

EXTRANET GUIDE



Updated 2024

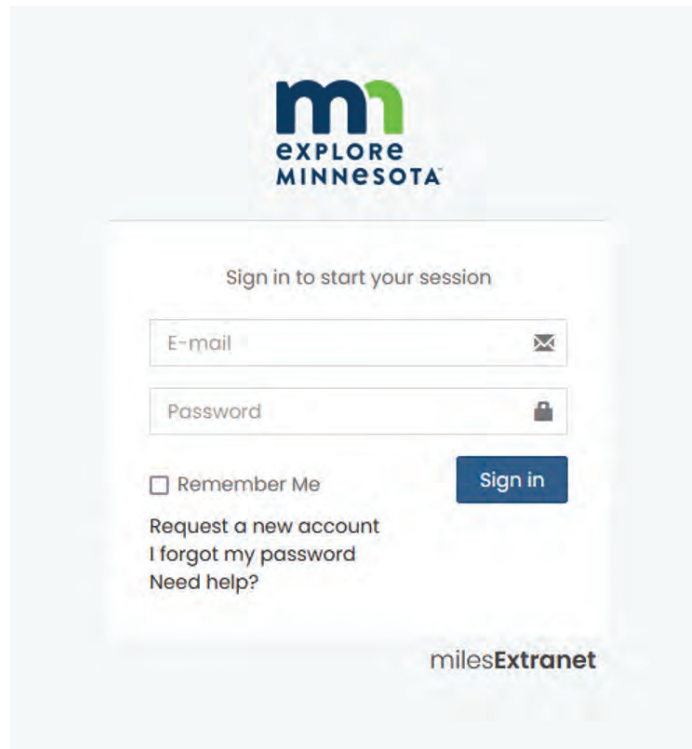


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LOGGING IN/DASHBOARD

1. Visit the URL: <https://extranet.exploreminnesota.com>
2. Enter your email address.



mi
EXPLORE
MINNESOTA

Sign in to start your session

E-mail

Password

Remember Me

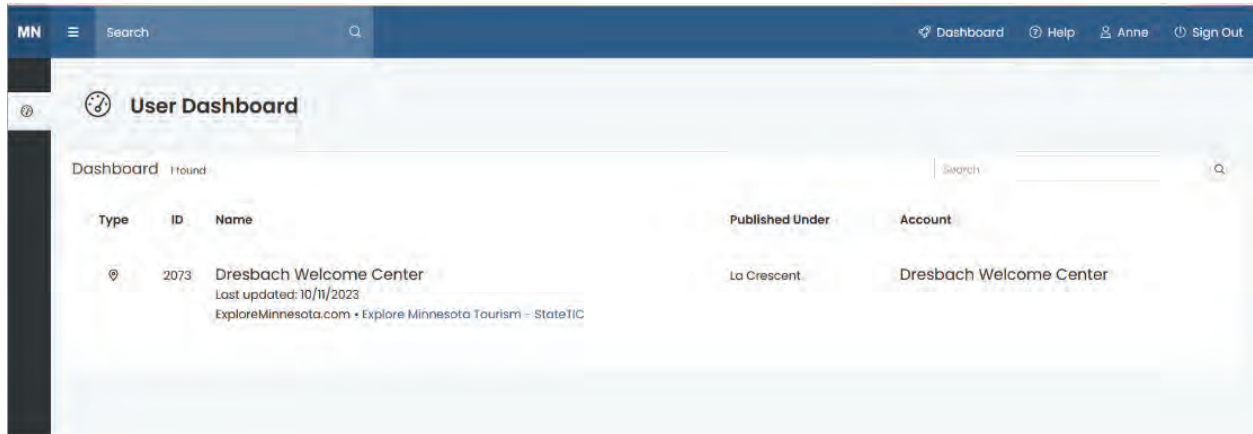
Request a new account
I forgot my password
Need help?

Sign in

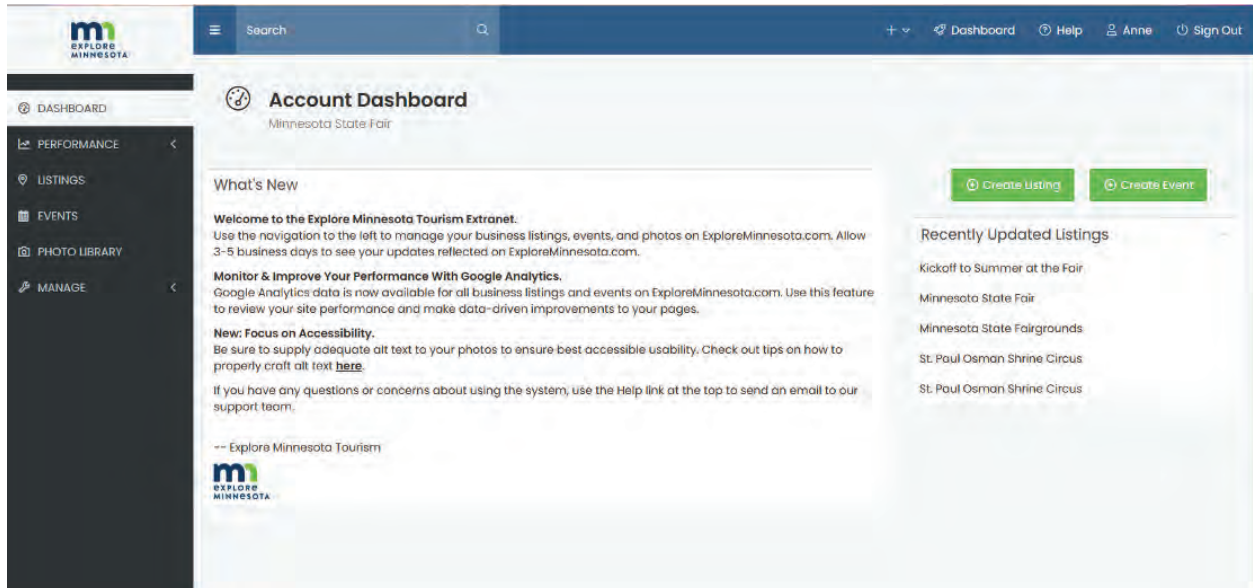
milesExtranet

3. Enter your password. Note that all passwords are case sensitive.
 - **If this is the first time you are logging in, follow the “Forgot Password” instructions below.**
 - **Forgot Password:** If you cannot remember your password, or it is your first-time logging into the Extranet, please select “I forgot my password” and enter in your email address followed by “Send password reset email.” If you have a user account registered in the system, a reset link will be sent via email to the email address entered. Be sure to check your spam and junk folders if you do not receive your reset link.

4. Once you have logged into the Extranet you will see your Dashboard, it will look like this:

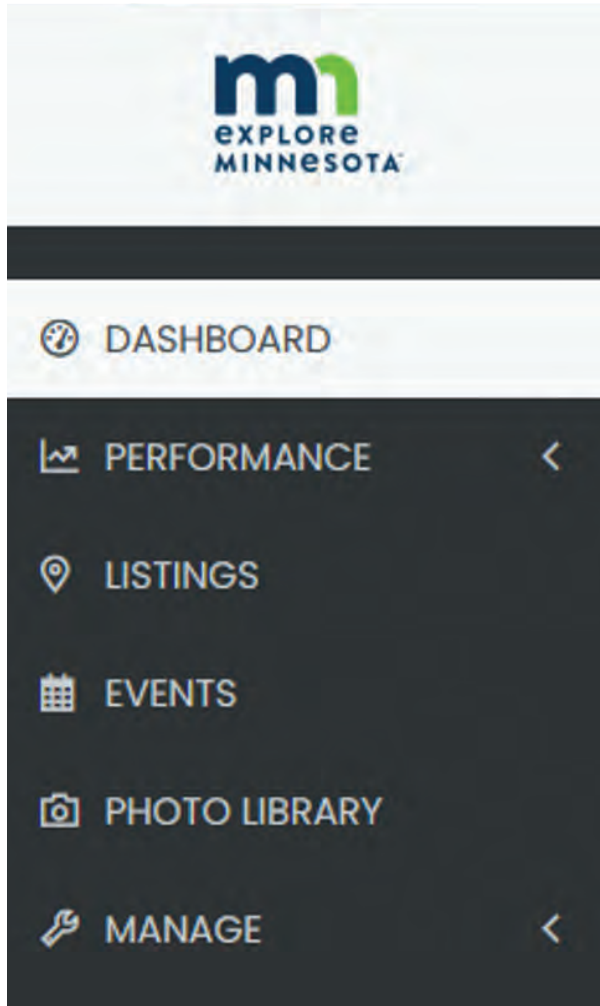


- You can either click on the little “Dashboard” icon on the black bar located on the left-hand side of the screen & that will take you to the Dashboard view shown below.
- OR you can click on the name of any of the listings/events and that will take you directly to the “Contact Information” page of that listing or event.



