



**CHARLOTTE COUNTY**

ECONOMIC DEVELOPMENT

*Your Business. Cleared for Takeoff.*

Webinar 



WEBINAR PRESENTATION

# CHARLOTTE COUNTY COMMUNITY CHILDCARE CONVERSATION



2025 Presentation







**CHARLOTTE COUNTY**  
ECONOMIC DEVELOPMENT  
*Your Business. Cleared for Takeoff.*

Webinar ■

WEBINAR PRESENTATION

# OUR HOST

ECONOMIC DEVELOPMENT

DIRECTOR: KAY TRACY

MARKETING MANAGER: MARIA VASTOLA





## WEBINAR PRESENTATION

# ABOUT

- This event brings together business leaders, community organizations, policymakers, and residents to explore innovative solutions and discuss actionable steps to support families, strengthen the workforce, and create a thriving community.

## WEBINAR PRESENTATION

# OBJECTIVES

- Brainstorm creative strategies to address childcare gaps, such as employer-sponsored programs, public-private partnerships, or flexible scheduling options.
- **Set the stage for actionable next steps, such as forming a task force, identifying funding opportunities, or piloting new initiatives.**



# PANELISTS



- Anne Bouhebent, M.A.,
  - Executive Director
  - Early Learning Coalition of Florida's Heartland, Inc.
  
- Megan Greer
  - Partnership Manager
  - FutureMakers Coalition
  
- Casey Kennedy
  - Founder & CEO
  - Bloom Academy
  
- Dr. Brian Granstra
  - Director, Career & Technical Education and Career Readiness
  - Charlotte County Public Schools
  
- Makayla Buchanan
  - Director of Early Learning & Literacy
  - Florida Chamber Foundation







DIVISION OF  
**Early Learning**

LEARN EARLY. LEARN FOR LIFE.

Early Learning Coalition  
of Florida's Heartland, Inc.

WEBINAR PRESENTATION

# PANELIST INTRODUCTIONS

**ANNE BOUHEBENT, M.A.**

**EXECUTIVE DIRECTOR**

**EARLY LEARNING COALITION OF  
FLORIDA'S HEARTLAND**

Olga Olvera

Director - Family Services

**EARLY LEARNING COALITION OF  
FLORIDA'S HEARTLAND** ■ ■ ■





*Early Learning Coalition  
of Florida's Heartland, Inc.*



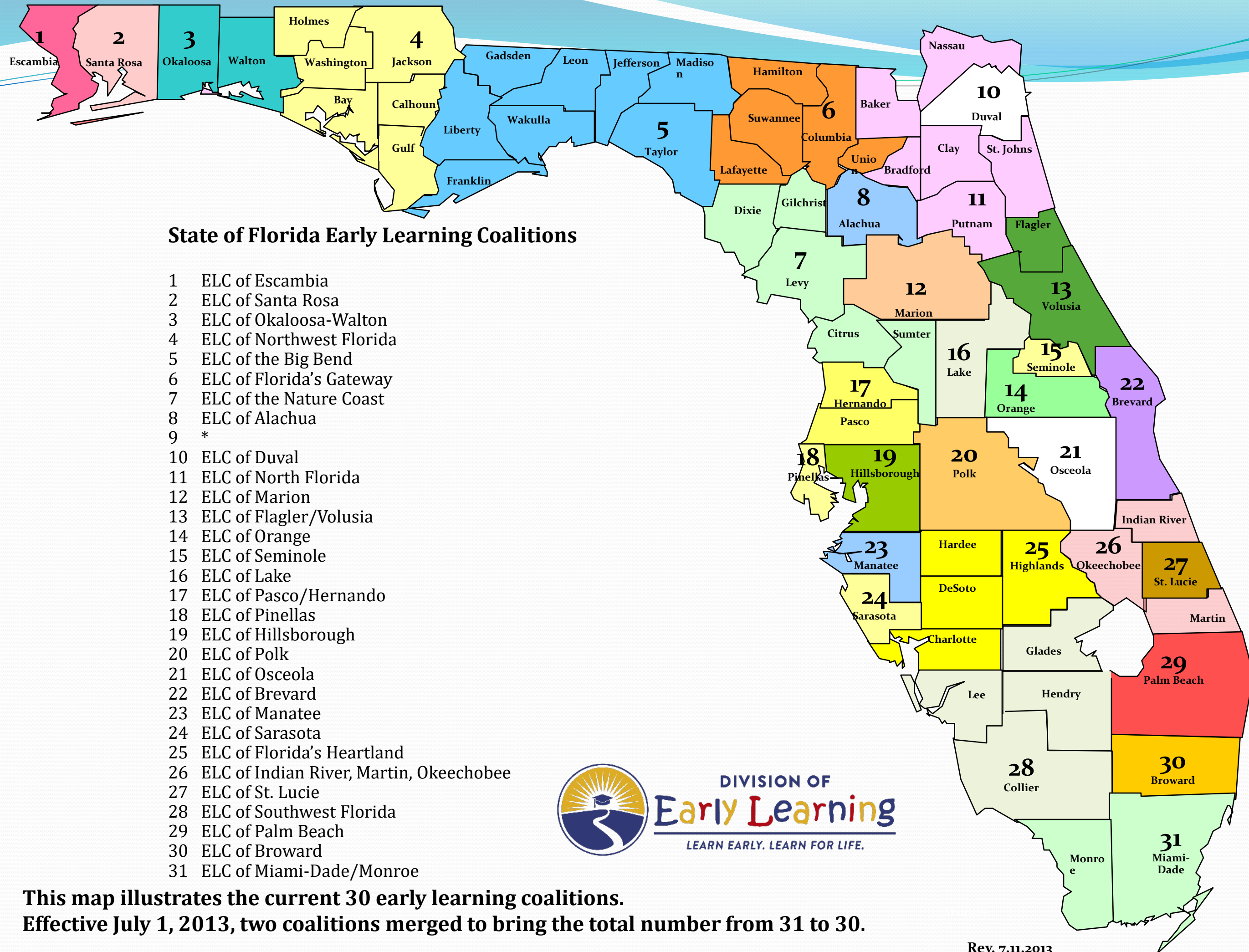


# ELCFH Mission and Vision

The **mission** of the Early Learning Coalition of Florida's Heartland, Inc. is to support families and children in accessing high quality early care and education services via School Readiness and Voluntary Pre-kindergarten programs. The ELCFH also serves as a point of access to resources and referrals for health care and family support services.

The **vision** of the ELCFH is that each child will have a strong early foundation to promote a lifetime of success.





### State of Florida Early Learning Coalitions

- 1 ELC of Escambia
- 2 ELC of Santa Rosa
- 3 ELC of Okaloosa-Walton
- 4 ELC of Northwest Florida
- 5 ELC of the Big Bend
- 6 ELC of Florida's Gateway
- 7 ELC of the Nature Coast
- 8 ELC of Alachua
- 9 \*
- 10 ELC of Duval
- 11 ELC of North Florida
- 12 ELC of Marion
- 13 ELC of Flagler/Volusia
- 14 ELC of Orange
- 15 ELC of Seminole
- 16 ELC of Lake
- 17 ELC of Pasco/Hernando
- 18 ELC of Pinellas
- 19 ELC of Hillsborough
- 20 ELC of Polk
- 21 ELC of Osceola
- 22 ELC of Brevard
- 23 ELC of Manatee
- 24 ELC of Sarasota
- 25 ELC of Florida's Heartland
- 26 ELC of Indian River, Martin, Okeechobee
- 27 ELC of St. Lucie
- 28 ELC of Southwest Florida
- 29 ELC of Palm Beach
- 30 ELC of Broward
- 31 ELC of Miami-Dade/Monroe



**This map illustrates the current 30 early learning coalitions. Effective July 1, 2013, two coalitions merged to bring the total number from 31 to 30.**



# Snapshot of Child Care in Charlotte County

- Legally operating providers: 67
- ELCFH SR Providers: 50
- Number of SR children: 572
- ELCFH VPK Providers: 41
- Number of VPK children: 785
  
- Children SR eligible/ not enrolled: 122
- Ages 0-5 years: 66
- School-age: 56

# School Readiness Services

The ELCFH offers financial assistance to eligible families for child care services.

Parents have a choice of ELCFH contracted child care programs.



Eligibility:

- Parents working at least 20 hours per week or going to school, or a combination of both work and school for at least 20 hours per week **OR**
- Parents are referred by appropriate community agency **OR**
- Parents have proven disabilities



# The cost of child care in Charlotte County....

*Derek's story.....*



## Meet Derek...

- Works 38 hours/week
- Earns \$15.00/hr

\$ 570.00 weekly

\$ 2,470.00 monthly

\$ 29,640.00 annually



His children  
Emma (one year) &  
Jacob (three years)  
are in need of child care  
services while he works.

