

# Jim Vacik

## ACCESSIBILITY NOT COMPLIANCE



ACCESSIBILITY THAT WORKS IN THE REAL-WORLD  
BECAUSE CODE PASSING ISN'T ENOUGH

### The Architect of Accessibility & Innovation

Jim Vacik doesn't just see the world as it is—he retools it to be better for everyone.

A visionary leader whose career spans from pioneering entrepreneurship to high-stakes advocacy, Jim is a master of turning complex challenges into seamless, inclusive solutions. Whether he is designing award-winning \$1.5M call centers, advising Fortune 500 companies like Marriott on ADA compliance, or successfully lobbying for state-wide legislative change in the Colorado legislature, Jim's impact is undeniable.

His unique blend of Business Information Systems expertise and 47 years of "lived experience" as a full-time wheelchair user makes him an indispensable advisor for any organization looking to lead with both heart and efficiency.

Why Jim belongs in your corner:

- ✓ **A Proven Closer:** From securing landmark ADA consent decrees for iconic venues like Red Rocks Amphitheatre to passing critical parking legislation, Jim knows how to navigate the toughest rooms and win.
- ✓ **Strategic Problem Solver:** He possesses a "MacGyver-like" ability to create budget-friendly, highly functional accessibility solutions for schools and stadiums where others only saw roadblocks.
- ✓ **Dynamic Motivator:** A decorated Eagle Scout and top-tier marketer, Jim brings an infectious energy and a "can-do" spirit to every project, from International radio syndication to community leadership.

Jim Vacik isn't just a consultant; he is a guide for the future of business, ensuring your operations are not only compliant but powerfully welcoming to all.

NOT THEORETICAL.  
PROVEN IN REAL-WORLD USE.

#### CONTACT

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🌐 JimVacik.com

📍 Colorado Springs, CO

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## ACCESSIBILITY IS REVENUE! NOT COMPLIANCE



### THE UNTAPPED MARKET

- 45.8 million Americans with disabilities (13.7% of population)<sup>1</sup>
- \$490B in disposable income (>\$1.3T including families/allies)<sup>1</sup>
- 52% avoid live events due to accessibility barriers<sup>1</sup>

### THE OPPORTUNITY

- 20-70% increase in accessible attendance is possible<sup>1</sup>
  - Hundreds of millions in additional revenue potential<sup>1</sup>
  - 28%+ revenue lift reported in inclusive events ↗
- Accessibility = growth strategy ⚠️

### THE RISK OF DOING NOTHING

- ADA lawsuits (six-seven figure exposure)<sup>1</sup> | Brand damage + lost customer base
- Public enforcement actions (e.g. Red Rocks case)<sup>1</sup>

### THE REAL PROBLEM

- Focus on code
- Miss real-world usability
- Create "compliant but broken" environments

This is not a cost investment → This is a high-return investment

### HOW I HELP

- Identify failures compliance reviews miss
- Translate lived experience into actionable design and operational improvements
- Reduce legal exposure before it becomes a problem

### BOTTOM LINE:

- ✓ Accessibility done right:
- ✓ Increases revenue
- ✓ Reduces risk
- ✓ Expands market reach
- ✓ Builds loyalty

### Accessibility done wrong:

- ⚠️ Passes code
- ⚠️ Fails users
- ❗ Creates liability

### JIM VACIK

Accessibility & Risk Advisor

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\*1 Source: CDHS report on live outdoor concerts

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Accessibility Consultant | Usability & Risk Advisor



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### I IDENTIFY WHAT OTHERS MISS

Accessibility issues that pass code—but fail in real world use—create risk, frustration, and liability. With 47 years as a full-time wheelchair user, I deliver insights beyond compliance into how accessibility actually performs. My work helps clients reduce risk, improve usability, and make better decisions.

### WHY CLIENTS ENGAGE ME

 <b>IDENTIFY</b> 'Compliant but broken' designs	 <b>REDUCE</b> ADA risk and exposure	 <b>IMPROVE</b> Real-world usability	 <b>DELIVER</b> Practical, cost-effective solutions
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### CORE SERVICES

 <b>AUDITS</b> Real-world usability testing of routes, seating, restrooms, parking, and the full customer experience	 <b>DESIGN ADVISORY</b> Plan and blueprint review, focused on functional usability before construction begins	 <b>LITIGATION &amp; RISK</b> Case review, site inspections, and expert advisory grounded in lived experience and real-world enforcement	 <b>POLICY &amp; TESTIMONY</b> Legislative consulting, committee testimony, and government advisory that drives real-world outcomes	 <b>TRAINING</b> Staff and leadership training, accessibility enforcement strategies, and operational improvements	 <b>SPEAKING &amp; MEDIA</b> Keynotes, presentations, on-camera commentary, and training that informs, influences, and drives action.
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### PROVEN IMPACT