- If you have made any recent updates to your Listings and Events, Links to those Listings and Events will appear on the dashboard.
- If this is your first time using the Extranet and you have not set up any Listings or Events, the “Recently Updated” list will not appear.
- NEW: Shortcut links to create new Listings and Create Events (Please verify that your event isn’t already listed in under your existing expired events as shown on page 18)

NAVIGATION



On the left-hand side of your screen, you will see multiple navigation options that allow you to jump from page to page throughout your Extranet account.

Within the dashboard, you may navigate to other tabs to access your listings, your events, and your uploaded photos.

Under Manage, you may view and edit your Users and your Settings. Each section is described in greater detail on the next pages.

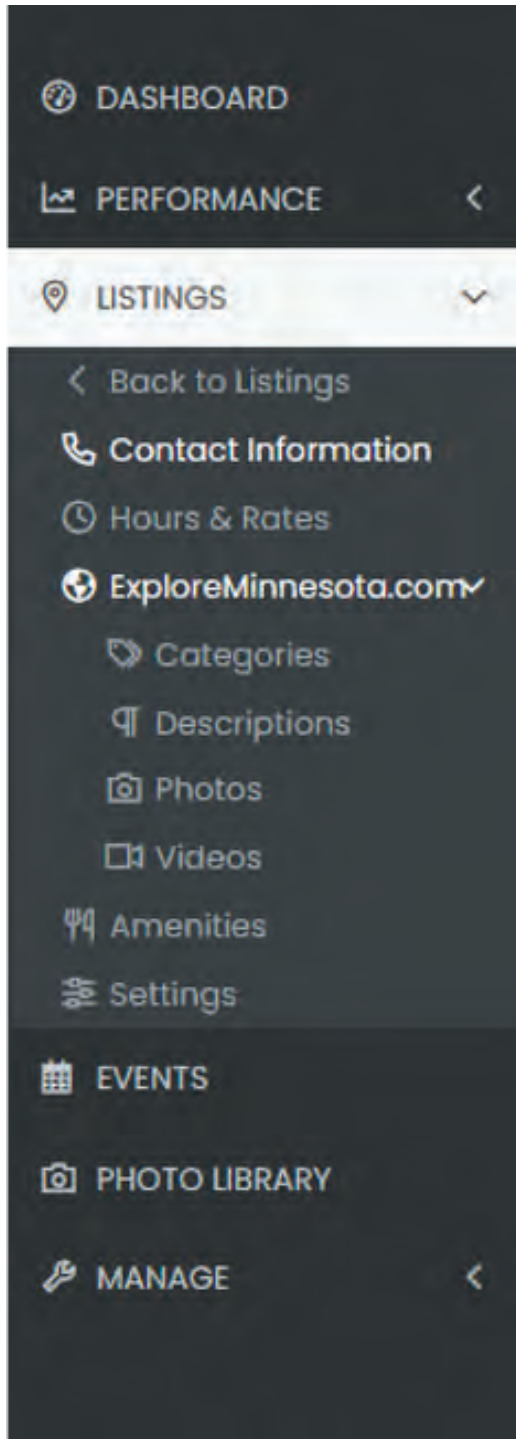
Extranet Tip: Looking for a particular listing or event and it's not on your dashboard? Try using the search bar in the upper left corner of the toolbar.



Account Navigation Terms:

- Listings: view, add, and modify your listing by selecting the “Listings” menu item from the left-hand navigation. This will provide a view of all listings associated with your account.
- Events: view, add, and modify your event by selecting the “Events” menu item from the left-hand navigation.
 - » Always check the “Expired” tab BEFORE creating new events.
 - » **PLEASE DO NOT ENTER EXISTING RECURRING EVENTS AS NEW EVENTS.**
- There are multiple formats to view your events in the Extranet:
 - » The “Calendar” view displays events on a monthly calendar. **(This view is not recommended.)**
 - » The “List” view displays all the upcoming events in the catalog. **(Preferred view.)**
 - » The “Expired” tab displays events past their event date. **Update the existing event listing for recurring/repeat events.** After the new dates are entered to a future date, the event will be re-published on the website and the event will move over to the “List” catalog view.
- Photo Library: for your photo library are uploaded at the account level using the “PHOTOS” link on the left-hand navigation menu. Photos can not be added to listings and events UNTIL they are uploaded to your photo library.

Navigating Listing Menu:

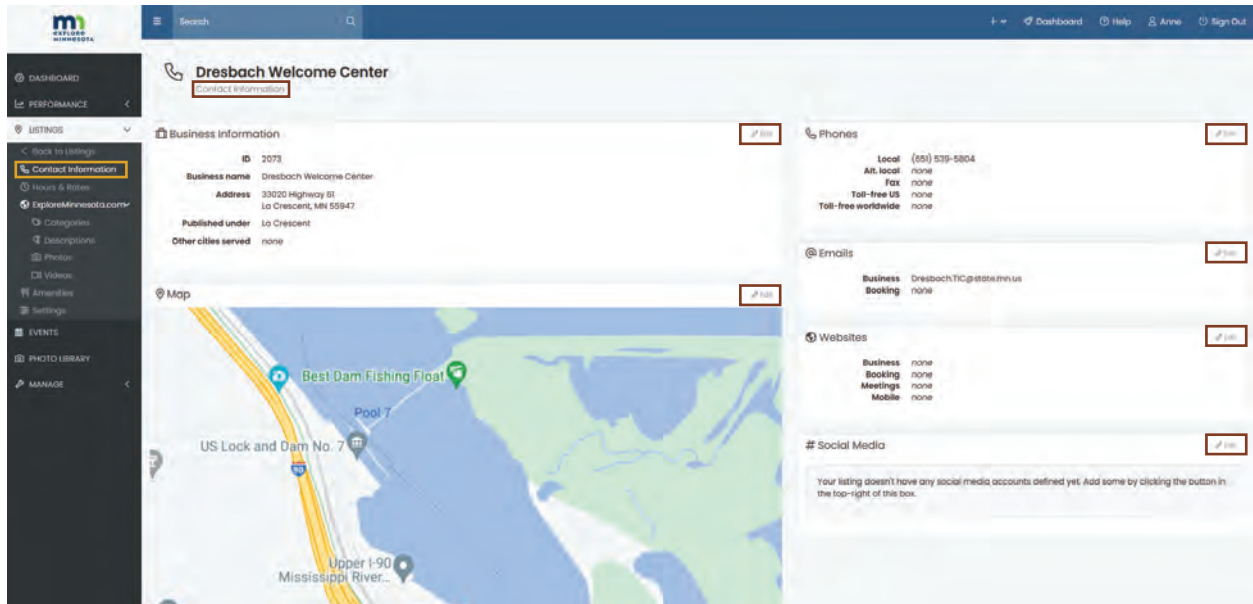


From this menu, you may edit the following:

- Contact information
- Leave the hours and rates blank, these no longer appear on the website. You may direct people to your website for your hours & rates in the description or the text box under the amenities tab.
- Categories. Only select categories truly representative for the listing. Selecting a limited number of categories that best represent your listing makes it easier for users to find you.
 - » Note: Explore Minnesota reserves the right to make changes as they deem necessary.
- Description
- Edit/assign photos from your uploaded photo library. (See page 10 for more detail.)
- Video
- Amenities (See page 11)
- Permanently Out of Business? Request to delete your listing. Important: Deleted listings cannot be restored.

Contact Information Tab:

“Contact Information” tab:



- Edit fields by clicking on the “Edit” icon.
- Include phone number, email address, and website.
- Ensure map pin matches business’s location

Hours and Rates Tab:

The screenshot shows the 'Hours & Rates' tab for the 'Dresbach Welcome Center' listing. The left sidebar contains a navigation menu with the following items: DASHBOARD, PERFORMANCE, LISTINGS (expanded), Back to Listings, Contact Information, Hours & Rates (highlighted with a yellow box), ExploreMinnesota.com, Categories, Descriptions, Photos, Videos, Amenities, Settings, EVENTS, PHOTO LIBRARY, and MANAGE. The main content area displays the listing title 'Dresbach Welcome Center' with a clock icon and the subtitle 'Hours & Rates'. Below this, there are two sections: 'Hours of Operation' and '\$ Rates'. Both sections contain a message stating that no hours or rates are defined yet and provide a link to 'here' to add them. An 'Edit' button is visible next to each section header.

- Leave the hours and rates blank, these no longer appear on the website.
- You may direct people to your website for your hours & rates in the description or the text box under the amenities tab.