Derek applied and is eligible for  
**School Readiness Services**



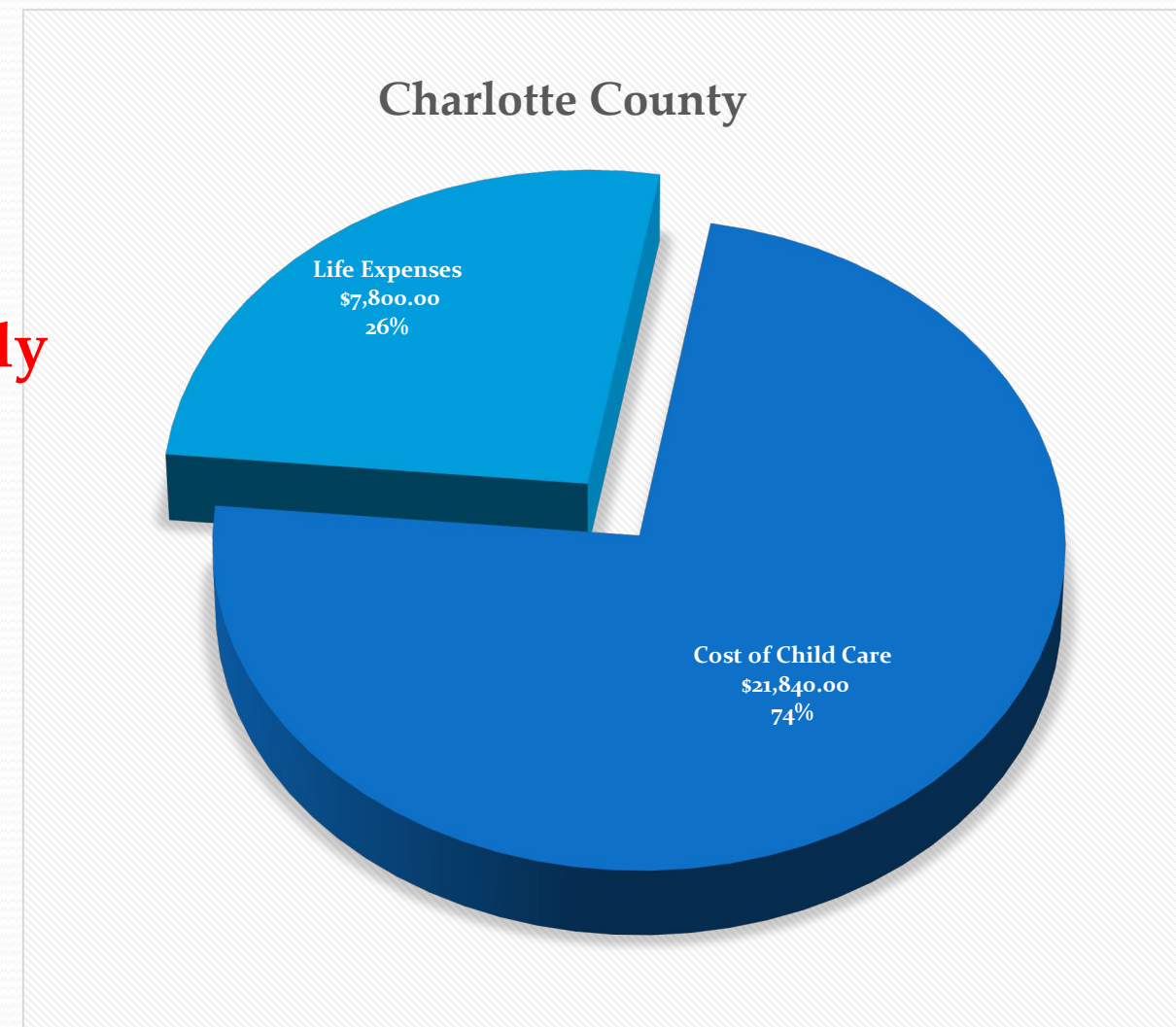
# Cost of Child Care without School Readiness

\$ 84.00 daily

\$ 420.00 weekly

\$ 1,820 monthly

**\$ 21,840.00 annually**



**Gross Income  
after Child Care**

**\$ 150.00 weekly**

**\$ 650.00 monthly**

**\$ 7,800.00 annually**

## Cost of Child Care with School Readiness

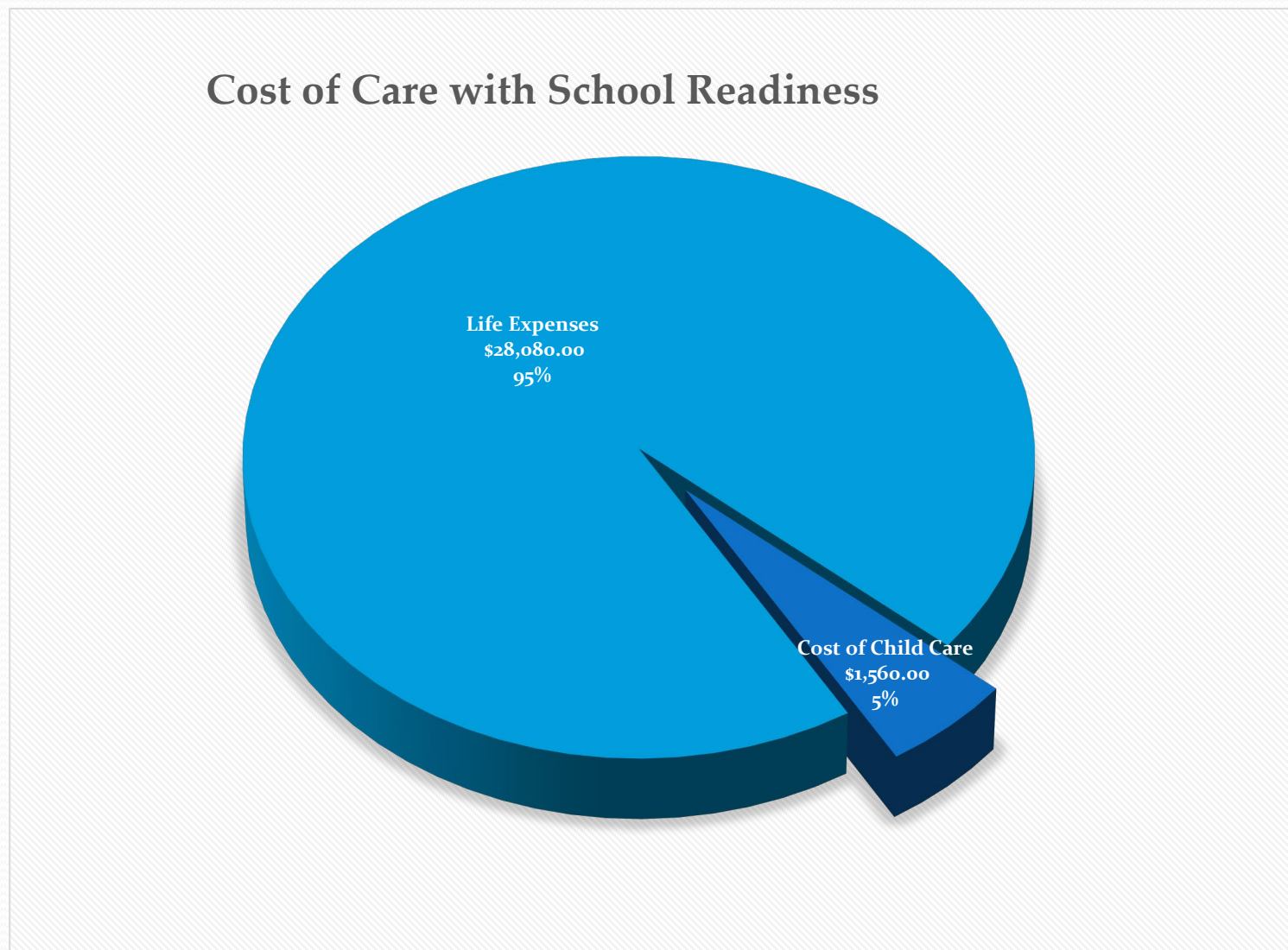
*(Shows legislatively mandated parent co-pay; parent responsibility may also include provider differential)*

\$ 6.00 day

\$ 30.00 weekly

\$ 120.00 monthly

\$1,560.00 annually



**Gross Annual Income remaining for other life expenses: \$28,080.00 (95%)**



Child care is an  
invisible part  
of the economy.

