



BLOWING ROCK ACADEMY

TOWN COUNCIL MEETING
MARCH 14, 2023



Why are we talking Childcare?

Outline of Presentation

- Statement on Childcare
- Issues with Childcare – Lack of and Cost
- What can we do?
 - Blowing Rock Academy (BRA)
 - Benefits of the BRA
 - Outline of the BRA



Statement on Childcare



Childcare is a Business Issue.

“Childcare is not a family issue, it is a business issue. It affects How we work, When we work, Why we work and could also influence Where we work. Employers that provide high-quality childcare will not only differentiate themselves from the competition but will foster unbelievable retention.” (Harvard Business Review)

We have needs now.... It is time to get creative

When we talk Childcare –



2 Main Issues:

- Lack of Childcare – “no spots”
- Cost of Quality Childcare



Lack of Childcare

Recent Articles – lack of childcare

“Child Care Sector Shrinks By 100,000 workers, Causing Shortage” – The NY Times (10/13/22)

“Child Care Industry in chaos – This is unheard of” – ABC News (10/20/22)

“Child Care workers have vanished and its hurting the entire economy” – CNN (2/28/23)



Lack of Childcare – Employment and Economic issues

Ready nation – 2022 Study of parents:

- 23% said they'd been fired because of childcare problems
- 26% said they'd quit a job over childcare.
- 37% said they had their pay or hours reduced because of childcare.
- 41% said they turned down a job offer due to childcare concerns
- Economic losses from the underpowered childcare industry is at \$122B in 2022 (\$3.5B in NC) Lost earnings, productivity and revenue



Lack of Childcare – local

- **Watauga County**
 - 2,000 children under 5 years old
 - 659 total spots – all CDCs
- **Over 250 currently on waiting lists**
Waiting lists are as much as 2 years
- **TOBR – 4 employees right now without care (infants)**



Cost of Quality Childcare

Childcare is one of the biggest expenses families face.

- Infant care in North Carolina costs \$2,125 (28.9%) MORE per year than in-state tuition for four-year public college.
- That makes North Carolina one of 33 states and DC where infant care is more expensive than college.

- In North Carolina, infant care costs just 8.6% less than average rent (2022 data).
- The average annual cost of infant care in North Carolina is \$9,480—that's \$790 per month. Watauga is over \$800 (\$9,600)
- Appalachian State Tuition and Fees = \$8,152

What can we do to assist?

(Think outside the box)



Blowing Rock Academy

Why Blowing Rock Academy?

- **Retention of Employees**
 - Peace of mind – children on-site
 - Boosts morale
 - Increase productivity
 - Higher quality of work
 - Decrease in absenteeism
 - Encourage families – “families first”
 - Smoother transition after maternity leave
 - Relieves financial burden
- **Recruitment of Employees**
 - Set us apart – first to do it
 - Tells the labor pool – we care about our employees



Blowing Rock Academy - outline

- Full-time employees – children within home of FTE
 - Not for the public
- Park and Recreation - Oversight
 - Afterschool and Summer Camp – examples of success (Full - waiting lists)
- Location – Community Building – underutilized
 - Total rent avg. \$2,150 a year
- Hours – 7:30am – 5:30pm

Blowing Rock Academy - outline

- Start with two FT Employees (Director and one FT Staff with PT)
- Start with up to 10 children (1 to 5 ratio)
- Could have up to 20 Children (Sq ft)
- Stars (1-5)
 - Program Standards
 - Education Standards
 - Environment

Blowing Rock Academy - outline

- Cost will be \$400 monthly – (50% market)
- Will be expensed by Town and treated as benefit (\$70K - \$80K annually) (Currently spend \$1M)
- Grants –
 - Stabilization Grant
 - Child Care Development Block Grant
 - Smart Start
 - NC General Assembly

Community Building Needs:

- Lattice under the back porch
- Privacy fence around play areas and HVAC unit
- Direct Access from inside the building to the play areas outside (2 new doors)
- New outdoor porch
- Hand washing sinks in the room (near changing station)
- Interior wall to separate Toddler/Infants
- Upfront estimate = \$50,000-\$60,000