Description Tab:

The screenshot shows the 'Dresbach Welcome Center' listing page on the Explore Minnesota website. The 'About' section is highlighted in a red box, showing the text that will be displayed on the listing. The text includes the location, services, and directions.

- This is the text that will be displayed on your listing in the **“About”** section.

DRESBACH WELCOME CENTER

TOURISM INFORMATION SOURCES // EXPLORE MINNESOTA TOURISM - STATISTIC

SOUTHERN MINNESOTA



About

Overlooking lock & dam #7 on the Mississippi River, Dresbach is a wonderful first stop in Minnesota. Take exit 276 off of westbound I-90. Personalized travel planning assistance is available Thursday through Sunday, Memorial Day, Juneteenth, Independence Day, and Labor Day. The lobby is stocked with brochures for self-service, 24/7, 365 days per year. Free maps, brochures, and other helpful Minnesota travel information services.

Located on I-90 at WI border, mile marker 275. Access from both directions. **From WI:** Follow Travel Center/Rest Area signs. **From Winona, MN:** Follow Highway 14/61 south to I-90. Stay in the left lane to River Access exit. (Do not take the La Crescent exit.) Follow sign to Travel Center/Rest Area.

Contact Information

Dresbach Welcome Center
 33020 Highway 61
 La Crescent, MN 55947

(651) 539-5804 (Phone)

SEND EMAIL



Take exit 276 off of westbound I-90.

GET DIRECTIONS

Mentioned In

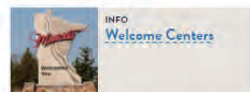


Photo Tab:

The screenshot shows the 'Photo Tab' for the 'St Croix Welcome Center' listing. The interface includes a top navigation bar with a search bar and user options (Admin, Help, Anne, Sign Out). A left sidebar contains navigation links: DASHBOARD, PERFORMANCE, LISTINGS, and a 'MANAGE' section with sub-links for Back to Listings, Contact Information, Hours & Rates, ExploreMinnesota.com, Categories, Descriptions, Photos (highlighted), Videos, Amenities, and Settings. The main content area is titled 'Photos' and features two sections: 'Selected Photos (drag to sort, first photo will become primary)' and 'Account Photos (click to select)'. The 'Selected Photos' section displays three photos with captions: a sign shaped like Minnesota, an interior photo of the seating area, and a brochure display stand. The 'Account Photos' section shows five unselected photos, each with a 'No Alt Text' label. Navigation controls include 'Prev', '1', 'Next', 'Undo', 'Cancel', and 'Save' buttons.

- This is the tab where you can choose the photos that will be included in your listing.
- You have the option to assign up to 20 photos to your listing.
- To arrange the order in which the photos will appear, simply drag and drop them.
- The “Primary” photo will be the thumbnail that appears when your listing appears in a grid search.
- Please note that you cannot modify the captions or alternate text in this tab.
- For details on uploading photos and adding captions to your photos, kindly refer to the Photo Library section (page 24).

Amenities Tab:

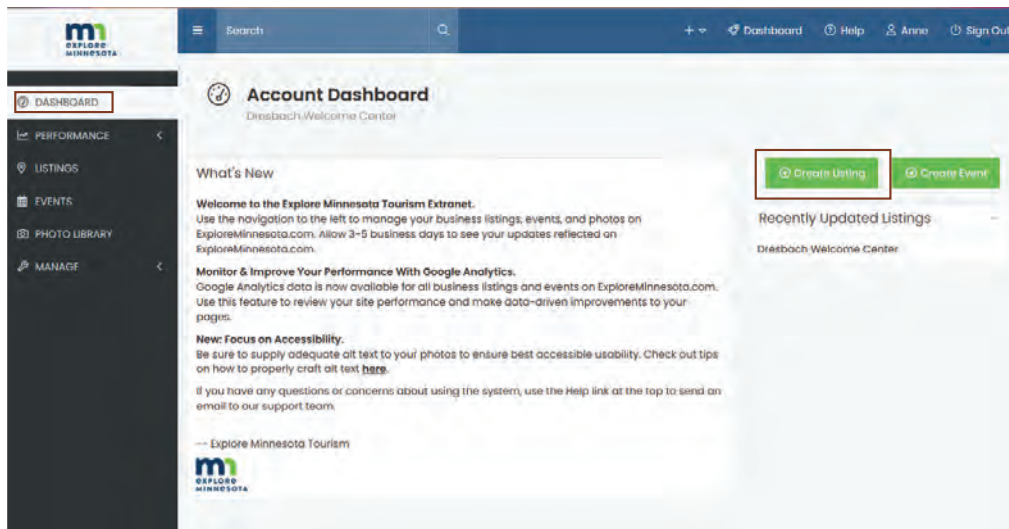
The screenshot shows a web interface titled "Amenities" with an "Undo" button in the top right corner. Below the title bar, there is a section titled "Accessibility Accommodations" containing a grid of 21 checkboxes. The items are arranged in three columns. The first column includes: Adult-size changing facilities, All-terrain wheelchairs available, Assistive listening headsets available, Automatic / power-assist doors, Braille alternatives (i.e. Menus, Maps, Programs, Exit Signs, Elevator signs and controls), Captioned videos/performance, Companion restrooms, Hearing loop available, and Large print alternatives (i.e. Menus, Maps, Programs). The second column includes: Quiet room available, Scooter or motorized wheelchairs available, Sensory guide available, Sensory kits available, Sensory-friendly hours, Service animal relief area(s), Sign language interpreter, Signage indicating if there are areas with flashing lights or loud noises, and Staff trained in ASL. The third column includes: Teleprinter or teletypewriter (TTY) available, Visual alarms and alerts, Walkers available, Wheelchair accessible elevator, Wheelchair accessible entrance, Wheelchair accessible parking, Wheelchair accessible restrooms, Wheelchair accessible seating, and Wheelchair-friendly inside walkways. Below this grid is a section titled "Other Accessibility Features" with a large, empty text input box.

- The “Amenities” tab will present various choices based on the classification of the listing or event.
- In our commitment to inclusivity, we urge all users to ensure that they have selected any relevant accessibility amenities in this section for each listing or event.
- Please ensure that you comprehend and satisfy the provided definition of the accommodation when making your selection. For more precise definitions and qualifications, please refer to page 26.
- For event listings: If you have ASL shows, sensory friendly performances make note of them in the “Other Accessibility Features” text box.
- For business listings: put any specialized staff training or sensory hours in the “Other Accessibility Features” text box.

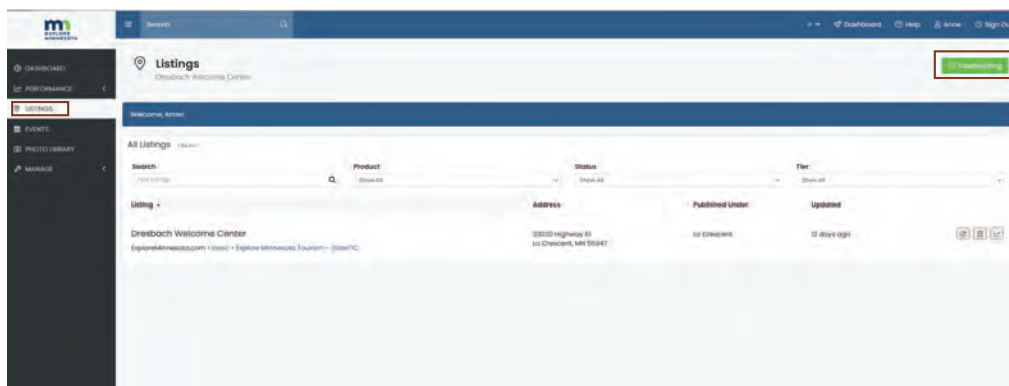
CREATE A NEW LISTING

Follow the steps below to add a new listing:

1. Verify the listing **DOES NOT ALREADY EXIST.**
2. There are two options to create a new listing:



- From the Dashboard: click on the green Create listing button found on the upper right corner.



- OR From the black Navigation menu, click on “Listings” and click on the green Create listing button found on the upper right corner.

3. Complete the required fields. Keep in mind the more info you supply, the better your listing will be.
4. Select the categories that accurately represent your listing. This determines where your listing will appear on ExploreMinnesota.com.
5. Add the listing description in the Description box. This information will be displayed in the “About” section on ExploreMinnesota.com. Every listing description is required to have a minimum of 100 characters. You may use the toolbar buttons for bold, italic, and bulleted lists within your description.
6. Phone numbers: You must have a phone number. You can add several numbers to your listing once you have completed the new listing form, see page 7 for details about the “Contact Information” tab.
7. Email: Add your business email
8. Website: Include the entire URL beginning with https:// (or http://). Do not duplicate URLs.
9. Click the “Create” button at the bottom of the page. Once created the “Contact Information” page will display.
10. Please allow 3-5 business days for your updates to be received, reviewed, and approved by an administrator. Explore Minnesota Tourism reserves the right to edit or deny a listing request that is not in the best interest of EMT or the State of Minnesota.