- ELLEN GALINSKY -





WEBINAR PRESENTATION

# PANELIST INTRODUCTIONS

MEGAN GREER

PARTNERSHIP MANAGER

FUTUREMAKERS COALITION





Where Children **GROW** into  
**BEAUTIFUL THINKERS**



WEBINAR PRESENTATION

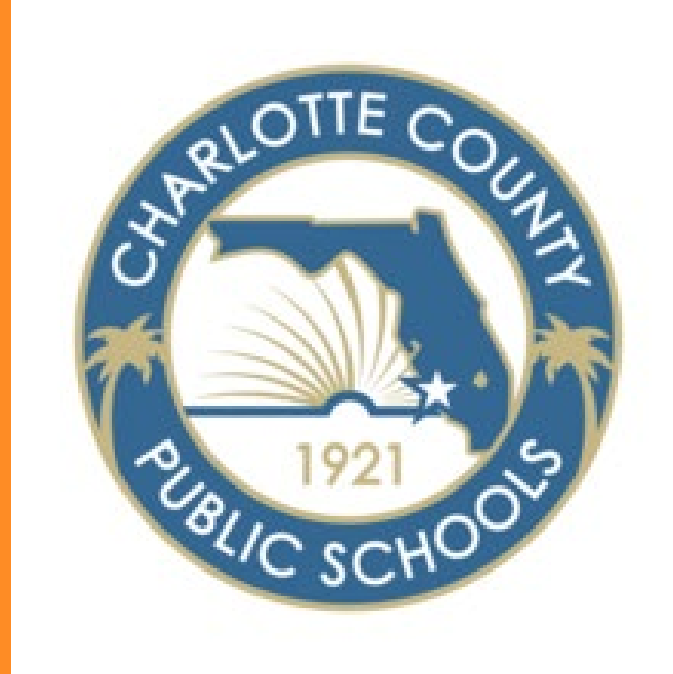
# PANELIST INTRODUCTIONS

CASEY KENNEDY

FOUNDER & CEO

BLOOM ACADEMY





WEBINAR PRESENTATION

# PANELIST INTRODUCTIONS

**DR. BRIAN GRANSTRA**

**DIRECTOR, CAREER & TECHNICAL  
EDUCATION AND CAREER  
READINESS**

**CHARLOTTE COUNTY PUBLIC  
SCHOOLS**







**Florida Business Alliance  
for Early Learning Project**

WEBINAR PRESENTATION

# PANELIST INTRODUCTIONS

**MAKAYLA BUCHANAN**

**Director of Early Learning and  
Literacy**

**Florida Chamber Foundation**



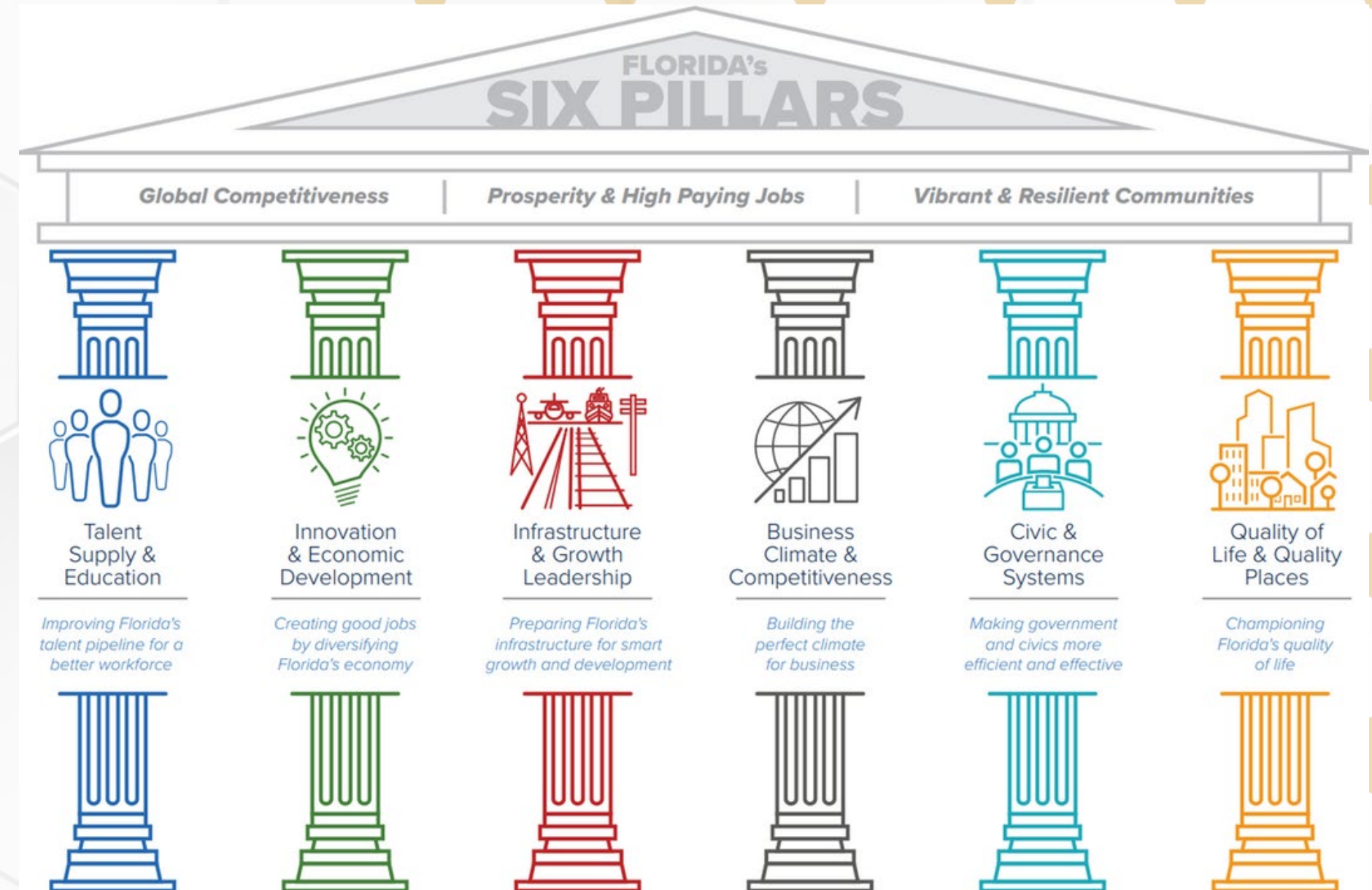


**Florida Business Alliance  
for Early Learning Project**

# CHARLOTTE COUNTY CHILD O COMMUNITY CONVERSATIO



# Florida's 2030 Blueprint Unites Businesses for Good





# 39 Goals to Create Economic Opportunity & Growth in Every Zip Code

## WHERE DO WE WANT TO GO? 2030 Targets

### GOALS

Global Competitiveness	Prosperity & High Paying Jobs	Vibrant & Resilient Communities
<b>Grow Florida into a top 10 global economy</b>	<b>Create a path to prosperity for all zip codes in Florida</b>	<b>Position Florida among the top states for attracting and retaining talent and visitors of all ages</b>
Improving Florida's talent pipeline for a better workforce	Creating good jobs by diversifying Florida's economy	Preparing Florida's infrastructure for smart growth and development
<ul style="list-style-type: none"> <li>&gt;<b>80%</b> of Florida's workforce has essential <b>employability skills</b></li> <li>&gt;<b>60%</b> of Floridians 25-64 have a high-value <b>postsecondary certificate, degree, or training experience</b></li> <li><b>95%</b> of entering <b>high school students graduate within 4 years</b></li> <li><b>100%</b> of Florida <b>8th graders read &amp; perform math at or above grade level</b></li> <li><b>100%</b> of Florida <b>3rd graders read at or above grade level</b></li> <li><b>100%</b> of children are <b>ready for kindergarten</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Top</b> state for <b>gross domestic product</b> and <b>top quartile most diversified state economy</b></li> <li><b>#1</b> state for <b>overseas visitors</b></li> <li><b>Goods</b> exports <b>double</b> and <b>services</b> exports <b>triple</b></li> <li><b>Top 5</b> state for <b>manufacturing jobs</b></li> <li><b>Top 3</b> state for <b>technology jobs</b></li> <li><b>#1</b> state for <b>business startups</b></li> <li><b>Top 3</b> state for <b>venture capital investments</b></li> <li><b>Top 3</b> state for <b>research and development funding</b> and <b>patents issued</b></li> <li><b>Rural county</b> share of Florida gross domestic product <b>doubles</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Diverse, attainable housing</b> to meet future demand</li> <li>Every resident has access to <b>public and private mobility services</b></li> <li><b>All major population and economic centers connected</b> to regional, national, and global markets by <b>high-capacity corridors</b></li> <li>World's <b>most capable spaceport, top-tier airports, seaports, and surface transportation hubs</b> in U.S.</li> <li><b>100%</b> of Florida residents have access to <b>high-speed communications connectivity</b></li> <li><b>Diverse and reliable energy, water, and waste management resources</b> to meet future demand</li> <li><b>All Florida residents</b> protected by <b>resiliency plans</b></li> </ul>

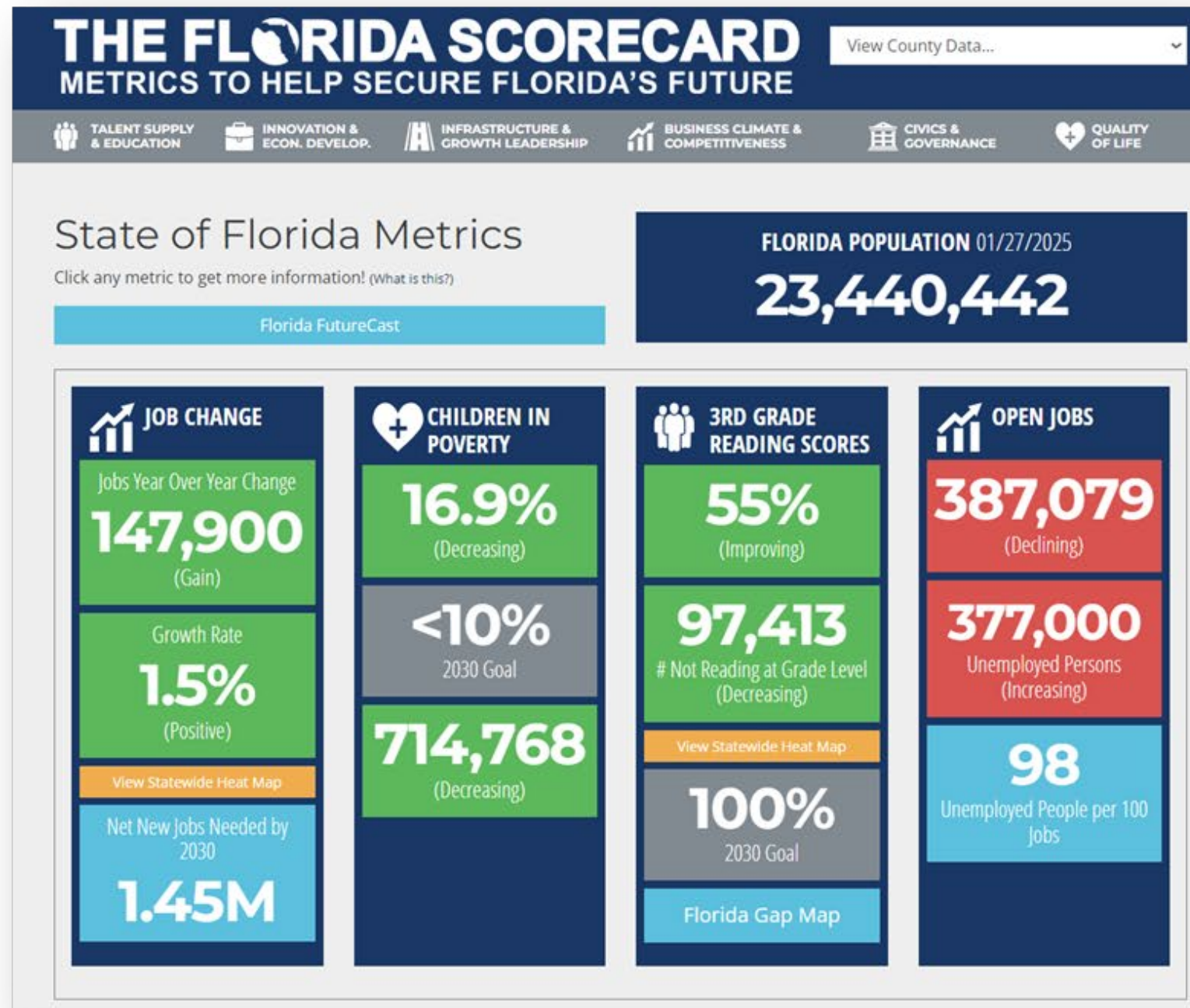
## WHERE DO WE WANT TO GO? 2030 Targets

### GOALS

Global Competitiveness	Prosperity & High Paying Jobs	Vibrant & Resilient Communities
<b>Grow Florida into a top 10 global economy</b>	<b>Create a path to prosperity for all zip codes in Florida</b>	<b>Position Florida among the top states for attracting and retaining talent and visitors of all ages</b>
Building the perfect climate for business	Making government and civics more efficient and effective	Championing Florida's quality of life
<ul style="list-style-type: none"> <li>Actuarially sound <b>property insurance</b> rates based on <b>actual risk and competition</b></li> <li><b>#1 business tax climate</b> in the nation</li> <li><b>Regulatory, labor, and operating risk environments</b> rated among <b>top 5</b> in the nation</li> <li><b>Environmental permitting and local land use</b> processes rated among <b>top quartile in the nation</b></li> <li><b>Occupational licensing laws</b> rated among <b>top 5 in the nation</b></li> <li><b>Legal climate</b> improves to <b>top quartile in the nation</b></li> </ul>	<ul style="list-style-type: none"> <li><b>100%</b> of <b>state agencies</b> aligned with Florida 2030 goals</li> <li><b>100%</b> of <b>regional economic development plans</b> aligned with Florida 2030 goals</li> <li><b>100%</b> of Florida residents covered by <b>regional visioning processes</b></li> <li><b>Increased</b> size and impact of <b>nonprofit and philanthropic sectors</b></li> <li><b>Doubling</b> the rate of Floridians who <b>volunteer and participate in civic and public service</b>, moving us from the bottom to the <b>top quartile</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Top 5</b> state for <b>overall well being</b></li> <li>Florida's brand and reputation as <b>best place to live, work, raise a family, visit, learn, play, relocate, and compete</b> remains <b>top in the nation</b></li> <li>&lt;<b>10%</b> of Florida children <b>live in poverty</b> and <b>100%</b> have a <b>pathway out</b></li> <li>&lt; <b>10%</b> of Florida residents live in <b>housing-cost burdened households</b></li> <li><b>Crime rates</b> rank among the <b>lowest 10 states</b></li> <li>Florida <b>protects and enhances</b> the value of its <b>arts, culture, heritage, and sense of place</b></li> </ul>

