### **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
<b>Toddlers</b> 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"



# **Typical Infant Classroom**



## **Typical Toddler Classroom**



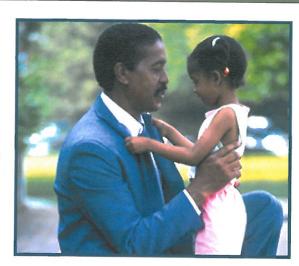
## **Typical Preschool Classroom**



## 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



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

#### 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
- 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)



#### 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		



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

<b>Existing Program</b>	Capacity	Infant	Toddler	Twos/Preschool	Reported Availability
Bright Horizons at North Kennicott	144	Υ	Y	Y	None
A Mother's Touch	178	Υ	Y	Υ	3 spaces
Kiddy Learning Station	122	Y	Y	Υ	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	Υ	Υ	Υ	None
Village Preschool	78	N	N	Υ	None
Little Learners	88	Y	Υ	Y	1 space in each
Flower Garden Day Care	40	N	N	Υ	Space available
Kids of the Kingdom	41	N	Y	Υ	None
Kiddie Academy	140	Y	Υ	Υ	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.



#### 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.