

Employer Sponsored Childcare

June, 2026 Progress Report

Childcare is critical workforce infrastructure.



Supports Families

Reliable childcare helps families thrive.



Strengthens Employers

A stable workforce drives productivity and growth.



Builds Stronger Communities

Investing in childcare invests in our shared future.



Childcare: Broken business model

CARE IS TOO EXPENSIVE FOR WORKING FAMILIES

The Childcare Business Model Is Broken

 **WHAT FAMILIES PAY**

**\$12,000–
\$18,000**
per child / year

Avg. WI center-based tuition (2025)
= 16% of median household income

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 **TRUE COST OF CARE**

\$33,715
per infant / year

Average true cost — what providers need to:

- ✓ Pay staff fairly
- ✓ Cover all business expenses

 **THE GAP**

\$15,715+
shortfall per child / year

Families can't afford to pay more —
providers can't charge what care truly costs.

The business model is broken.

Regional strategy & results

- **1** | **Start-up business planning** (9+ centers)
- **2** | **Start-up capital** (7 centers)
- **3** | **Workforce development** (122 educators)
- **4** | **Employer sponsored childcare** (50+ families, 8 employers)
 - Childcare benefit matched by City grant dollars
- **5** | **State policy advocacy**



Regional Strategy: Access to quality childcare



New slots (region)

532



New slots (Watertown)

253



Lost slots (Watertown)

226



New Watertown Slots w/Gingerbread Opening **150**



50

Families served



8

Employers matching



122

Educators trained



Greater Watertown Community
Health Foundation

APPENDIX A — City Grant Distribution Schedule

2023	YMCA	Kiddie Kampus
Q4	\$14,887.40	\$8,400.00
Agency Total	\$14,887.40	\$8,400.00
2023 Total		\$23,287.40
2024	YMCA	Kiddie Kampus
Q1	\$17,864.75	\$12,850.80
Q2	\$21,575.30	\$15,081.40
Q3	\$23,055.35	\$13,542.10
Q4	\$18,997.05	\$13,336.20
Agency Total	\$81,492.45	\$54,810.50
2024 Total		\$136,302.95
2025	YMCA	Kiddie Kampus
Q1	\$15,528.90	\$13,474.20
Q2	N/A	\$14,859.20
Q3	N/A	\$16,344.00
Q4	N/A	\$16,176.35
Agency Total	\$15,528.90	\$60,853.75
2025 Total		\$76,382.65
Cumulative Total	\$111,908.75	\$124,064.25
Total Investment to Date:		\$235,973.00