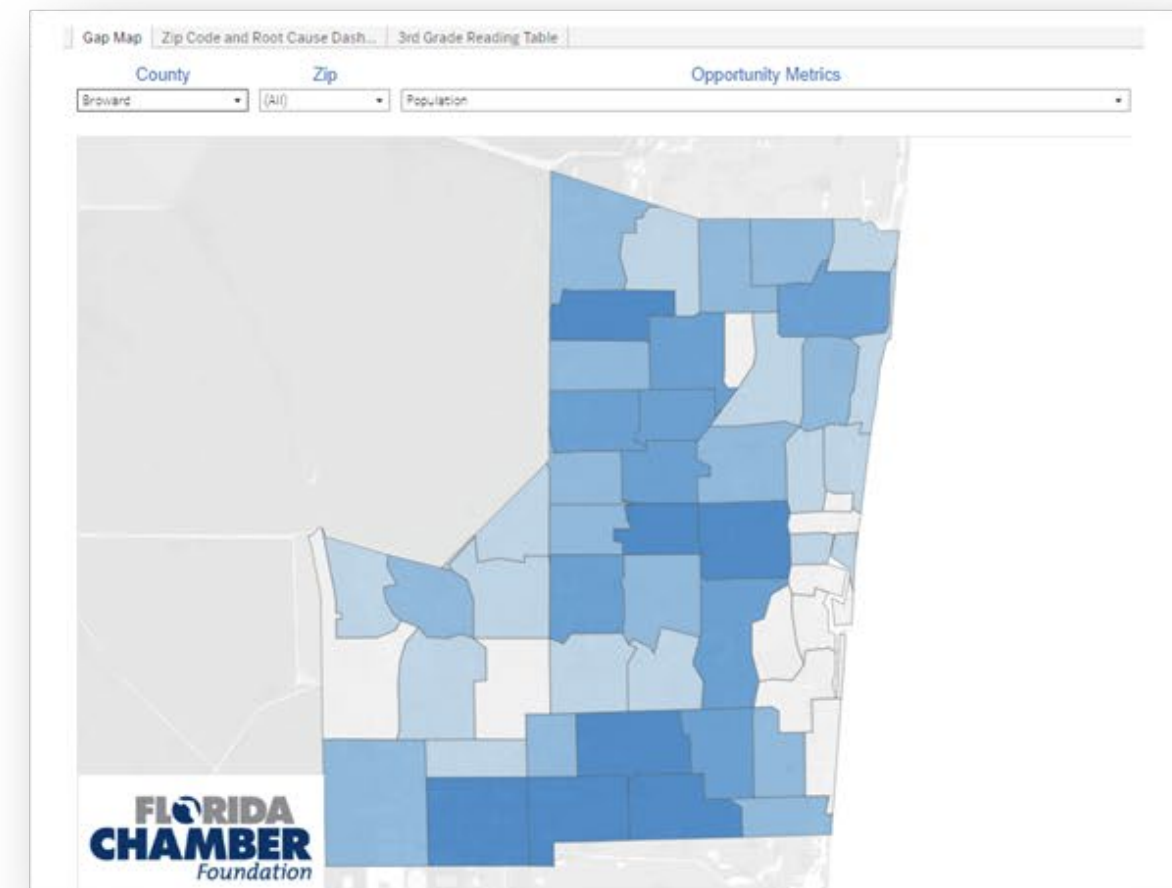


# Florida Chamber Resources Help Leaders Lead



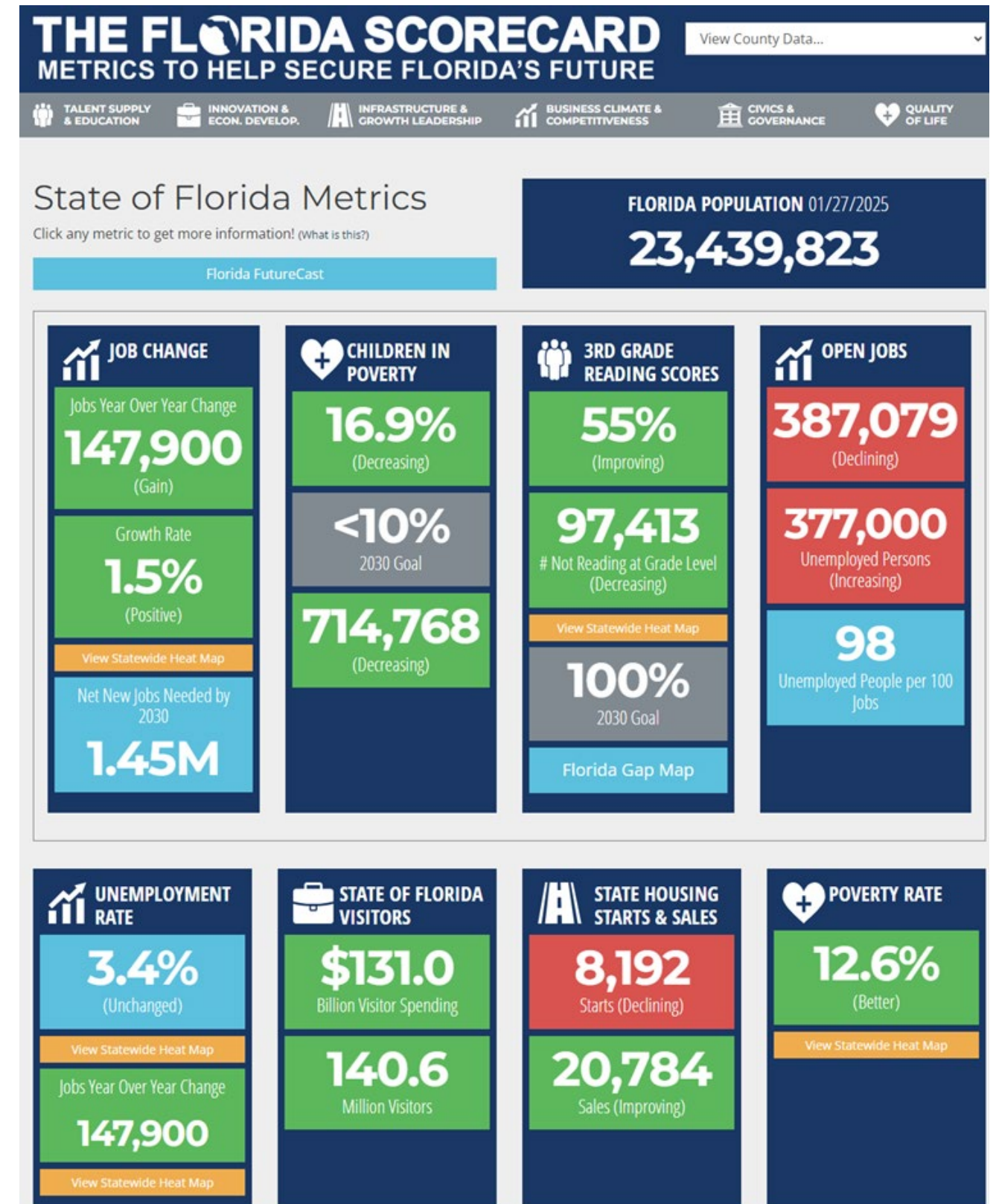
## The Florida GAP MAP

> 100 Metrics per Zip Code



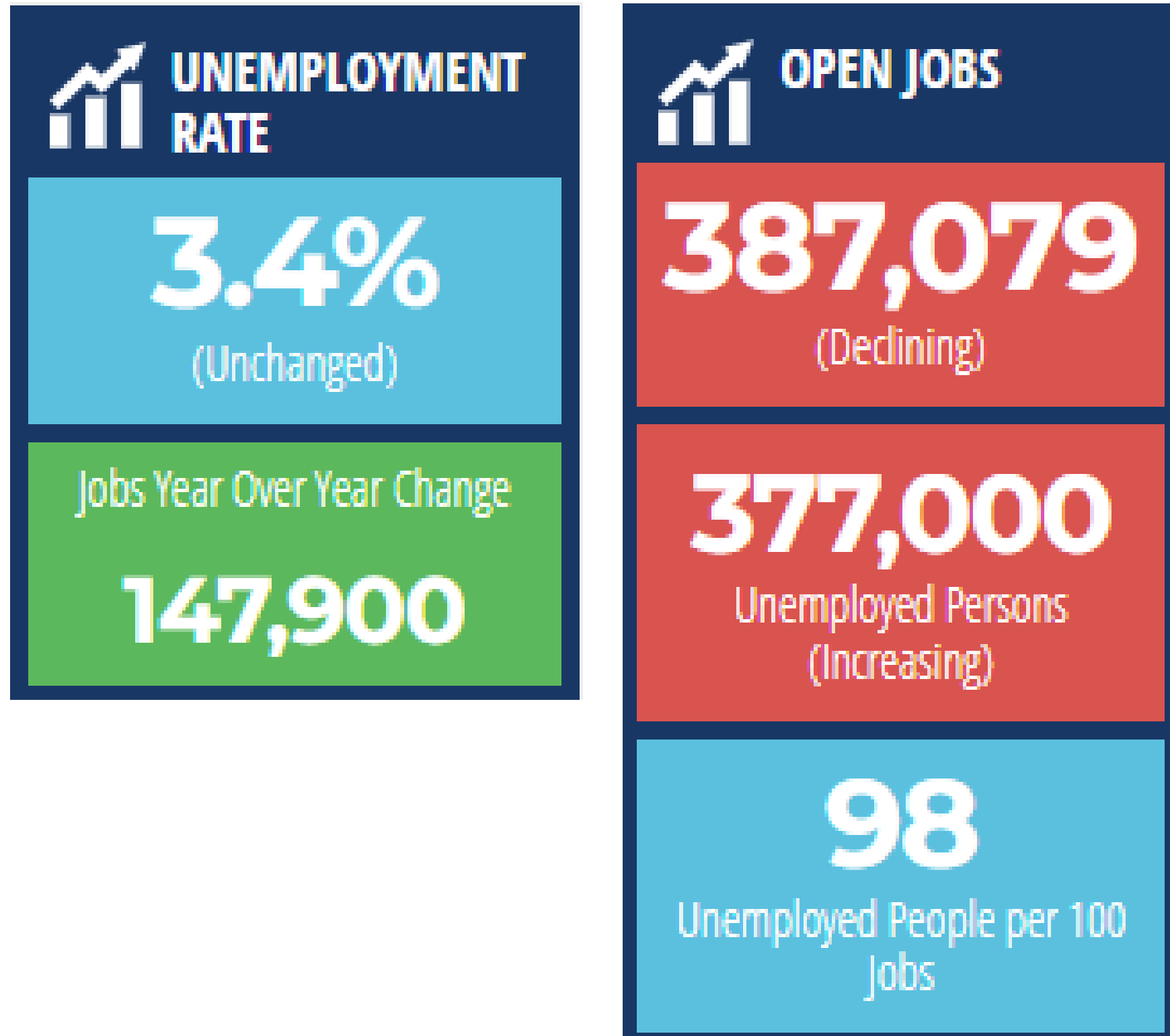
# The Florida Scorecard Keeps 2030 Goals Front and Center

