

**Note to Members Re: OMAFRA RED “Accessible Wilderness” Program-Updated
May 19, 2009**

Many members have wondered how they will be able to access the funding we have received from OMAFRA. This document will outline the procedure.

The project “Accessible Wilderness in Canada’s Land O’ Lakes Region” is a marketing program designed to promote those members who have made significant improvements in accessibility. The capital cost of the improvements is not covered under the scope of the program. However, once the improvements in accessibility are made a wide variety of opportunities to promote the improvements to your business are available. These marketing efforts are reimbursed 40% once approved.

The Accessibility Standards for Customer Service is the first of five standards developed under the AODA (Accessibility for Ontarians with Disabilities Act) and became law Jan 1, 2008. As small business owners, you are expected to be compliant with this standard by Jan 1, 2010. LOLTA will be developing a template to assist members become compliant long before the deadline- in essence before much of Ontario. To be compliant you must write policies and provide staff training. We can help with the policy writing by providing templates and likely with the staff training too. We expect several good videos to be produced soon which will constitute much of the training.

In the meantime, 4 other standards (information/communications, transportation, built environment and employment) are also being developed by the Province with a long term objective of having all Ontario businesses/agencies compliant by 2025. The most onerous for members will be the “built environment” standard which together with the Ontario Building Code, outline the new requirements for businesses to be accessible. This standard will be developed and become law in the next several months.

Once you have made improvements to making your operation accessible you can complete the form below to be reimbursed 40% of your marketing costs to promote the improvements. LOLTA will make every effort to promote members who have improved accessibility but it is your responsibility to ensure your improvements are safe, well thought out, and comply with all current building code regulations (contact your Township Building Inspector). The success of attracting persons with disabilities depends on your improvements, how you market the improvements and of course, your level of customer service especially when dealing with persons with disabilities.

**Please note: -expenses invoiced after January 1, 2009 are only eligible
-your advertising must state how you improved your accessibility
-you must include the “Accessible Wilderness” logo in your printed or
web media-contact our office to download-will be available for
download from our website soon.**

As a final note, please keep in mind grant funding is limited and will be administered on a first-come, first-served basis over the next 3 years. Feel free to call us to ascertain funding availability.

Please call Ken or Jo-Anne at the LOLTA office (336-8818) should you have any questions.



OMAFRA RED ACCESSIBLE CLAIM FORM

Date:	
Business Name:	
Contact Name:	Position:
Address:	
Phone:	
Website:	email:

Please describe what improvements you have made to your business to make it more accessible.

What is the cost of the capital improvements? Explain.

Have you completed the Customer Service Standard i.e. written/adopted your Customer Service Standard Policy and trained the appropriate staff? _____yes_____no

If you answered no, please explain_____

Have you made a claim prior to this one? _____yes_____no

If yes, how much? _____

Please describe how you have marketed your new accessibility improvements, for example, via the Internet, brochures, new signage, print advertising, etc.

Outline the above marketing costs.

Supplier	Description	Cost (minus GST)
Ex. MacMunn Signs	New accessibility signage	\$450.52

Total Marketing Cost \$ _____

Note: You must include copies of paid invoices plus proof of payment (cancelled cheques, credit card statement-black out your number) showing invoice was paid.

Sample of advertising provided? _____yes_____no

I understand that OMAFRA RED funding is to be used for the reimbursement of marketing expenses after I have improved the accessibility of my operation to persons with disabilities. These improvements will assist me to become compliant with the Ontarians with Disabilities Act requirements.

Signature _____ Date _____

The Board and Management of LOLTA will make every effort to satisfy your claim but can not influence the decision made by officials of the OMAFRA RED Program. The RED Program is in effect from January 1, 2009. No expenses/invoices dated prior to this date can be considered eligible.