MANAGE AN EXISTING LISTING

Select “LISTINGS” in the black navigation menu. All listings associated with your account will appear in the listings view. You may edit an existing listing from here.

Click the edit icon (indicated by the red arrow) to update your listing.



From this menu, you may edit the following:

- Contact information.
- Hours & rates (See page 21 for more detail).
- Categories. Only select categories truly representative for the listing. Note: Explore Minnesota reserves the right to make changes as they deem necessary.
- Description.
- Edit/assign photos from your uploaded photo library. (See page 24 for more detail.)
- Video.
- Amenities (See page 11)
- Permanently Out of Business? Request to delete your listing. **Important: Deleted listings cannot be restored.**



EVENTS

Benefits to updating an existing event rather than creating a new event

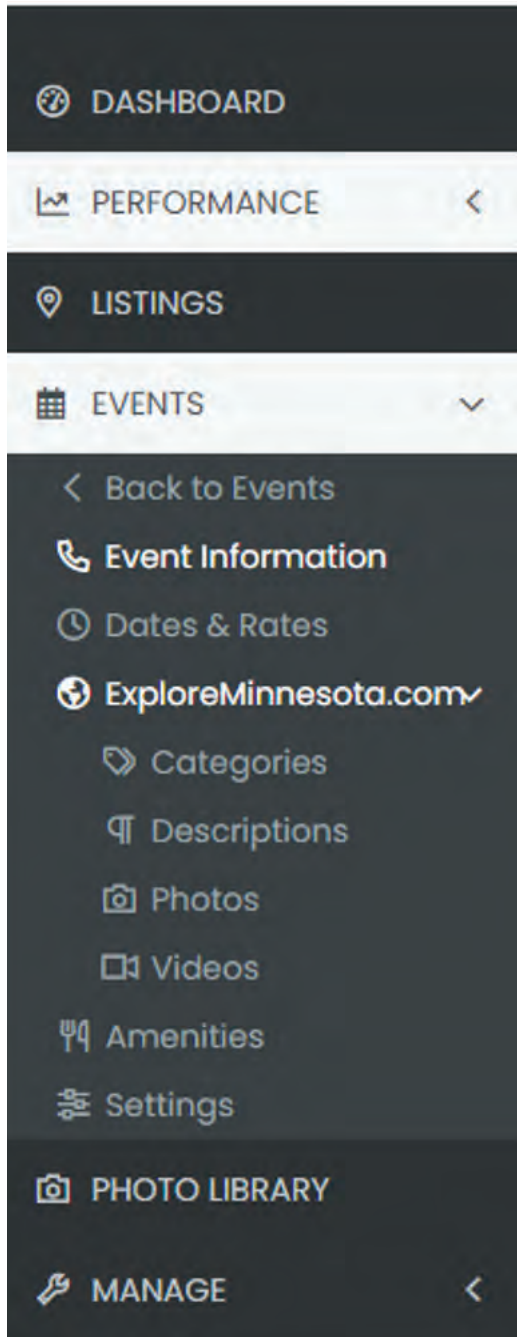
Did you know that once your event is on exploreminnesota.com, it will appear on Google and other search engines? Once it's on Google, a consumer can find your event on our website by doing a Google search. But how can you help your listing rise to the top of the list?

Each time a traveler clicks on your event listing in a Google search, they are essentially “casting a vote” that raises its ranking on Google. The higher the rank, the higher up in the search results your event will be. This is very important to remember in the marketing of your event, especially for an event that does not have its own website.

Let's say your event is Bayfront Blues Festival. Bayfront Blues has been in the Explore Minnesota database for several years and has been updated regularly so travelers trust that this link contains good, valid information. Because the listing is updated and not created new each year, its ranking on Google improves. Using the search term “Bayfront Blues,” the event listing ranks third in a Google search. If the listing was created new each year, it would be buried at the bottom of the Google search results.

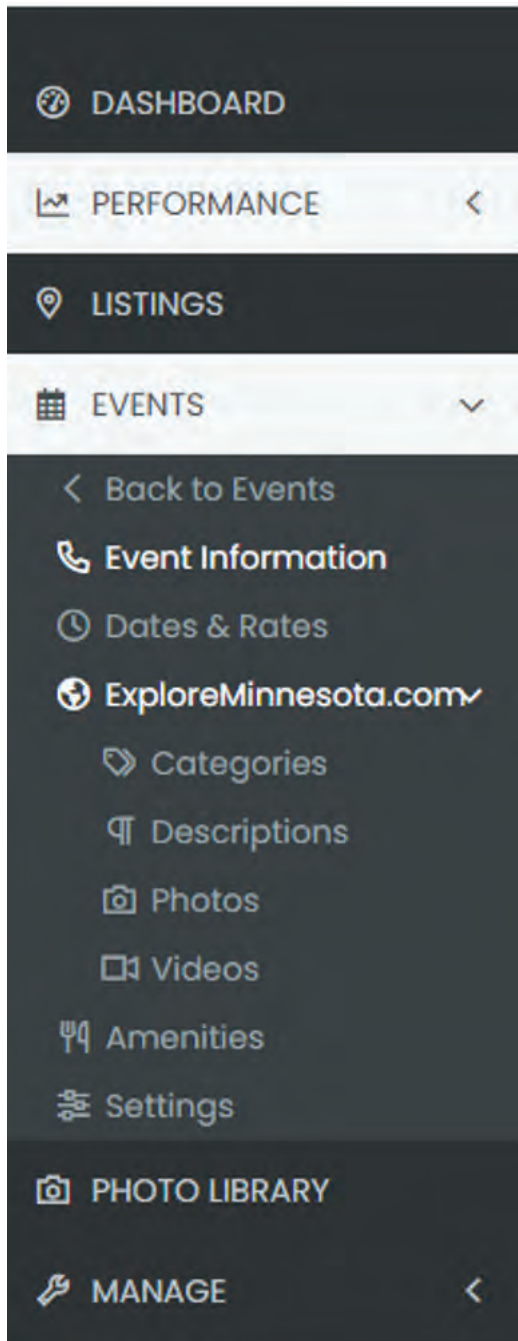
In summary, the key to acquiring a high Google ranking is to remember to update your existing listing and keep your information accurate and timely.

Navigating Events Menu:



From this menu, you may edit the following:

- Contact information.
- Leave the hours and rates blank, these no longer appear on the website. You may direct people to your website for your hours & rates in the description or the text box under the amenities tab.
- Categories. Only select categories truly representative for the listing. Selecting a limited number of categories that best represent your listing makes it easier for users to find you.
 - » Note: Explore Minnesota reserves the right to make changes as they deem necessary.
- Description.
- Photos Edit/assign photos from your uploaded photo library. (See page 24 for more detail.)
- Video: You must have a youtube channel link in the “Social Media” section on the “Contact Information” tab
- Amenities (See page 11)



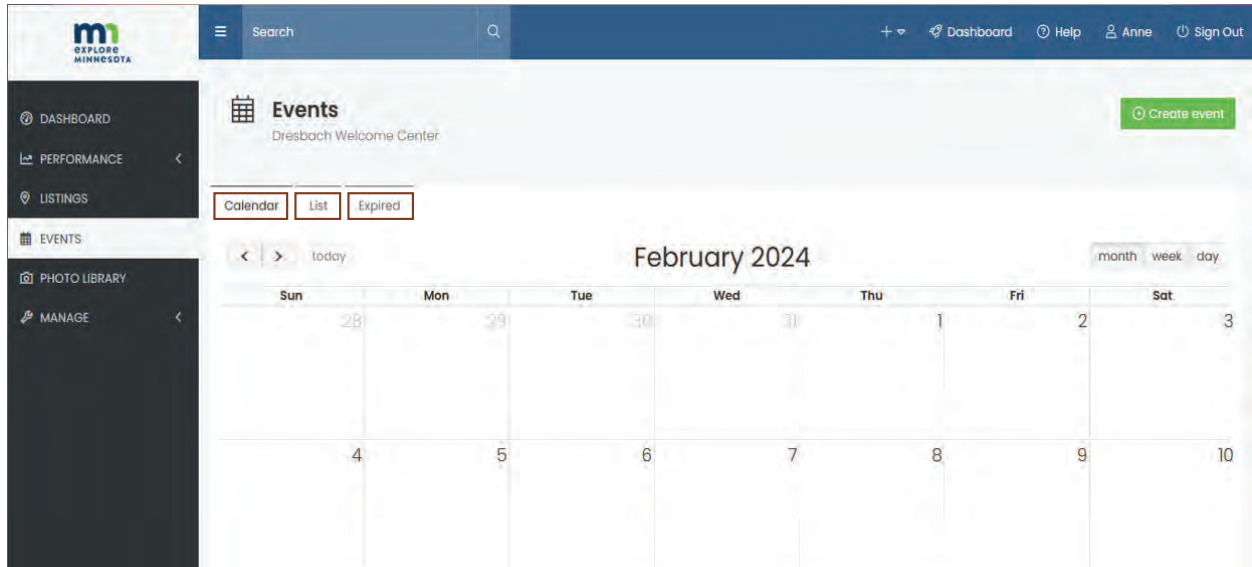
Settings: Request to delete your event.