- 1.45 Million Net New Jobs Needed by 2030
- Open Jobs Decreased to 387,079
- Number of Unemployed Persons Increased to 377,000
- Unemployment Rate at 3.4%
- Housing Sales: 20,784 Housing Starts: 8,192

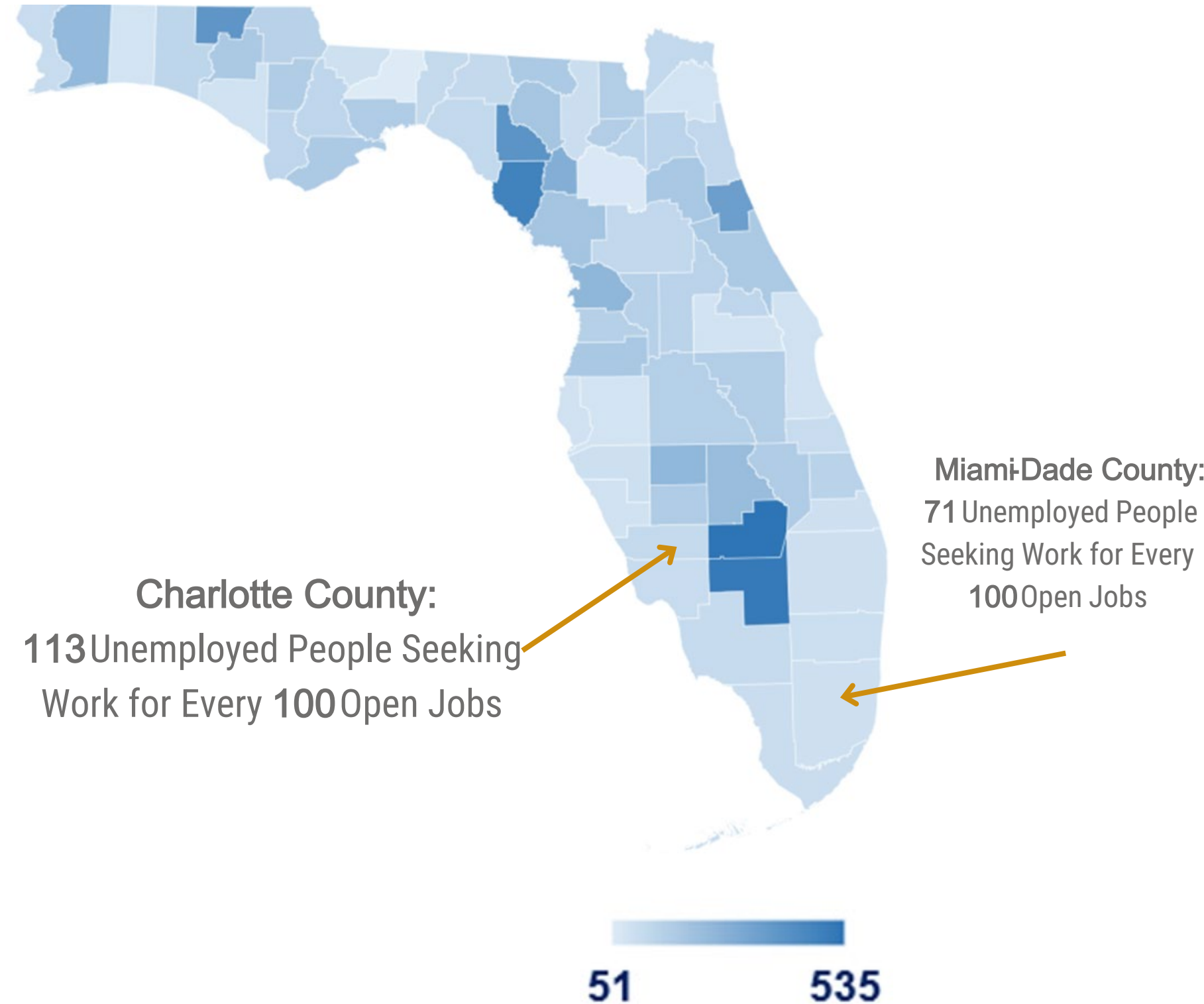




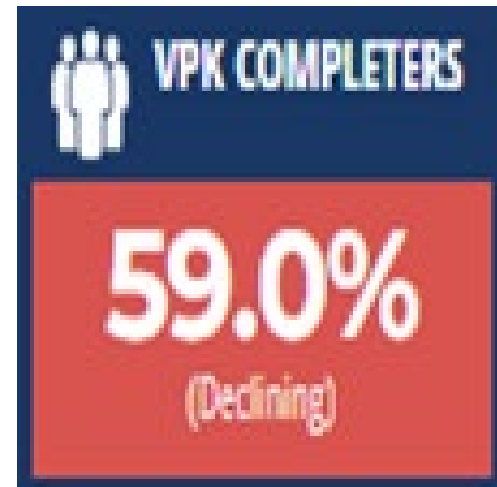
# For Every 100 Open Jobs, 98 Floridians are Looking for Work



## Workforce Needs Vary by County



# Data at a Glance: Talent Supply & Education Pillar



**>80%** of Florida's workforce has essential **employability skills**

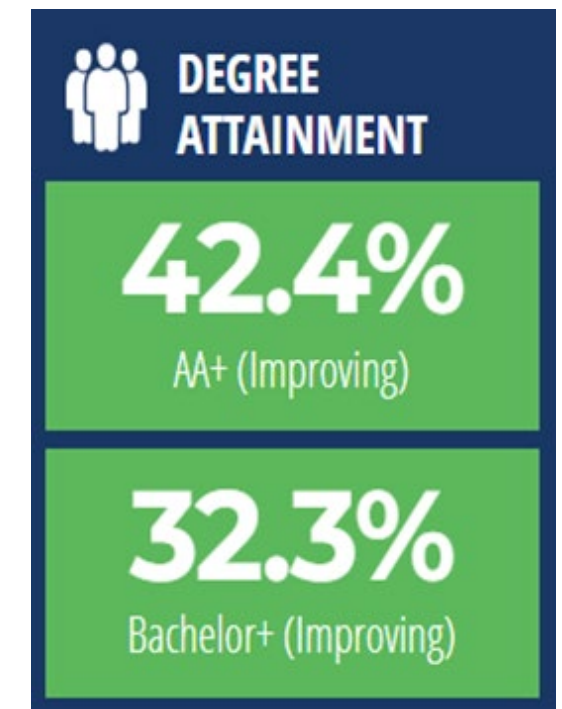
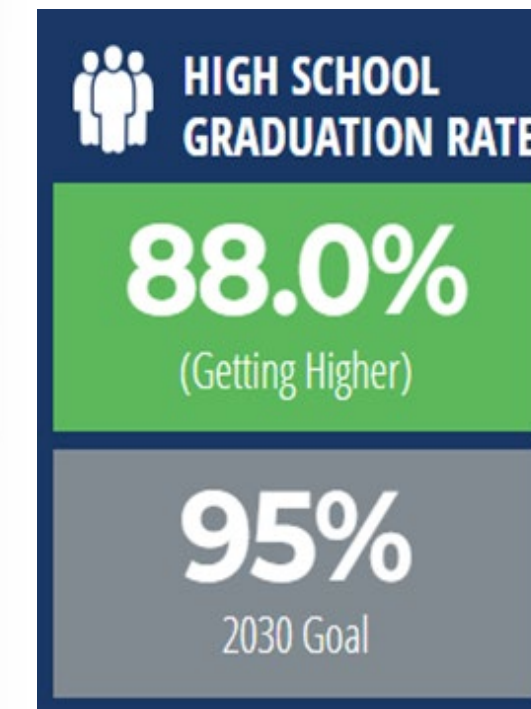
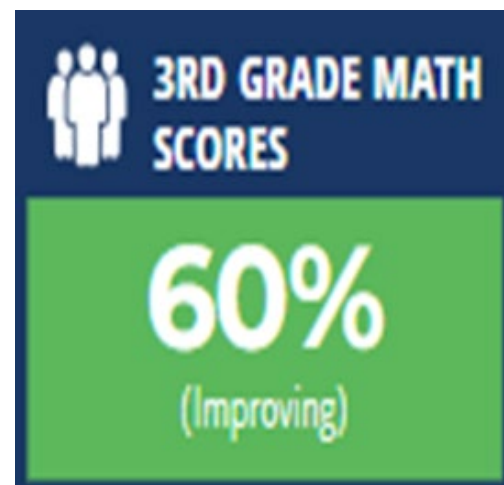
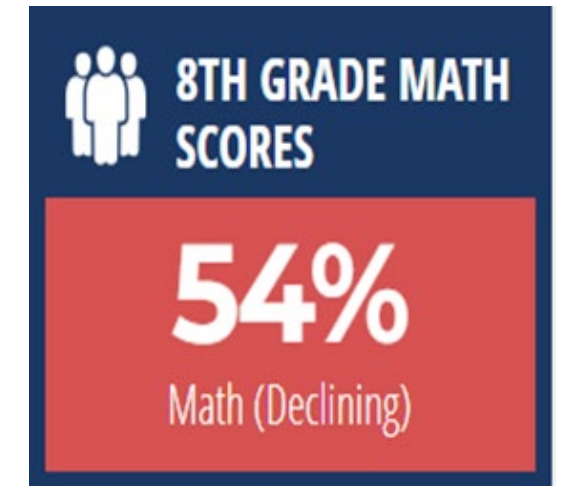
**>60%** of Floridians 25-64 have a high-value **postsecondary certificate, degree, or training experience**

