



Western Region Child Care Landscape

May 2022

Western Region CCC Investment

The Western Region covers Barron, Buffalo, Burnett, Chippewa, Clark, Douglas, Dunn, Eau Claire, Crawford, Jackson, La Crosse, Monroe, Pepin, Pierce, Polk, Rusk, Saint Croix, Trempealeau, Vernon, and Washburn counties. As of May 19, 2022, **568 providers in the region have received \$47.5 million** through the **Child Care Counts** (CCC) payment program.

Regulated Providers

As of May 25, 2022, the Western Region had **583 regulated providers**.

Licensed Group	270
Licensed Family	241
Certified Family	47
Public School	24
Licensed Camp	4

Child Care Deserts

Child care deserts are areas where 3+ children compete for every slot. While urban areas tend to have an equal relationship between supply and demand, rural Wisconsin often sees more child care deserts. The percent of zip codes considered a child care desert in Western Region include:

Barron - 79%
Buffalo - 80%
Burnett - 33%
Chippewa - 63%
Clark - 93%
Crawford - 89%
Douglas - 80%

Dunn - 67%
Eau Claire - 40%
Jackson - 71%
La Crosse - 44%
Monroe - 100%
Pepin - 50%
Pierce - 60%

Polk - 33%
Rusk - 88%
St. Croix - 50%
Tempealeau - 100%
Vernon - 100%
Washburn - 86%

Historic Investment

Wisconsin, like most states, is dealing with a child care crisis that has been brewing for decades. Parents are lacking quality, affordable child care options and early care and education providers are struggling to attract and retain employees. To help build an early care and education system that meets the needs of all Wisconsin families, Governor Evers and DCF Secretary Amundson have **invested over \$824 million** in federal funds and implemented multiple programs and initiatives. These transformational investments have significantly reduced the number of permanent and temporary closures of regulated child care providers and helped bring together child providers, communities, and businesses to find sustainable solutions and partnerships.



Wisconsin Department of
Children and Families

Dream Up! Child Care Supply-Building Grant Recipients



The Dream Up! Child Care Supply-Building grant program, administered by our partner, First Children’s Finance, focuses on building child care supply through a collaborative community approach. Twenty-eight cross-sector teams will receive strategic planning support and \$75,000 in grant funding to evaluate, plan, sustain, and expand existing child care, and support new child care programs. Additional \$5,000 stipends will be allocated to participating child care providers who submit business improvement plans during the strategic planning process. The Western Region team leads and their geographic focus areas include:

Core Team Lead	Communities Served	Cohort
City of Superior	Douglas County	Spring 2022
Indianhead Community Action Agency	Rusk County	Spring 2022
United Way of St. Croix Valley	Roberts, Baldwin, Woodville, Spring Valley, Elmwood, and River Falls	Spring 2022
United Way of the Greater Chippewa Valley	Zip Codes: 54742, 54722, 54757, 54745, 54732, 54748, 54727	Fall 2022
Viroqua Area Schools	13 Townships	Fall 2022
Coop Credit Union	Jackson County	Fall 2022
Augusta Childcare Center	City of Augusta and 54722 Zip Code	Fall 2022

Partner Up! Grant Recipients

The Partner Up! grant program, administered by our partner, Supporting Families Together Association (SFTA), focuses on supporting partnerships between businesses and child care providers by offering funding to businesses that purchase slots for employees' children at existing regulated child care providers. Over 100 businesses statewide, ranging from child care and health care to retail and manufacturing, will receive funding based on the true cost of care, number of slots, and age group. An additional cohort of Partner Up! recipients will be announced later this summer.

Business Name	County	Business Type
Teddy Bear Totland Child Care LLC	Chippewa	Child Care
Seibel's Organic Dairy, LLC	Chippewa	Food
W&D Olson Funeral Home	Chippewa	Health Care & Social Services
Bloomer Tire Center	Chippewa	Retail Trade
Sunshine Learning Center	Dunn	Child Care
Dana E Brunstrom CPA	Dunn	Professional & Business Services
Days Gone By Early Learning	Eau Claire	Child Care
Deborah Becker Insurance and Financial Services, Inc.	Eau Claire	Finance & Insurance
Regis Court Family Dental	Eau Claire	Health Care & Social Services
Brandner & Bauer LLP	Eau Claire	Professional & Business Services
Baker Beauty LLC	Eau Claire	Salon
Catholic Charities of the Diocese of La Crosse	La Crosse	Health Care & Social Services
Family & Children's Center	La Cross	Other Services
Cashton's Cradles to Crayons, LLC	Monroe	Child Care
Lind's Home Center	Monroe	Construction
Cashton Veterinary Clinic	Monroe	Health Care & Social Services
Simply Giggle Childcare, LLC	St. Croix	Child Care
Trav, LLC	St. Croix	Finance & Insurance
Hope Chiropractic, LLC	St. Croix	Health Care & Social Services
Stone and Leaf Landscaping	St. Croix	Professional & Business Services
Western Dairyland EOC	Trempealeau	Other Services
Legacy Grill and Pub	Vernon	Accommodation & Food
Bekkum Family Farms	Vernon	Food
Gundersen St. Joseph's Hospital & Clinics	Vernon	Health Care & Social Services

The above businesses have received an intent to award letter. Contract negotiations are still underway and this list is subject to change. You can find updated lists at ProjectGrowth.wi.gov