Important: Deleted events cannot be restored.

- Event canceled or is no longer taking place?
 - » If the event is canceled within a month of when it was scheduled, add “-CANCELED-” to the event name. You can also add to the description the reason for the event being canceled.
 - » If the event is cancelled more than a month of when it was scheduled, you can remove the dates under the “Dates & Rates” tab, and request to have the event made inactive.
 - » If your event is a reoccurring event, update the existing event listing with the dates for the next time the event will be taking place.
 - » Before making a request to delete an event, it is advisable to consider updating the existing event rather than initiating a new event submission.

Navigating Events Views:

Reminder: There are multiple formats to view your events in the Extranet:



- The “Calendar” view displays events on a monthly calendar. (This view is not recommended.)
- The “List” view displays all the upcoming events in the catalog. (Preferred view.)
- The “Expired” tab displays events past their event date. Update the existing event listing for recurring/repeat events. After the new dates are entered to a future date, the event will be re-published on the website and the event will move over to the “List” catalog view.

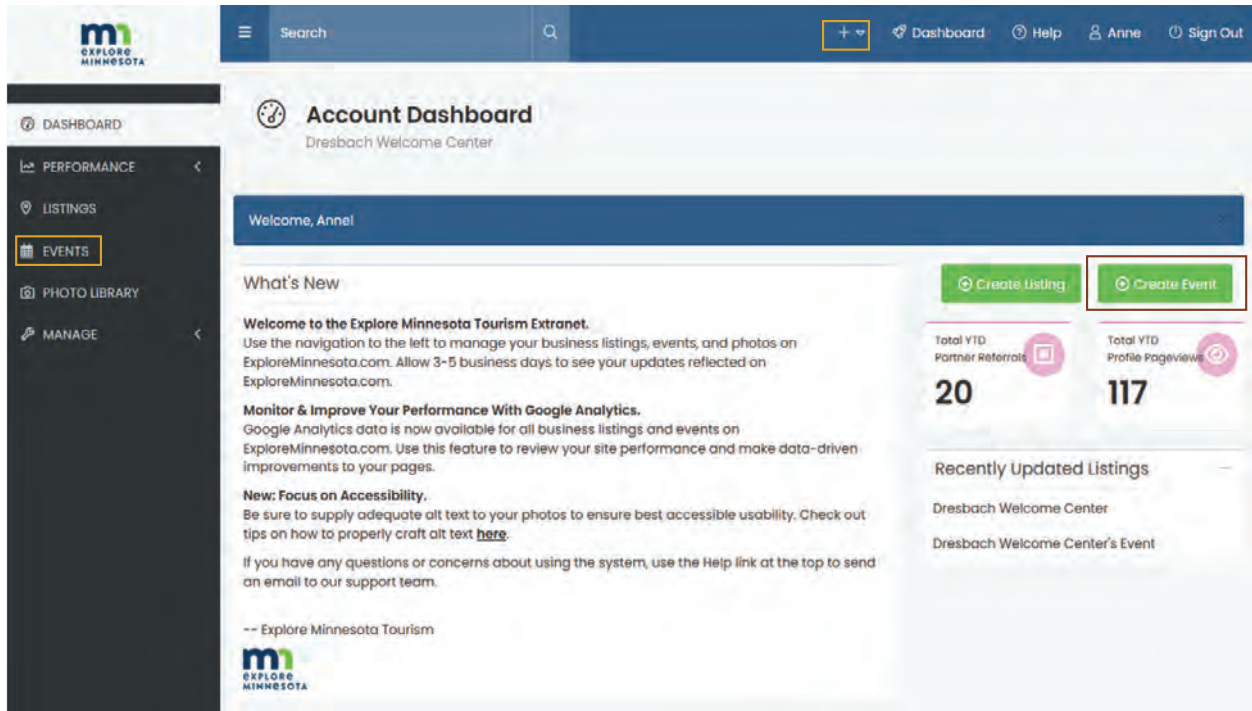
Always check the “Expired” tab BEFORE creating new events. **PLEASE DO NOT ENTER EXISTING RECURRING EVENTS AS NEW EVENTS.**

Updating expired events instead of creating new event listings for reoccurring events is important for several reasons:

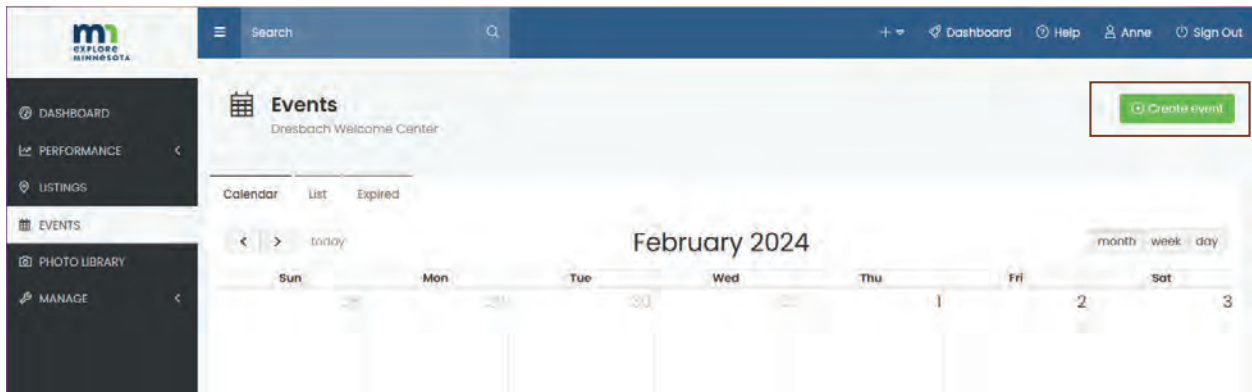
- It will save you time! All the info is already in the right fields, adjusting dates takes very little time, and the event is already classified correctly.
- When an event is linked to an article, updating the existing event ensures travelers are seeing the most current information, this also ensures that an expired event listing isn’t replaced with a different event during the yearly fact checking process.

Follow the steps below to add a new event:

1. There are three options to access the new event form:



- Select the green “Create Event” button
- Select the + icon found on the blue task bar at the top of the page, then select “New Event”



- OR from the black Navigation menu, click on “Events” and click on the green Create listing button found on the upper right corner.

2. Please ensure that all the necessary fields are completed when creating a new event.

Explore Minnesota reserves the sole right to approve/edit/reject any listing submission and to consider it for use in our publications. By submitting this information you are certifying that you are in compliance with all licensing and taxation laws and that you are open to the general public.

Event Information	Event Dates				
<p>Event Name *</p> <input type="text"/>	<p>No event dates entered. This event may not be published without dates.</p>				
<p>Venue Name</p> <input type="text"/>	<p>01/16/2024 - 01/16/2024 <input checked="" type="checkbox"/> All Day <input type="checkbox"/> Every Day</p>				
<p>Address Line 1</p> <p><input type="text"/></p> <p><input type="button" value="Pick"/></p>	<p><input type="button" value="+ Add Date"/></p>				
<p>Address Line 2</p> <input type="text"/>					
<p>City <input type="text"/> State * <input type="text"/> Postal Code <input type="text"/></p> <p><input type="text"/> MN <input type="text"/></p>	<p>Rates</p> <table border="1"><thead><tr><th>Name</th><th>Rate</th></tr></thead><tbody><tr><td><input type="text"/></td><td><input type="text"/></td></tr></tbody></table> <p><input type="button" value="+ Add Rate"/></p>	Name	Rate	<input type="text"/>	<input type="text"/>
Name	Rate				
<input type="text"/>	<input type="text"/>				
<p>Publish under *</p> <p>Select a city <input type="text"/></p>					

3. Event Information:

- Make sure the Event Name is spelled correctly.
- Make sure the event address is accurate.
- The “City” in the event address should match the “Publish Under” city.