- ✓ Drove ADA compliance improvements at Red Rocks Amphitheatre through litigation and enforcement insights
- ✓ Prevented violations for major hotel corporations- catching what compliance reviews miss
- ✓ Led and passed Colorado accessibility legislation (SB24-019)

### WHAT MAKES THIS DIFFERENT

-  **47 YEARS LIVED EXPERIENCE**  
Pre-ADA and post-ADA perspective that only lived experience provides
-  **LEGISLATION, LITIGATION & POLICY INSIGHT**  
From testimony and lawmaking to enforcement and real world
-  **REAL-WORLD TESTING**  
Unmatched ability to find what other others miss—before it become a problem

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-  [JimVacik.com](http://JimVacik.com)
-  Colorado Springs, CO

ENGAGEMENT | Consulting | Project Advisory | Retainers | Expert Testimony | Speaking

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### SPEAKER PROFILE

Jim Vacik delivers powerful, real-world presentations on accessibility, usability, and risk—grounded in 47+ years of lived experience as a full-time wheelchair user and direct involvement in legislation, litigation, and enforcement.

This is *not theoretical*. This is accessibility that works—and holds up under scrutiny.

### SIGNATURE TOPICS



#### REAL-WORLD ACCESSIBILITY FAILURES

Why "code-compliant" designs still fail – how to fix them



#### DESIGNING FOR USABILITY, NOT JUST COMPLIANCE

How to avoid costly mistakes before they are built



#### ADA RISK & LITIGATION INSIGHT

What triggers complaints, lawsuits, and enforcement—and how to reduce exposure



#### ACCESSIBILITY IN LIVE ENVIRONMENTS

Lessons from stadiums, venues, hospitality, and public spaces

### AUDIENCES

- ✓ Developers & project teams
- ✓ Architects & designers
- ✓ Municipal and government agencies
- ✓ Legal and compliance professionals
- ✓ Hospitality and venue operators

### SPEAKING FORMATS

- ✓ Keynotes
- ✓ Workshops & Breakout Sessions
- ✓ Executive Briefings
- ✓ Panels & Media

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## RATE SHEET & ENGAGEMENT TERMS

### CORE CONSULTING RATES



**CONSULTING & ADVISORY**  
\$150 - \$350 per hour  
(Depending on scope, complexity, and client type)



**ACCESSIBILITY AUDITS**  
\$1,500 - \$15,000+ per project  
(Site, complexity and reporting depth dependant)



**PRE-CONSTRUCTION &  
DESIGN ADVISORY**  
\$175 - \$350 per hour  
or monthly retainers available



**TRAINING & WORKSHOPS**  
\$1,000 - \$7,500 per session  
(Customized based on audience and format)

### LEGAL & EXPERT SERVICES



**CASE REVIEW & CONSULTING**  
\$200 - \$400 per hour



**DEPOSITIONS**  
\$350 - \$600 per hour



**TRIAL TESTIMONY**  
\$500 - \$1,000 per hour  
Minimum billing blocks apply for legal proceedings



**SPEAKING FEES**  
\$2500 - \$12,500  
Custom packages and bundled engagements available

### ENGAGEMENT OPTIONS

- ✓ Hourly Consulting
- ✓ Project-Based Engagements
- ✓ Monthly Advisory Retainers
- ✓ Expert Testimony & Litigation Support
- ✓ Speaking & Media

### TRAVEL & EXPENSES



**TRAVEL TIME**  
Billed at 50% - 100%  
of hourly rate



**MILEAGE**  
Reimbursed at  
current IRS rate



**AIRFARE & LODGING**  
Billed at cost  
(client pre-approval required)



**PER DIEM**  
\$60 - \$100 per day

### PAYMENT TERMS



**NEW CLIENTS**  
50% upfront



**STANDARD TERMS**  
Net 15-30



**LATE FEES**  
1-2% monthly



### LEGAL DISCLAIMER

All services provided by Jim Vacik are advisory in nature and based on lived experience, usability evaluation, and professional consulting judgment. Services do not constitute formal code compliance certification, architectural review, or services requiring licensure under state or federal law.

Final responsibility for compliance with applicable laws, including ADA and related standards, remains with the property owner, design professionals, contractors, and/or licensed Registered Accessibility Specialists (RAS) where applicable.

Consulting recommendations are intended to improve real-world usability, reduce risk exposure, and support informed decision-making but do not guarantee regulatory approval or legal outcomes.

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