**95%** of entering **high school students graduate within 4 years**

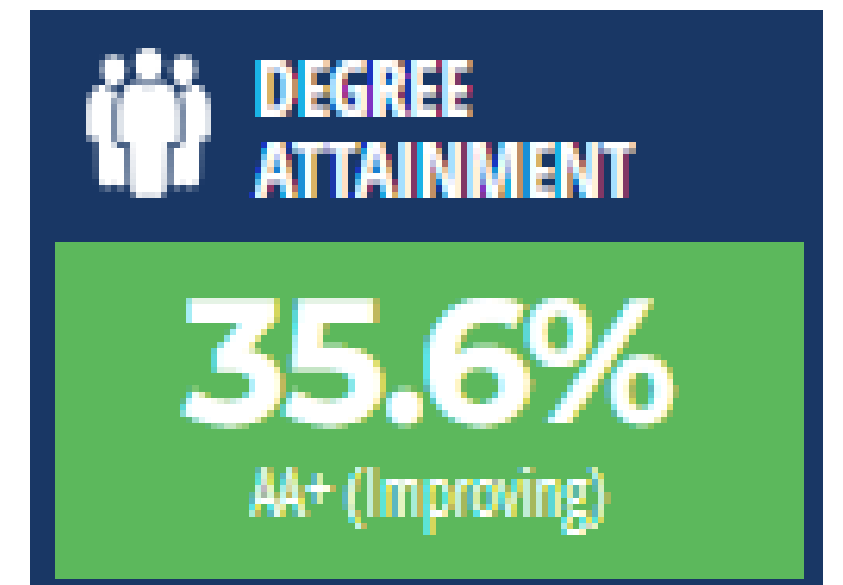
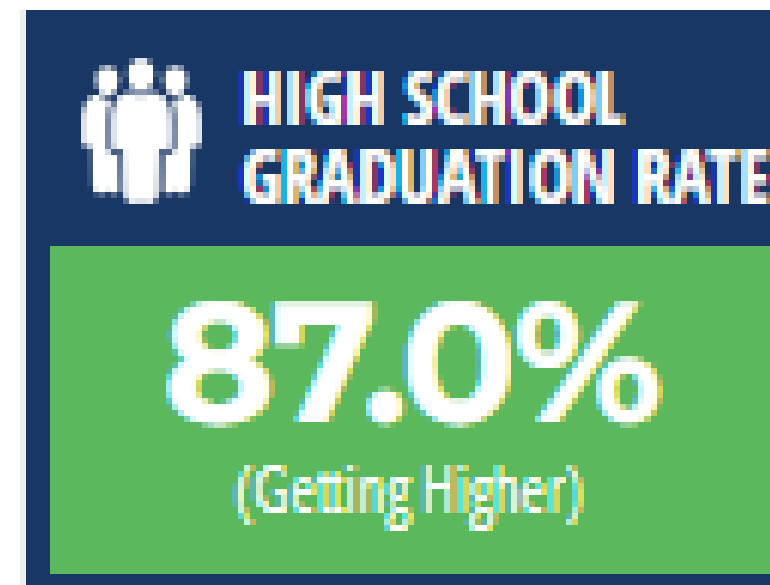
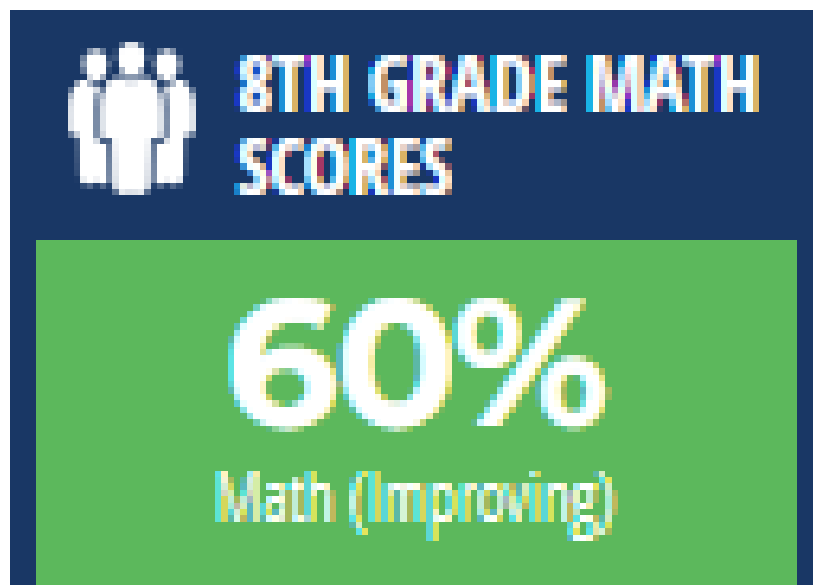
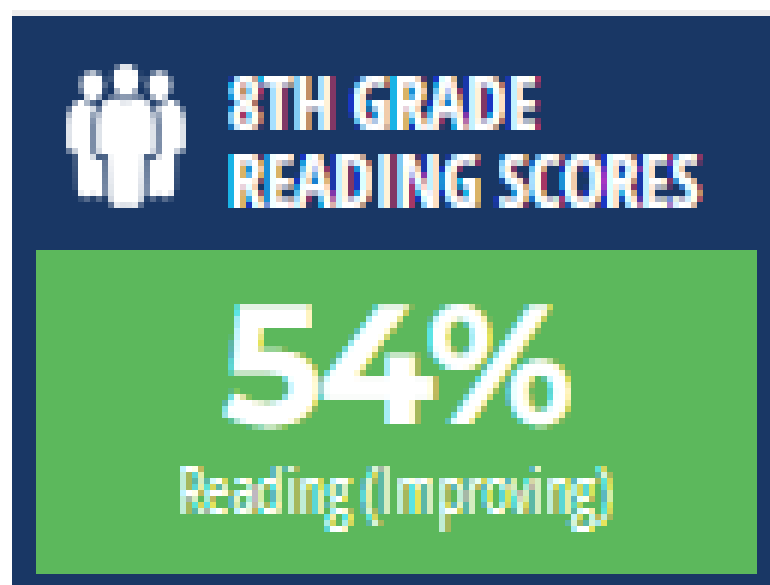
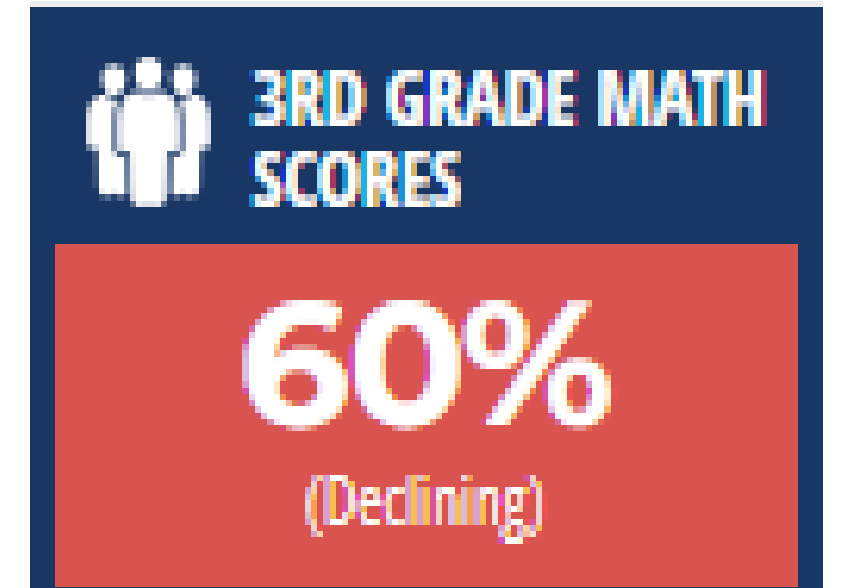
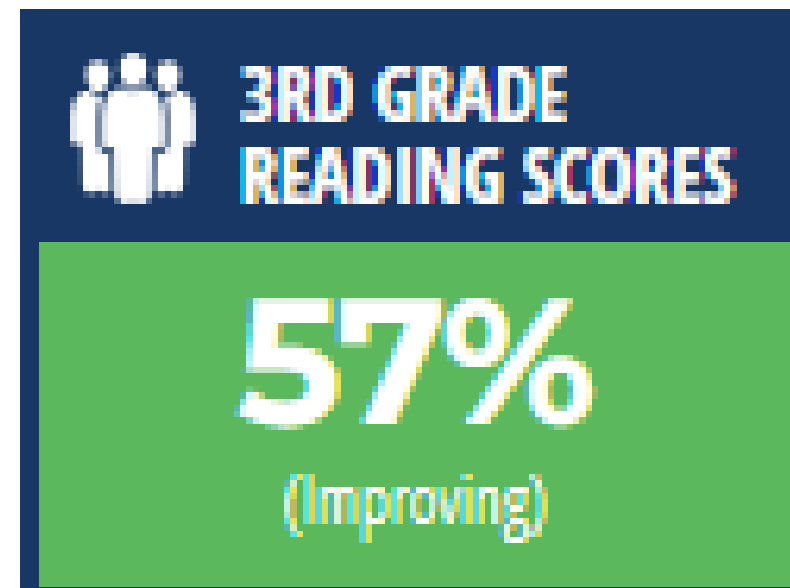
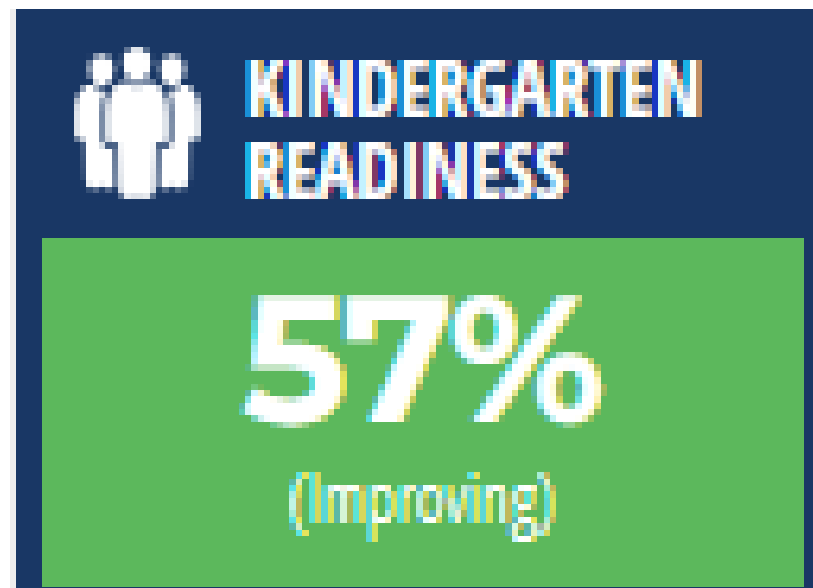
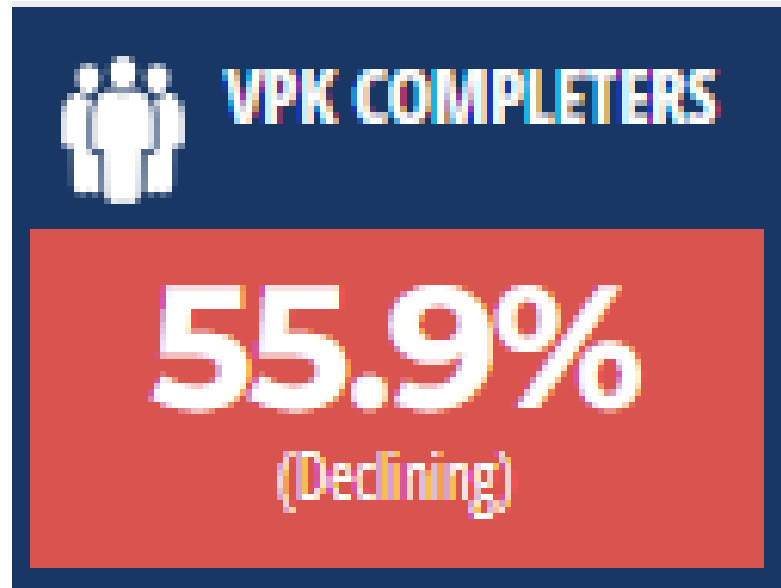
**100%** of Florida **8th graders read & perform math at or above grade level**