4. Event dates:

- Enter start and end dates for events taking place over multiple days
- Select if the event is an all-day event and/or happens every day or on specific days of the week
- Enter hours if needed
- Click the green “+Add Date” button to save the date selection
- For events with irregular recurrence pattern, enter additional date array using “+Add Date” button



Minnesota State Fair

Dates & Rates

Event Dates

Edit

Dates	Recurrence	Times
8/24/2023 - 9/4/2023	Every Day	All Day
8/22/2024 - 9/2/2024	Every Day	All Day
8/21/2025 - 9/1/2025	Every Day	All Day
8/27/2026 - 9/7/2026	Every Day	All Day
8/26/2027 - 9/6/2027	Every Day	All Day
8/24/2028 - 9/4/2028	Every Day	All Day
8/23/2029 - 9/3/2029	Every Day	All Day
8/22/2030 - 9/2/2030	Every Day	All Day

5. If your event always falls on the same date or same weekend you can enter the dates for future years.
- The benefit is your event will never display “the dates for this event have passed”.
 - You can set it & forget it!
 - If things change you can always login to the Extranet and update as needed.

5. Select categories for event representation

- Categories determine listing location on ExploreMinnesota.com
- Note: Explore Minnesota reserves the right to make changes as they deem necessary.

ExploreMinnesota.com

I think I should be listed under these categories: *

Arts & Culture Events

<input type="checkbox"/> Art Exhibits	<input type="checkbox"/> Art Fairs	<input type="checkbox"/> Comedy Shows
<input type="checkbox"/> Community Festivals	<input type="checkbox"/> Culinary Events	<input type="checkbox"/> Dance Performances
<input type="checkbox"/> Film Screenings & Festivals	<input type="checkbox"/> Historic Exhibits	<input type="checkbox"/> History & Heritage Events
<input type="checkbox"/> Literary Events	<input type="checkbox"/> Live Theater	<input type="checkbox"/> Music Festivals
<input type="checkbox"/> Musical Performances & Concerts	<input type="checkbox"/> State & County Fairs	<input type="checkbox"/> Storytelling Events
<input type="checkbox"/> Studio Tours	<input type="checkbox"/> Variety Shows	

Birding & Wildlife Events

Birding & Wildlife Events

Charitable Events

<input type="checkbox"/> Fundraisers & Galas	<input type="checkbox"/> Volunteer Events
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Children's Events

Children's Events

Expos & Exhibitions

<input type="checkbox"/> Auto, Boat, Air & Machine Shows	<input type="checkbox"/> Expos
--	--------------------------------

Holiday Events

Holiday Events

Lectures & Workshops

Lectures & Workshops

Science & Nature

Science & Nature Exhibits & Events

Shopping Events

Shopping Events

Sporting Events

<input type="checkbox"/> Bike Races & Races	<input type="checkbox"/> Canoe/Sailing/Boating Events & Races	<input type="checkbox"/> Duathlons & Triathlons
<input type="checkbox"/> Fishing Events	<input type="checkbox"/> Golf Tournaments	<input type="checkbox"/> Hunting Events
<input type="checkbox"/> Motor Races & Races	<input type="checkbox"/> Other Sports Events	<input type="checkbox"/> Running & Walking Events
<input type="checkbox"/> Skiing & Snowshoeing Events & Races	<input type="checkbox"/> Sled Dog Events & Races	<input type="checkbox"/> Spectator Sports
<input type="checkbox"/> Water Sports		

Themed Getaways

Themed Getaways

Description (100 characters minimum, 5000 characters maximum) *

0 characters entered (min 100)

Additional Information

Local Phone * Business Email

Event URL

Cancel Create

6. Description:

- This information will be displayed in the "About" section on ExploreMinnesota.com.
- Every event description is required to have a minimum of 100 characters.
- You may use the toolbar buttons for bold, italic, and bulleted lists within your description.

7. Add a phone number.

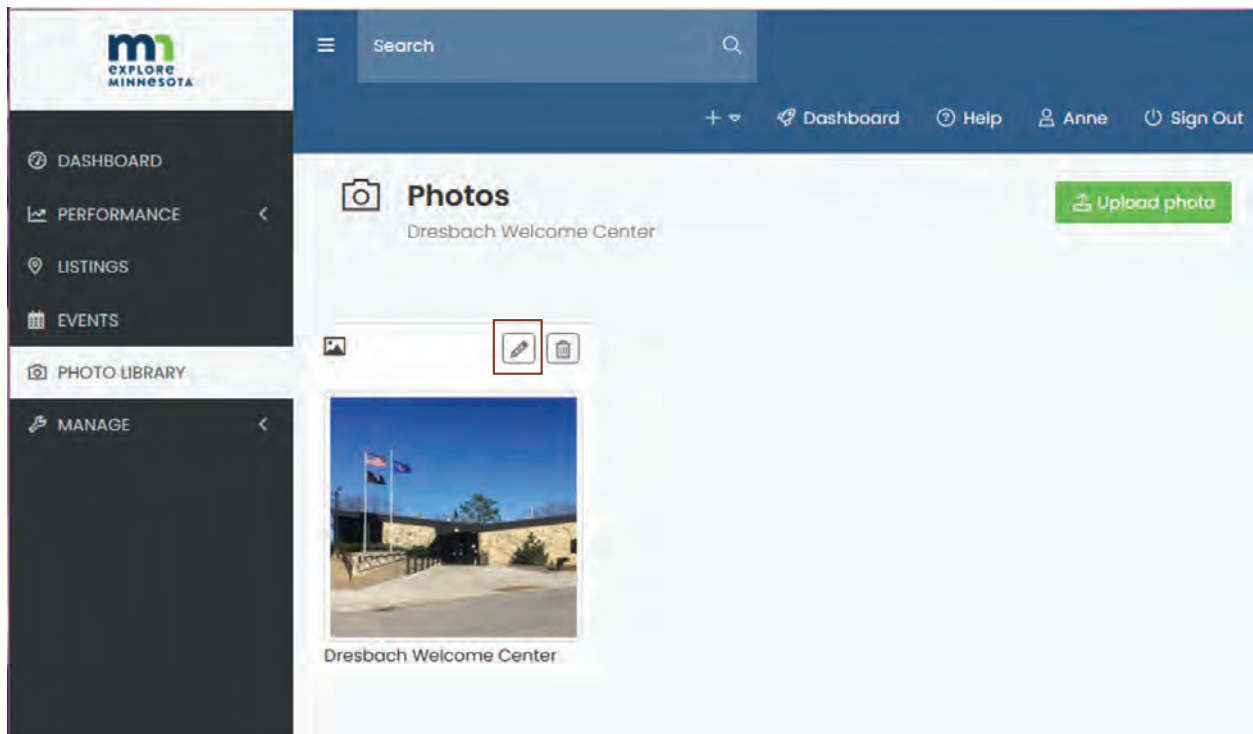
8. When possible, please include a website that will link to event information

9. Click the "Create" button at the bottom of the page.

10. Once the Event has been created you will be taken to the Events "Contact Information" page.

LISTING & EVENT PHOTO GUIDELINES

- Every time you upload photos this is the agreement that must be acknowledged: “By uploading photos, you are representing that you have rights and permissions to use these images and are giving Explore Minnesota Tourism rights and permission to display these images in order to promote travel to the destination. If it’s discovered that there’s a violation of use or infringement of law or agreement then the image will be immediately pulled from the business listing until all legal matters have been satisfied. Legal matters will be referred to the business which is solely responsible for resolving the claims.”
- Photos less than 1MB are recommended
- High quality images (shortest side must be 700 px)
- Avoid using flyers or photos with copy overlaid
- To edit the caption and alt text click the EDIT box



- Add a caption that includes the name of the event and/or location photo was taken
- Add Alt Text that describes the photo
 - » Alt text (sometimes referred to as ‘alt tags’ or ‘alt descriptions’) is text that is used in place of non-text content (such as images) for those who cannot view the non-text content.
 - » Alt text is designed to provide context on how an image relates to the content of a webpage and is read aloud for users relying on screen readers.
 - » Images which are purely decorative do not need alt text.
 - » Purely decorative images are images that serve no specific purpose, meaning that they are not meant to convey any meaning or important information.

Photo Usage & Rights x

- By uploading photos, you are representing that you have rights and permissions to use these images and are giving Explore Minnesota Tourism rights and permission to display these images in order to promote travel to the destination. If it's discovered that there's a violation of use or infringement of law or agreement then the image will be immediately pulled from the business listing until all legal matters have been satisfied. Legal matters will be referred to the business which is solely responsible for resolving the claims.

Cancel

Proceed to Upload

By adhering to these guidelines when selecting photos for your listings or events, the chances of them being selected for inclusion in our e-newsletters and social media increase significantly.

ACCESSIBILITY TERMS AND DEFINITIONS

Title III of The Americans with Disabilities Act (ADA) and § 504 of the Rehabilitation Act state an establishment providing public accommodation cannot refuse services or turn away a person because of a disability.



