

Program Overview

■ Capacity and Services

- Full and part-time schedules
- Art, music & dance classes

■ Hours of Operation

- Services offered year-round
- Closed on Federal holidays
- Open weekdays 11 - 12 hours
- Between 6:30 a.m. to 6:30 p.m.
- Matched to parent schedules

| Age Group | Capacity | Staff to Child Ratios | Classrooms |
|------------------------------------|------------|-----------------------|---------------|
| Infants 6 weeks – 15mos. | 24 | 1:4 | 3 rooms of 8 |
| Toddlers 15mos – 2 years | 40 | 1:5 | 4 rooms of 10 |
| Twos 2 – 3 years | 48 | 1:8 | 3 rooms of 16 |
| Preschool 3 – 5 years | 80 | 1:10 | 4 rooms of 20 |
| TOTALS | 192 | | 14 |

■ Off-Hour Events

- Evening staff meetings scheduled 6-9pm; 1X per/month
- Saturday parenting events hosted 8am-1pm; 1 per/quarter

■ Staffing

- 36 new admin & teaching positions
- Benefits provided; full & part-time work schedules available
- Employer of Choice - Named 15 times to FORTUNE's "100 Best Companies to Work For"

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Typical Infant Classroom



Typical Toddler Classroom



Typical Preschool Classroom



Safety, Security & Controlled Access

■ Building Layout Offers Safe, Secure Access

- Designated parking located directly in front of the building entrance
 - Parents park; escort children to their classrooms
 - Lighting provided; good visibility from inside/outside the center
 - Security bollards provided at entrance



■ Secure Building and Playground

- Keypad with video screen/intercom located at the main entrance
- Video/intercom located at reception desk that is staffed at all times; second video/intercom located in center director's office
 - Visitors are screened prior to entry and escorted through the building
 - Delivery personnel are accompanied/monitored while in the building
- All doors leading directly to exterior non-secured areas are alarmed
- Playground areas are secure with alarmed gates
 - Younger children, have direct access via secure exterior doors that open directly onto the play area
 - The older children use exterior doors that open directly onto a secure walkway to the playground



Market Study

Bright Horizons at Arlington Heights

The purpose of this document is to study the market conditions for the need for a child care facility in Arlington Heights.

1. Methodology

- a. Based on based on demographics, market analysis and need of current and potential customers at Bright Horizons at North Kennicott, Bright Horizons determined need for an additional child care center in Arlington Heights
- b. Search completed on the Child Care Center Referral website for all child care, preschool, daycare programs in Arlington Heights; did not search for any daycare home programs because serve a different need in the child care industry
- c. Information regarding DCFS licensing facts collected from the website
- d. Information regarding each program collected from individual business program website
- e. 2 Bright Horizons employees, one grandmother and one mother, contacted centers in Arlington Heights to assess their program and space availability
- f. Findings were compiled into a master spreadsheet which was summarized for submission (see findings below)



Market Study

Bright Horizons at Arlington Heights

2. Demographics

- a. Data suggests demand exists for child care
 - i. Children age 0-4 years within miles +/- 20K
- b. Income levels suggest a strong level of affordability
 - i. 37.6% of 5 mile population has annual HH income of >\$100K

| Arlington Heights 60004 | 1 mile | 3 miles | 5 miles |
|-------------------------------|-----------|-----------|-----------|
| Estimated Median Age | 45.7 | 43.8 | 40.1 |
| Population | 17,649 | 128,990 | 328,496 |
| Ages 0 – 4 years | 4.8% | 5.4% | 6.1% |
| Ages 5-14 years | 12.0% | 12.1% | 12.2% |
| Total Employees | 6,467 | 49,784 | 184,703 |
| Total Households | 7,614 | 51,664 | 129,526 |
| Average Household Income | \$122,856 | \$111,984 | \$106,705 |
| Median Household Income | \$89,445 | \$83,161 | \$78,262 |
| Income \$50,000 - \$74,999 | 15.0% | 18.0% | 18.7% |
| Income \$75,000 - \$99,999 | 15.7% | 15.3% | 15.0% |
| Income \$100,000 - \$124,999 | 11.2% | 11.4% | 10.7% |
| Income \$125,000 - \$150,000 | 7.4% | 7.1% | 6.4% |
| Income \$150,000+ | 18.5% | 14.8% | 20.5% |
| Education – Bachelor's Degree | 29.5% | 28.3% | 27.9% |
| Education – Graduate Degree | 20.8% | 16.8% | 15.4% |

3. Market Analysis

| Local Employers | Headcount |
|--------------------------------|-----------|
| Arlington Race Park Track | 4,500 |
| Northwest Community Hospital | 4,000 |
| Level 3 Communications | 2,000 |
| School District #214 | 2,700 |
| Paddock Communications | 1,700 |
| Lutheran Home | 598 |
| Alexian Brothers Health System | 500 |
| Village of Arlington Heights | 465 |



Market Study

Bright Horizons at Arlington Heights

4. Competitive Analysis (child care facilities in Arlington Heights)

| Existing Program | Capacity | Infant | Toddler | Twos/Preschool | Reported Availability |
|------------------------------------|----------|--------|---------|----------------|---------------------------|
| Bright Horizons at North Kennicott | 144 | Y | Y | Y | None |
| A Mother's Touch | 178 | Y | Y | Y | 3 spaces |
| Kiddy Learning Station | 122 | Y | Y | Y | Very few openings |
| Kindercare | 126 | Y | Y | Y | Very few openings |
| Northwest Suburban Montessori | 93 | N | Y | Y | No openings in morning PS |
| Re Wagon Child Care center | 44 | Y | Y | Y | None |
| Sheperd's Flock | 70 | Y | Y | Y | None |
| Village Preschool | 78 | N | N | Y | None |
| Little Learners | 88 | Y | Y | Y | 1 space in each room |
| Flower Garden Day Care | 40 | N | N | Y | Space available |
| Kids of the Kingdom | 41 | N | Y | Y | None |
| Kiddie Academy | 140 | Y | Y | Y | No info available |

The above analysis indicates a need for additional quality child care in this area. Bright Horizons has provided services in this market for over 20 years.



Market Study

Bright Horizons at Arlington Heights

5. References

www.ildcfs.org

childcarecenter.us

O'Donovan, M. 2011. *Early Care and Education in Illinois: The Top 10 Counties, Municipalities, and Chicago Community Areas in Need of Care*. iff.org.