**100%** of Florida **3rd graders read at or above grade level**

**100%** of children are **ready for kindergarten**

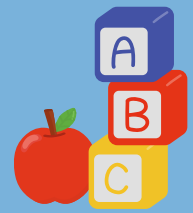


# Charlotte County: By the Numbers

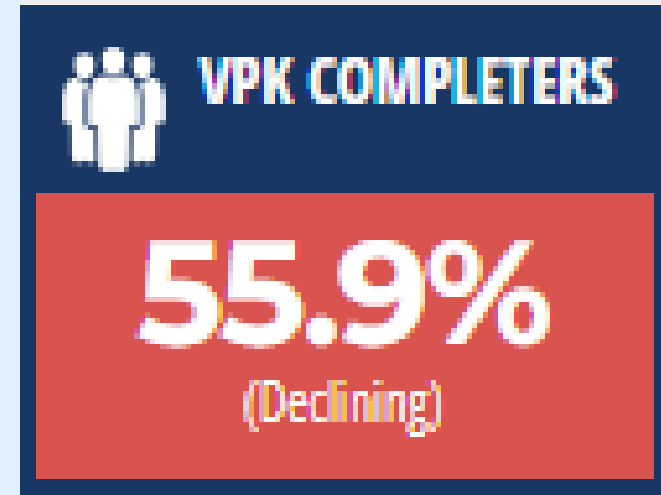
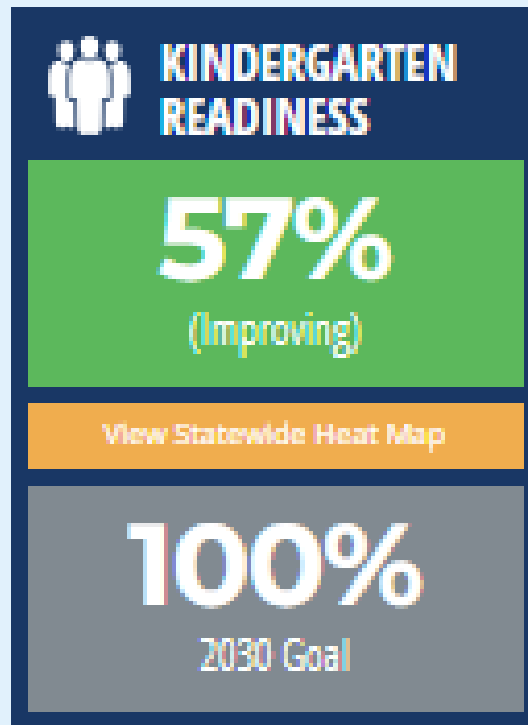




# Early Learning Plays Crucial Role in Kindergarten Readiness



## Charlotte County: By the Numbers



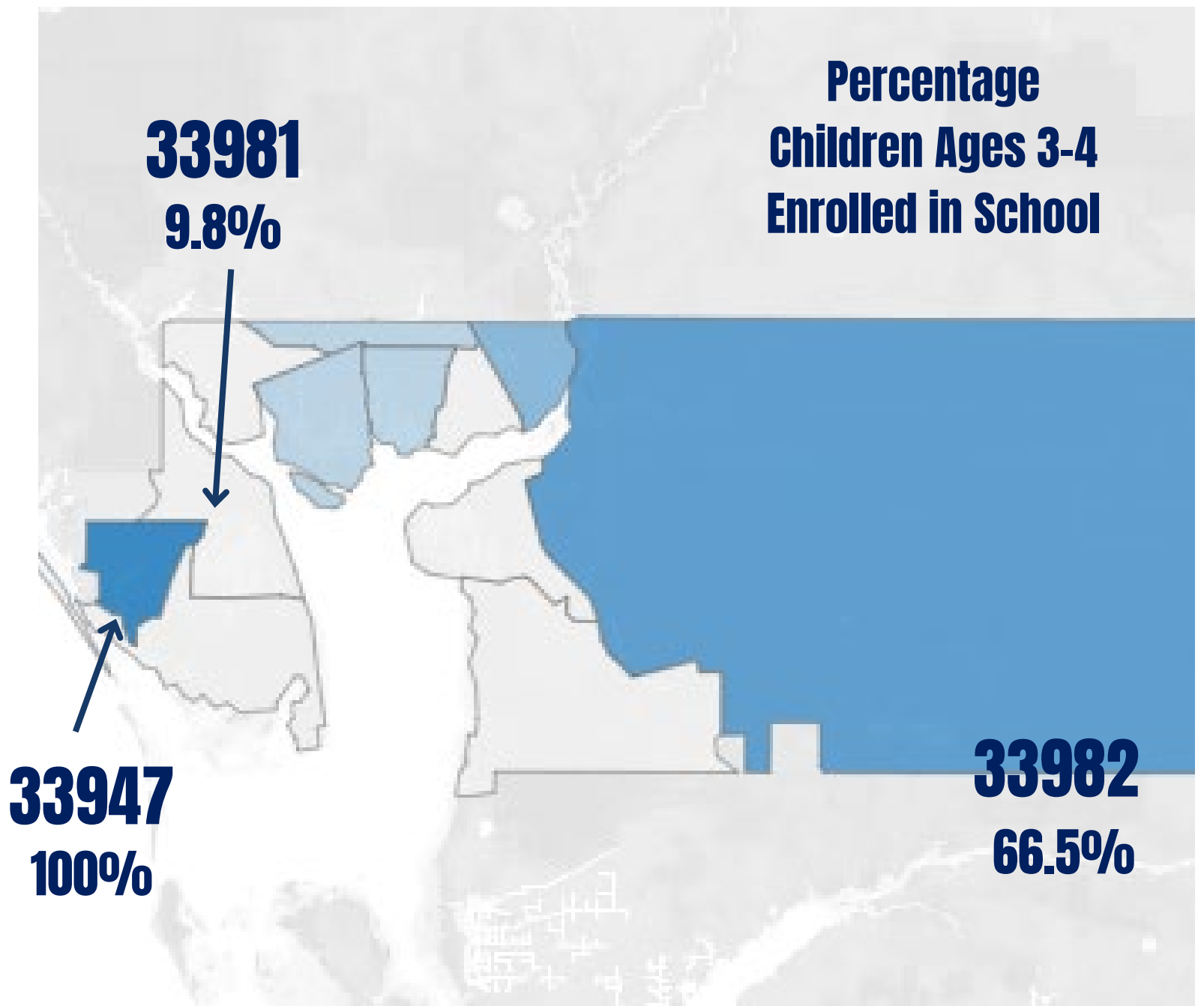
Percentage of All 4 Year Olds  
Who Completed VPK