Adult-Size Changing Facilities: A facility that includes a changing station large enough to accommodate an adult-sized person. Facility must be a toilet room located in proximity to other sanitary facilities like trash disposal and lavatories, and must include only one lavatory and water closet. Starting in January 2024, § 1110.3 of the 2024 International Building Code Draft of Minnesota requires new public spaces built in Minnesota to include adult changing stations. This law requires compliance with technical criteria found in § 613; which includes specifics on operation controls such as height adjustability, weight capacity, minimum surface length and width, surface materials, side rails, and other considerations to ensure safety.



All-Terrain Wheelchairs Available: Wheelchairs that allow access for users on unsteady or uneven terrain like snow, ice, beach sand, and gravel. These devices can be manual, electric, or gas-powered; and have extra-wide tires or wheels to increase stability. Weight capacity is typically up to 400 lbs.



Assistive Listening Headsets Available: Hearing device aimed to improve sound transmission for deaf, hearing-impaired, or hard of hearing individuals. These devices can be used to filter background noise, compensate for poor room acoustics or distance from speakers, and overall better capture the sound one would like to hear. A hand-held microphone, FM radio system receiver, or infrared systems with connection to headset are the most common technologies used for these devices at this time. Regardless of hearing aid use or cochlear implant, assistive listening headsets are aimed to be accessible to all. [§ 219](#) of the 2010 ADA Standards for Accessible Design states assistive listening devices are required at assembly areas where audible communication is integral to the use of the space; examples of spaces like this include courtrooms, performance areas, classrooms, and lecture halls. [§ 706](#) states assistive listening systems must have standard mono jacks and to be compatible with hearing aid receivers that have neck loops to interface with telecoils in such hearing aids.



Automatic/Power-Assist Doors: A door with power-operated controls and mechanism that automatically opens and closes when receiving a momentary actuating signal from a switch. The switch may receive signal from a floor mat, manual switch (e.g., power-assisted door), or photoelectric device. According to the 2010 ADA Standards for Accessible Design, [§ 206.4](#) states 60% of all public entrances must be accessible to persons using wheelchairs or have other mobility impairments.



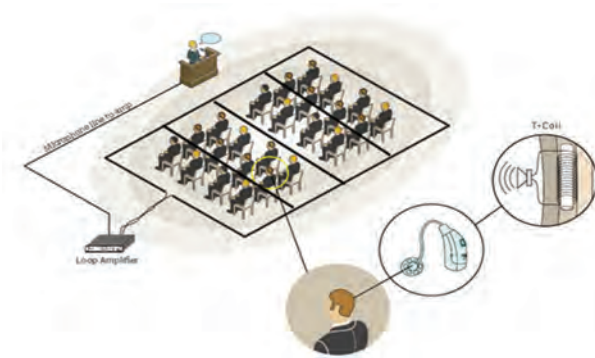
Braille Alternatives (i.e., menus, maps, programs, exit signs, elevator signs and controls): Written text materials provided in the Braille reading and writing system, with the aim to provide access to blind or vision-impaired individuals to read through touch. According to § 703 of the 2010 ADA Standards for Accessible Design, Commercial and government facilities and places of public accommodation must mount brailled and/or other tactile signage at doors that open inward, automatically close, have no hold-open devices, and doorways to permanent rooms. Public places must provide braille or other communication alternatives in place of standard print on written materials for those who request it is considered a reasonable accommodation in the Americans with Disabilities Effective Communication Guidelines.



Captioned Videos/Performance: A text version of the auditory portion of a video, presentation, or performance. Text typically scrolls at the same time as the dialogue of the media content to allow deaf, hearing-impaired, or hard of hearing individuals to easily follow along with the action in the media content. Captions can be closed or open; closed captions can be turned on or off in the media settings but open captions cannot. § 504 and 508 of the Rehabilitation Act, a federal anti-discrimination law, require places of public accommodation to include comparable access to electronic information technology.



Companion Restrooms: A single-stall restroom with a toilet and sink that provides greater space and privacy than a multi-stall sex-specific restroom. This allows a companion to accompany and assist an individual with a disability to use the restroom. § 35.151(b)(4) of the 2010 ADA Standards for Accessible Design states any facility with construction commenced after January 26, 1992 must have at least one single unisex restroom or one accessible restroom per sex.



Hearing Loop Available: A system in which a copper wire is placed around a room and connected via special loop driver to a sound system or public address. This creates an electromagnetic field and people who use hearing aids, telecoil receivers, or have cochlear implants can connect to the telecoil by switching to the telecoil program on their device. Doing so will automatically allow the person to receive clear sound directly in their ears. People who do not use hearing aids or use devices without telecoils can connect to the system with a separate hearing loop receiver and headphone. Minnesota Statute § 16C.054 requires good acoustics and hearing loops in state-funded construction.

Large Print Alternatives (i.e., menus, maps, programs): A reformatted version of written text and other enlarged non-text context like logos or images. This is done to improve readability and access for individuals with vision impairments, reading difficulties like dyslexia, and impaired cognition. To maximize readability, it is preferable to use sans serif fonts like Arial or Helvetica, size 18- to 20-point font, line spacing of 1.5 or greater, and bolded text to increase contrast. This alternative is considered an auxiliary aid, and § 36.303 of the 2010 ADA Standards for Accessible Design states places of public accommodation must take the necessary steps to ensure no individual with a disability is excluded from accessing goods, services, or experiences.



Quiet Room Available: An area that is separate from loud and/or crowded areas like sporting events, concerts, shows, festivals, museums, etc.. A quiet area is specifically designed to have reduced sensory stimulation (e.g., soft & dim lighting, reduced background noise, low visual stimulation/clutter). Some facilities provide support staff available for assistance and basic distractions (e.g., fidget toys or materials, white noise) to help the individual with sensory sensitivities cope with their overactive sensory burden. Federal law does not require establishments to provide a designated quiet area, but providing this accommodation ultimately promotes inclusivity for all abilities.



Scooter or Motorized Wheelchairs Available: A mobility scooter is a battery-powered mobility device that includes three or four wheels, a tiller for steering, and a basic swivel seat. This is not considered medical equipment, and are typically offered at large places of public accommodation for individuals with mobility impairments and/or tire easily. Scooters typically have simplified controls, reach a speed of about 4-5 mph, have a short battery range of about 12-20 miles, have a weight limit of 250-300 lbs, and cost anywhere between \$600-\$2,000. These are usually not modifiable, but some offer an adjustable seat. These are not designed for heavy-duty use, but rather for smooth terrain like indoor surfaces or asphalt. Motorized wheelchairs are considered medical equipment and are typically customized specifically to fit an individual and their needs.



Sensory Guide Available: A guide written to provide a brief and in-depth look into the sensory stimuli (i.e., touch, taste, sound, sight, smell, proprioceptive, and vestibular) an individual could expect to experience while visiting a place of public accommodation. Individuals with sensory sensitivities could use a resource like this to guide identification and understanding of the sensory stimuli they may expect to experience during their visit. Individuals with sensory sensitivities may also use a resource like this to guide them to places that can decrease or increase certain sense, according to their needs. Federal law does not require establishments to provide sensory guides to customers with sensory sensitivities, but providing this accommodation ultimately promotes inclusivity for all abilities.



Sensory Kits Available: A portable kit or box of sensory tools and toys designed to reduce sensory triggers and/or stress for individuals with sensory sensitivities. A resource like this can be used for both preventative measures and in a time of crisis, like an episode of sensory overload. Federal law does not require establishments to provide sensory guides to customers with sensory sensitivities, but providing this accommodation ultimately promotes inclusivity for all abilities.

Sensory-Friendly Hours: A feature establishments can offer to cater to customers or visitors with sensory sensitivities. The purpose of sensory friendly hours is to avoid overstimulating the senses through modifying the environment. Examples of common modifications include adjust lighting (e.g., reduce or remove bright, moving, or fluorescent lights), reduce noise (e.g., no background music), reduce business of environment (e.g., limit maximum amount of guests/visitors/customers or only use appointment times), and train staff. Some organizations also offer a designated quiet space or room, sensory kits, sensory guide or map, sensory story, and/or social story during these designated times. Federal law does not require establishments to provide sensory-friendly hours to customers with sensory sensitivities, but providing this accommodation ultimately promotes inclusivity for all abilities.



Service Animal Relief Area(s): Designated relief area at an establishment where service animals are permitted. Relief areas can be indoor or outdoor, and often have accessories that encourage relief such as shrubs or pheromone-scented fire hydrants. Two federal regulations are applicable to this term within airports: Subpart B, § 27.71 of the Rehabilitation Act of 1973 and the Air Carrier Access Act—14 CFR § 382.51(a) require all United States airports with 10,000 or more annual enplanements are required by law to provide wheelchair accessible service animal relief areas to accommodate passengers with disabilities.