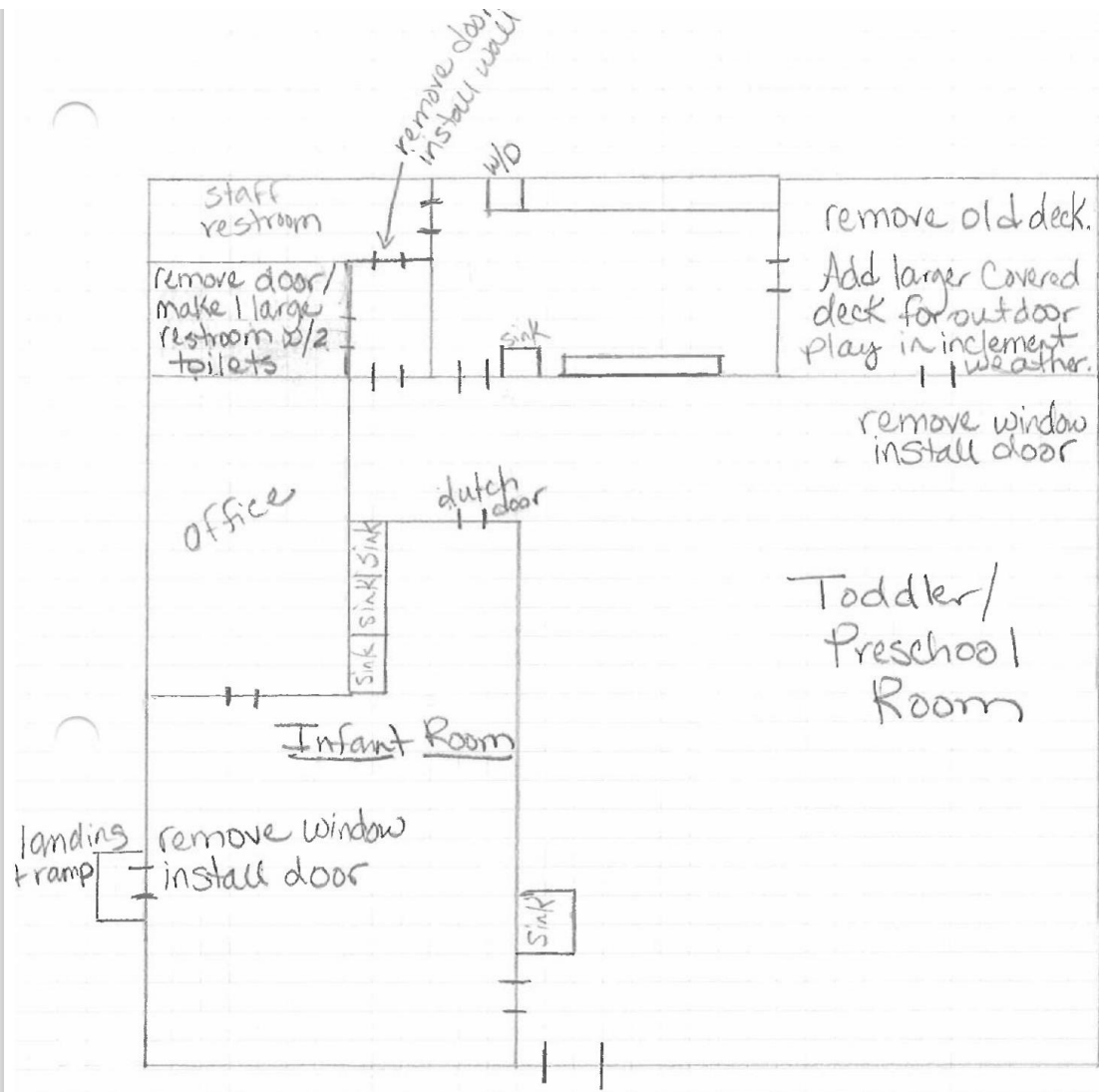
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Questions??