedures established to ensure prompt, accurate responses to visitor inquiries.	C	VS
64	<b>Park Orientation Material</b> - Park-specific materials are available (brochures, park maps, newsletters, and special notices). Additional information is available about the area (local businesses, places of interest, highways, airports, restaurants, etc.) or the	C	VS

	visitor is directed to an information source.		
65	<b>ATM Machines</b> - ATM machines are signed, stocked, operational, and well-maintained. Machines are appropriately located and do not obstruct visitor foot traffic. ATM signage is park-themed or generic. Brand information is only visible when at the machine.	C	VS
	<b>Inventory Management</b>		
66	<b>Deliveries</b> - Delivery vehicles and schedules do not disrupt business operations during peak customer hours. Deliveries are screened from public view.	C	VS
67	<b>Sales Tracking</b> - An electronic point of sale system (POS) is utilized to provide timely and accurate checkout services and to support reporting systems. A merchandise inventory management system is operational and adequate to maintain sufficient inventory and to track sales for determining gross receipts. Records are maintained to verify sales and adjustments to gross receipts for the sale of authentic Native American Handicrafts.	B	AL
68	<b>Loss Prevention</b> - An appropriate loss prevention program is implemented that does not cause unnecessary inconvenience to customers. Programs may include tagging mechanisms or other devices for higher value items.	B	VS
	<b>Personnel</b>		
69	<b>Customer Service</b> - Customers are greeted by staff. Employees are knowledgeable about the merchandise available.	B	VS
70	<b>Staffing Levels</b> - Facilities and services are sufficiently staffed to prevent avoidable delays in service.	A	VS
71	<b>Employee Attitude</b> - Employees project a friendly and helpful attitude, and are capable and willing to answer customer questions (about both job and general park information). Employees are proactive in solving issues, ensuring customer satisfaction, and anticipating customer needs.	B	VS
72	<b>Employee Appearance</b> - Employees wear a uniform or name tag identifying them as concession staff. Uniforms are commensurate with the type of service provided and approved by the park. Employees present a neat, clean, and professional appearance.	B	VS
73	<b>Employee Training Programs</b> - An active training program for employees in the development of necessary skills and procedures is implemented. Training emphasizes work performance and, as appropriate to the position, covers requirements such as technical training, emergency response, cleanliness, employee attitude, NPS philosophy and policy. All training is documented.	B	VS
	<b>Rates</b>		
74	<b>Approved Rates</b> - Rates and other customer charges do not exceed those approved by the superintendent.	A	VS

### **Ranking Definitions**

**Major:** First Priority (A) conditions or practices create or have the potential to exert a **significant** impairment to visitor or employee health and safety, park resources, visitor services or visitor enjoyment, Concession Facilities, or associated personal property.

**Moderate:** Second Priority (B) conditions or practices create or have the potential to exert a **moderate** impairment to visitor or employee health and safety, park resources, visitor services or visitor enjoyment, Concession Facilities, or associated personal property.

**Minor:** Third Priority (C) conditions or practices create or have a potential to exert a **minor** impairment to visitor or employee health and safety, park resources, visitor services or visitor enjoyment, Concession Facilities, or associated personal property.

**Focus Area Acronyms**

- LS Life Safety/Health
- RP Resource Protection
- VS Visitor Satisfaction
- CC Cleanliness/Condition
- AL Accessibility/Legal Requirements