



**DEPARTMENT OF THE ARMY**  
**US ARMY INSTALLATION MANAGEMENT COMMAND**  
**HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT BLISS**  
**1741 MARSHALL ROAD**  
**FORT BLISS, TX 79916**

IMBL-MW

13 February 2020

MEMORANDUM FOR Fort Bliss Home-Based Businesses

SUBJECT: Home-Based Business (HBB) Solicitation Process on Fort Bliss

1. References:

These regulations establish policy, procedures, and responsibilities for the operation of HBBs on Department of Defense (DoD) installations and their fundraising activities. Previous policies, handbooks, and SOP's are rescinded regarding HBB.

- a. IMCOM Policy Memorandum 215-1-14, IMCOM Garrison Home-Based Business Implementation Guidance, 08 January 2020.
- b. Army Directive 2018-29 (Non-Federal Entity Competition With Appropriated and Nonappropriated Fund Activities on Army Installations).
- c. Army Regulation (AR) 210-7, Personal and Commercial Solicitation on Army Installations, 18 October 2007.
- d. DoD Instruction 1000.15, Procedures and Support for Non-Federal Entities Authorized to Operate on DoD Installations, 24 October 2008.
- e. DoD5500.7-R, Joint Ethics Regulation, Ethical Conduct and Ethical Guidance, 29 November 2007.

2. Introduction:

a. HBBs are Non-Federal Entities (NFE) owned or operated by authorized residents on Army installations who offer sales or services from within their own home. HBBs act solely outside the scope of any official position that they may occupy in the U.S. Government or its instrumentalities. Neither Department of the Army, Installation Management Command nor U.S. Army Garrison Fort Bliss (USAG Fort Bliss) will assume liability for any HBB's actions and/or debts.

b. Persons who reside in family housing on an Army installation and work remotely out of their residence (such as a consultant, freelance artist, or teleworker) or who operate their own business exclusively through online means (for example, eBay and Etsy) are not considered HBBs and do not require approval to operate.

c. The Directorate of Family and Morale, Welfare and Recreation (DFMWR) Headquarters HBB Advisor administers oversight for the Fort Bliss Garrison according to established policy.

3. Procedures for Home-Based Business Applications

a. The prospective HBB owner must request permission to establish and operate an HBB on an Army installation in writing to the senior commander or designee.

IMBL-MW

SUBJECT: Home-Based Business (HBB) Solicitation Process on Fort Bliss

b. The HBB owner is responsible for obtaining the necessary permissions, licenses (if applicable), and liability insurance. The HBB owner also is responsible for any damages to third parties arising from the conduct of the business.

c. Personnel desiring to provide childcare in on-post housing must register with the installation Child, Youth, and School 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.

d. HBB owners residing in privatized on-post housing must obtain approval to operate in writing from the community manager before submitting a request to the senior commander.

e. HBB owners may request minor modifications to their housing unit to facilitate successful operation of their business. The HBB owner will bear the costs of such modifications except when the requested modifications match upgrades required for meeting current safety or building codes. If required, the HBB owner also will bear the cost for restoring the housing unit to its original configuration.

f. In Government-owned housing, the HBB owner will reimburse the Army for the cost of utilities at a rate jointly established by a command representative and the HBB owner. The installation may waive utility charges when they are minimal and do not warrant reimbursement.

4. The requestor will submit application with the necessary permissions, licenses (if applicable to business), and liability insurance to the DFMWR office. The DFMWR office is located at Bldg. 11 Pershing Road 2<sup>nd</sup> floor.

5. When approved, the requesting home-based business company will be notified and granted an operating permit; valid for three years, unless otherwise indicated.

6. The entire process will take no longer than 60 calendar days for completion following complete submission at the DFMWR office.

7. It is the responsibility of the requestor to periodically update the DFMWR office with updates to all permissions, licenses, and liability insurance to avoid expiration.

8. The Directorate of Family and Morale, Welfare and Recreation (DFMWR) HBB POC is Mr. Max Collins, max.collins4.naf@mail.mil or 915-568-3724.

2 Encls

1. Fort Bliss Home-Based Business Application Process
2. Home-Based Business Permit

ANTHONY LOVETT  
Director, Family and Morale,  
Welfare and Recreation