Sign Language Interpreter: An interpreter that translates or transliterates sign language into another language, and vice versa. Interpreters can translate both receptively and expressively in a manner that is effective, accurate, and impartial. They can use necessary specialized terminology, vocabulary, and phraseology; they have specialized training and credentials needed to communicate across languages and cultures. Title III of The Americans with Disabilities Act (ADA) states places that are open to the public cannot discriminate against individuals who have a disability. The Deaf and Hard of Hearing Services Division of Minnesota encourages public places to provide accommodations like sign language interpreters for a wide variety of services, performances, and public events for people who are deaf, deafblind and hard of hearing to promote inclusion and avoid barriers to communication.

Signage indicating if there are areas with flashing lights or loud noises: A sign that indicates an experience, area, or event will have flashing lights or loud noises. For individuals who have photosensitive epilepsy, a condition in which exposure to flashing lights or certain visual patterns can trigger a seizure; information like this is crucial as exposure to flashing lights could potentially impact their experience and/or health. For an experience, event, or area that has loud noises; individuals with sensory sensitivities could benefit from providing information on sensory stimuli they may expect to experience, therefore avoiding an episode of sensory overload. Federal law does not require establishments to provide signage, but providing this accommodation ultimately promotes inclusivity for all abilities.



Staff Trained in ASL: Staff can communicate conversationally in American Sign Language (ASL). This can mean staff have been taught the manual alphabet and/or have taken ASL classes, however, have not received the same specialized training and credentials as interpreters (see definition for “sign language interpreter” above for more information). Title III of The Americans with Disabilities Act (ADA) states places that are open to the public cannot discriminate against individuals who have a disability. The Deaf and Hard of Hearing Services Division of Minnesota encourages public places to provide accommodations like staff trained in ASL for a wide variety of services, performances, and public events for people who are deaf, deafblind and hard of hearing to promote inclusion and avoid barriers to communication.



Teleprinter or Teletypewriter (TTY) Available: An electro-mechanical typewriter that communicates typed messages from point-to-point through a pair of wires, which is a common simple electrical communications channel. This type of device was innovative in electrical engineering design, and created around the 1830s-1840s. At this time, modern forms of these devices use a screen instead of a printer and are fully electronic. These devices are most commonly used today by deaf, hearing-impaired, or hard of hearing individuals or individuals with communication difficulties; and are used for text communication via a telephone line. Federal law does not require establishments to provide teletypewriters (TTY) or teleprinters, but providing this amenity ultimately promotes inclusivity for all abilities.

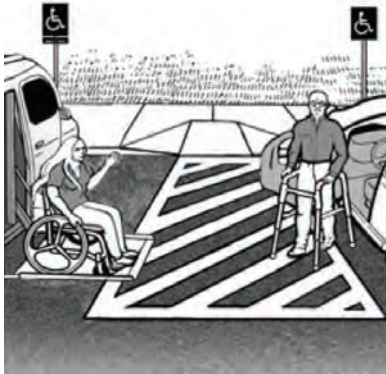


Visual Alarms and Alerts: Device that displays a visual signal, for example flashing lights, to alert an individual who is deaf, hearing-impaired, or hard of hearing. Other common names for these devices include “signalers” or “notification devices”. Some versions of these devices can be connected to existing alarms or alerts, and does not require additional electrical wiring. Common examples used in public spaces include carbon monoxide detectors and smoke alarm signalers that use a flashing light function to signal an emergency. § 215.1 of the 2010 ADA Standards for Accessible Design states when fire alarm systems are replaced, installed, or upgraded in existing facilities and new construction; the system must include both visible and audible notification devices. The flashing frequency of the visual alarm system must be less than 5 Hz. If the visual alarm relies on the building’s power source for electricity, the alarm must be installed on the same system as the audible alarm.

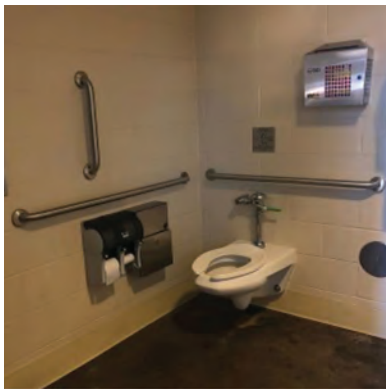
Walkers Available: Mobility device that aids in walking. This type of device typically has four points of contact with the ground and provides greater stability with a wide base of support. Individuals with poor balance, lower extremity impairment, or any other mobility limitations may benefit from the use of a walker. Federal law does not require establishments to provide walkers for temporary use, but providing this accommodation ultimately promotes inclusivity for all abilities. However, § 35.137(a) of the Americans with Disabilities Act Title II Regulations states any area open to pedestrians must permit people with disabilities to use mobility devices, including walkers.

Wheelchair Accessible Elevator: Elevator that is compliant with § 206.6 of the Americans with Disabilities Act Accessibility Standards. These standards include a minimum of the following dimensions: door width of 36 inches, car depth of 51 inches, and car width of 68 inches. If the elevator has center-opening doors the car width must be at least 80 inches. The elevator button height must be centered 42 inches from the floor, $\frac{3}{4}$ inch in size, and indicate the direction the elevator is traveling. Other requirements include the following: door(s) must remain fully open at least 3 seconds in response to a call, floors must be slip-resistant, if carpet is present it must be firmly attached, a reopening device that detects when something is in the doorway, emergency communications (e.g., emergency call button) must be in plain view, and must be placed in an area of the building that is easily accessible to visitors in a public place. Lastly, buildings with 3 or more floors or if each floor of the building exceeds 3,000 square feet, a wheelchair accessible elevator is required.

Wheelchair Accessible Entrance: Entrance that either has an accessible walkway or ramp that allow wheelchair users to enter an establishment. If the slope of an entrance is greater than 5% (ratio of 1:20), the building will be recommended to install a ramp. According to § 1105.1 of the International Building Code, at least 60% of all public entrances to a building, facility, or tenant space must be accessible.



Wheelchair Accessible Parking: To be considered an accessible parking space, the 2020 Minnesota Accessibility Code states the space must be at least 8 feet wide, have a landing of at least 36 inches deep at the top of a curb ramp, and the slope of the parking space and access aisle cannot exceed a 1:48 ratio. § 216.5 of the Americans with Disabilities Act (ADA) Accessibility Standards states all accessible parking spaces must be identified by the International Symbol of Accessibility and have a height of 60-66 inches above the parking surface. § 208 of the ADA Accessibility Standards states accessible parking spaces are required by each parking facility (e.g., lots, garages), and 1 of every 6 accessible parking spaces must be able to accommodate vans (98 inch height clearance). The minimum number of accessible parking spaces required in a parking facility can be determined by this table in § 208.2 of the ADA Accessibility Standards, and the spaces must have the shortest accessible route to an accessible entrance.



Wheelchair Accessible Restrooms: Bathroom that is accessible to people who use wheelchairs, including all but not limited to the following elements: lower sink height, clear floor space and knee clearance beneath the sink, insulated plumbing to avoid contact, faucets to be operated with one hand, both horizontal and vertical grab bars surrounding toilet, toilet paper dispensers and sanitary product receptacles within close distance to toilet, and wide ambulatory compartments within bathroom. For specifics regarding dimensions required for a bathroom to be considered accessible, please refer to The 2020 Minnesota Accessibility Code. This code also states newly constructed and alterations to existing toilet rooms must be accessible and meet ADA standards. Additionally, at least 50% of multiple single-user toilet rooms clustered at a single location must be accessible.



Wheelchair Accessible Seating: Seating in an assembly setting that is accessible to people who use wheelchairs. The 2020 Minnesota Accessibility Code states the minimum dimensions required for wheelchair seating locations; including requirements regarding the width, depth, levelness, companion seating criteria, and disbursement of wheelchair seating based on the total capacity of the assembly area. Additionally, assistive listening systems are required in these assembly areas.



Wheelchair-Friendly Inside Walkways: An indoor walkway that is accessible to wheelchair users. § 206.2.2 of the Americans with Disabilities Act Accessibility Standards states at least one accessible route must connect all spaces and elements of a building or facility; and if an inaccessible circulation path is in the interior of a building or facility, the accessible route must also be interior. § 403 of the Americans with Disabilities Act Accessibility Standards states a walkway must be compliant with the following to be considered an accessible route: the surface, including carpeted surfaces, of an accessible route must be slip-resistant, firm, and stable; the slope of the walking surface cannot exceed a slope of 5% (ratio of 1:20); the continuous clear width of the walkway must be at least 36 inches, and additional clearances are required for 180° turns around narrow obstructions and for passing space.



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