

## What Does Access Look Like?



A step into a locally-owned café that converts into a ramp.



A small business with an easy-to-use ramp.

## Why Wait Another Day?

Ramping up means reduced liability, more business, convenience, and even tax benefits.

## Ramp Up, and Watch Business Roll In!

Ramp Up Idaho partners are available to talk with local businesses, planners, chambers, and leadership to assess the visitor-readiness of your streets and spaces. We want to help you move towards increased economic activity and compliance with existing laws. Find helpful links and resources at [www.RampUpIdaho.org](http://www.RampUpIdaho.org). Visit us on Facebook or email [info@rampupidaho.org](mailto:info@rampupidaho.org) to let us know how we can help ramp up your business.



Accessible communities and businesses are essential to Idaho's economy.

Discover financial and technical support to help you remove barriers and get customers in the door.

# Access Means Business



[www.RampUpIdaho.org](http://www.RampUpIdaho.org)

email: [info@rampupidaho.org](mailto:info@rampupidaho.org)  
facebook.com/RampUpIdaho

*Ramp Up Idaho — and watch business roll in.*

[www.RampUpIdaho.org](http://www.RampUpIdaho.org)



## Who Are We?

Ramp Up Idaho is a team of community and economic development and access professionals exploring the impact of accessible retail, recreational, commercial, and housing locations in Idaho. We know the value of networking and see this project as a simple way to help local and regional economies.

We work for a variety of state, federal, and private organizations, including: *NW ADA Center – Idaho; Small Business Administration; Idaho Housing and Finance Association; Idaho Department of Commerce; Federal Highway Administration; Living Independence Network Corporation (LINC); and Southern Idaho Rural Development.* Most importantly, we're Idahoans and understand the challenges faced by communities and businesses.

## Why Ramp Up Idaho?

The idea came from an Idaho Community Review\* in Eastern Idaho. After a long day, a group of thirsty visiting professionals (one on a powered scooter) went in search of a place to unwind and stimulate the local economy. Our first choice had a step that created a barrier for our friend. In our case, we had to team lift his scooter into and out of the business, a somewhat risky move.

Without that effort, the business would have lost eight customers that night and the next. We all realized that a step represents more than a physical barrier; it's also a barrier to commerce.

# Access Means 'Welcome'

An accessible business entry is like putting out a welcome mat to the world. Combine this with other design features such as lowered tables, reachable countertops, and restroom access, and you have a desirable location for all.

Wheelchair users travel with friends and business associates, so consider the potential customers and good will you stand to gain by providing access. And when wheelchair users travel alone, they need to be able to get around without relying on others. Roughly one in ten Idahoans live with some type of mobility impairment, and this doesn't include visiting tourists. Conversely, any time a potential customer faces a barrier, he or she will likely write off that business and may post it to social media or news sites. What would someone write about your business or town?

## Access Means Opportunity

You can take action now to remove barriers and recoup much of your investment through a combination of tax deductions and credits. Ask your tax expert if you're eligible.

- Access Deduction (Sect. 190) up to \$15,000 for all businesses; and
- Access Credit (Sect. 44) up to \$5,000 for 'eligible' small businesses (gross receipts of less than \$1 million)

Visit [www.RampUpIdaho.org](http://www.RampUpIdaho.org) to learn about other financial incentives and strategies.

## Access Means Adventure

Many wheelchair users are not content to sit at home. They are active, they travel and shop, and they are looking for new experiences. Whether it's a historic tour, ski vacation, fishing or hunting trip—even riding a zip line through the forest—wheelchair users will seek out locations that let them explore, play, and create memories. They are children, parents, CEOs, veterans, athletes, and retirees. And they spend money when they travel.

## Access Means Convenience, Safety, and Dignity

When the Americans with Disabilities Act (ADA) passed during the first Bush Administration, early critics complained that money was being spent on curb cuts and other accommodations that 'only wheelchair users needed.' Think about the benefits of curb cuts and ramps for bikes, strollers, hand trucks, and delivery carts. At home, at the office, and in stores, universal access translates into greater access and independence for everyone, and reduced tripping hazards and liability for business and property owners alike.

## Access Means Peace of Mind – and More Business

Any covered business risks fines of up to \$10,000 for noncompliance should someone decide to file a complaint. A 'covered business' is among the ADA's 12 categories of public accommodations, which include stores, restaurants, bars, service establishments, theaters, hotels, recreational facilities, private museums and schools, doctors' and dentists' offices, shopping malls, and other businesses.