**Kindergarten  
Readiness by  
VPK Completion:**

**68% for Completers  
45% for Non-Completers**

**Charlotte County**



# Early Learning Plays Crucial Role in 3rd Grade Literacy Rates



## Charlotte County: By the Numbers

**3RD GRADE READING SCORES**

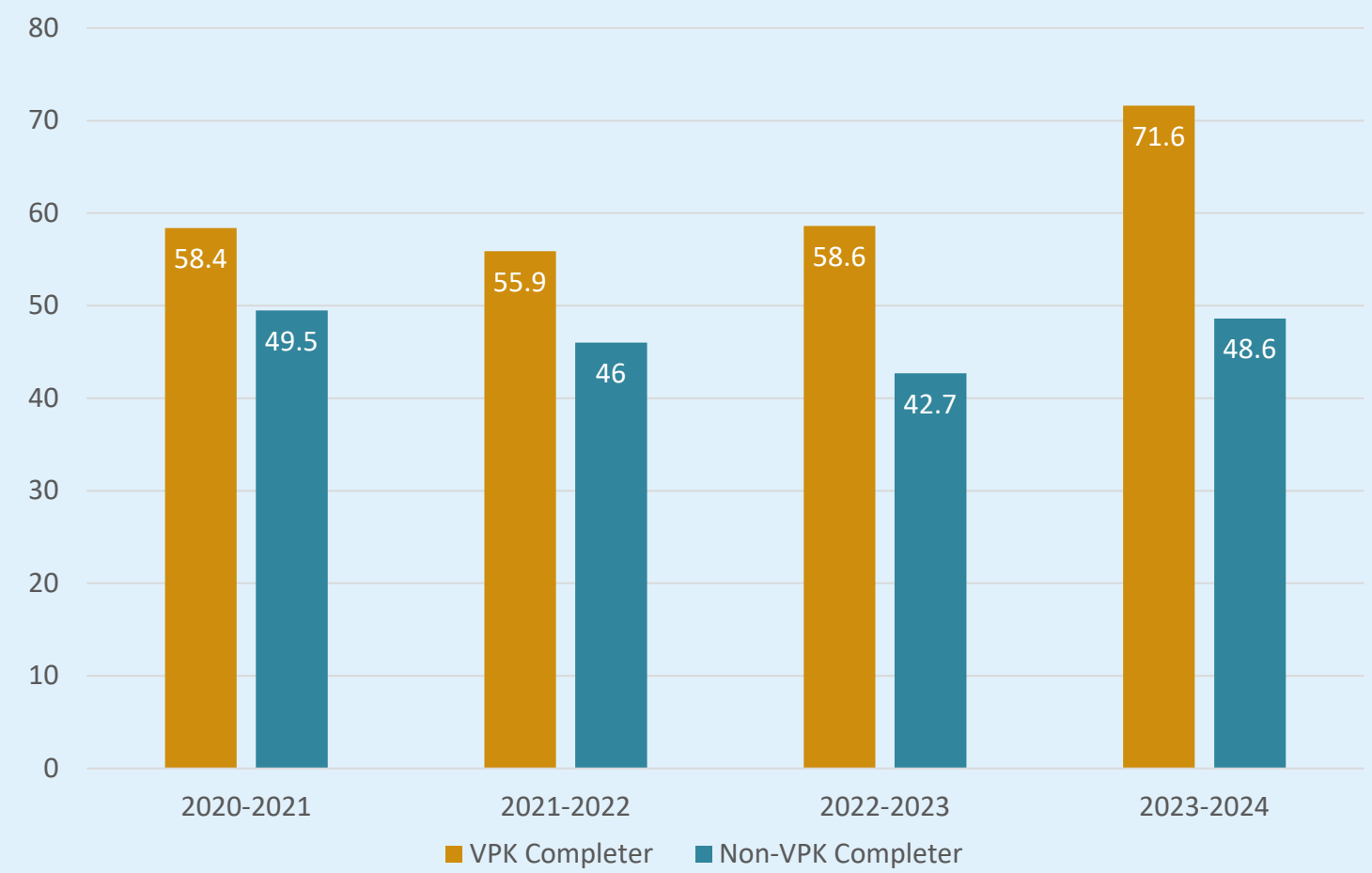
**57%**  
(Improving)

**533**  
# Not Reading at Grade Level  
(Decreasing)

**27.6%**  
Percentage of All 3rd Graders  
Who Completed VPK



### 3rd Grade Reading Level 3+ by VPK Completion:



## 3rd Grade Reading Table



School Name	At/Above Reading Level
Kingsway Elementary School	44%
Peace River Elementary School	45%
Meadow Park Elementary School (Charlotte)	46%
Babcock Neighborhood School	51%
Deep Creek Elementary School	55%
Vineland Elementary School	56%
Myakka River Elementary School	57%
East Elementary School	63%
Liberty Elementary School (Charlotte)	63%
Sallie Jones Elementary School	68%
Neil Armstrong Elementary School	69%

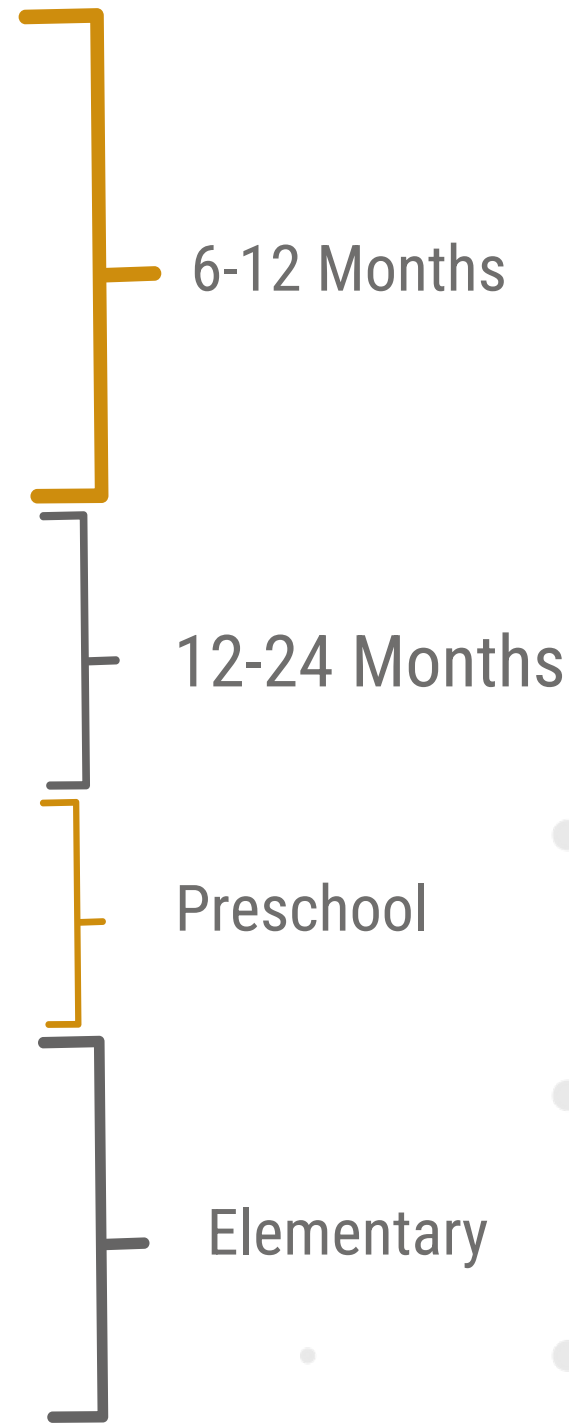
**25%**

Gap Between Highest and  
Lowest Performing School



# Early Learning Builds Stellar Employees

- Impulse Control
- Working Memory
- Emotional Control/Empathy
- Attention
- Planning/Prioritization
- Flexibility
- Task Initiation
- Organization
- Time Management
- Goal Achievement
- Metacognition





# Florida Business Alliance for Early Learning Project

## Securing Florida's future by making Florida the #1 state in early learning by 2025

Support for Working Parents

Affordable Quality Child Care



Early Gross Motor Skill Development

Early Literacy



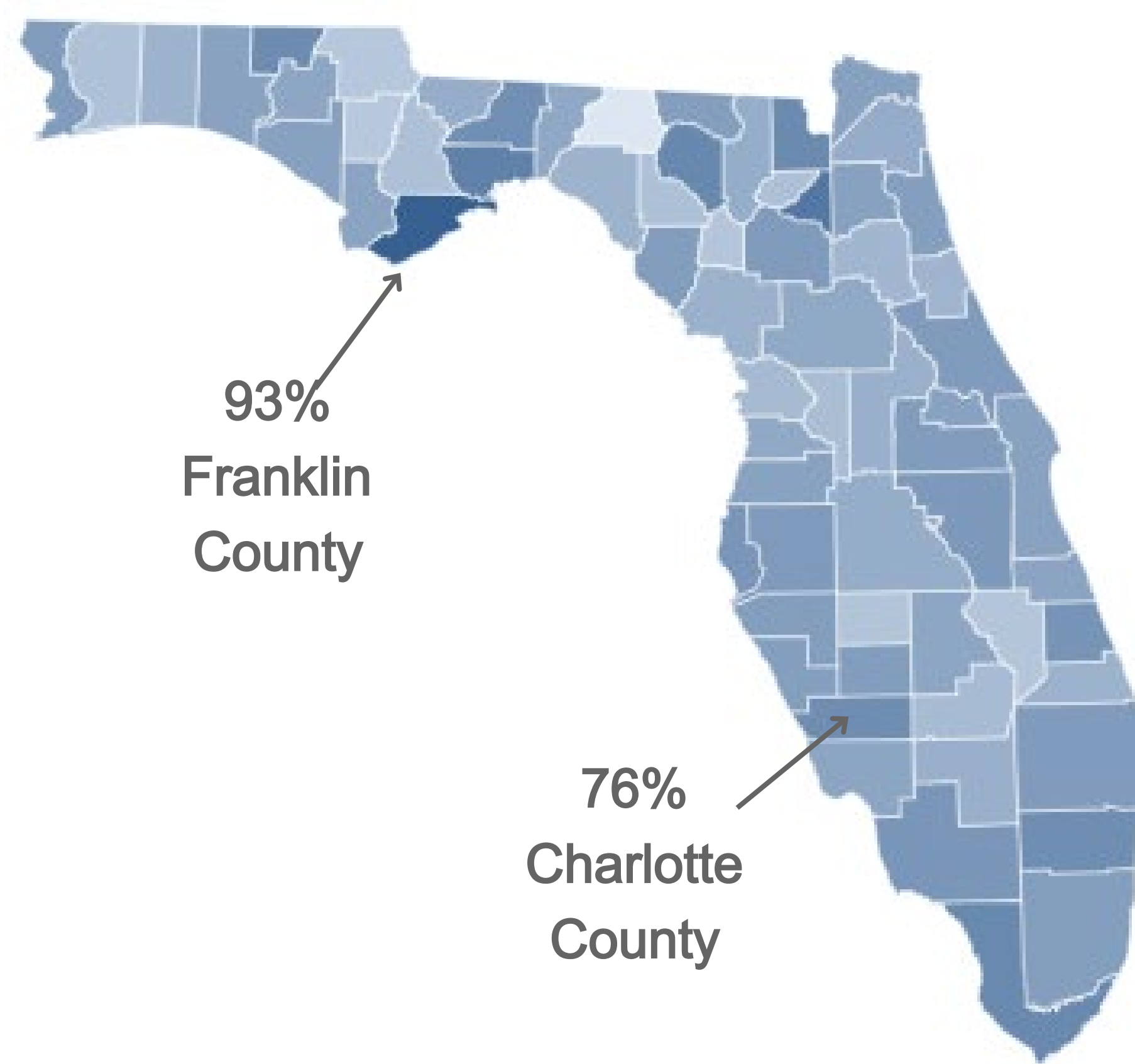
Targeted Literacy Intervention

Early Numeracy

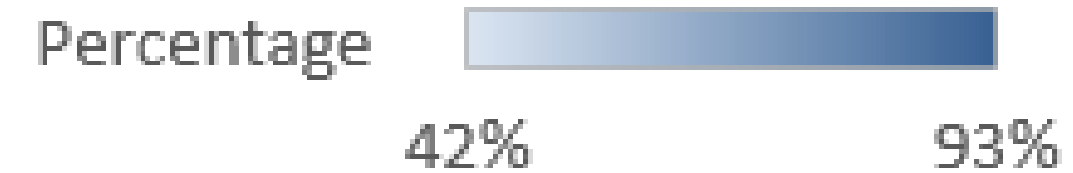




# Majority of Children Under 6 Need Child Care While Parents Work

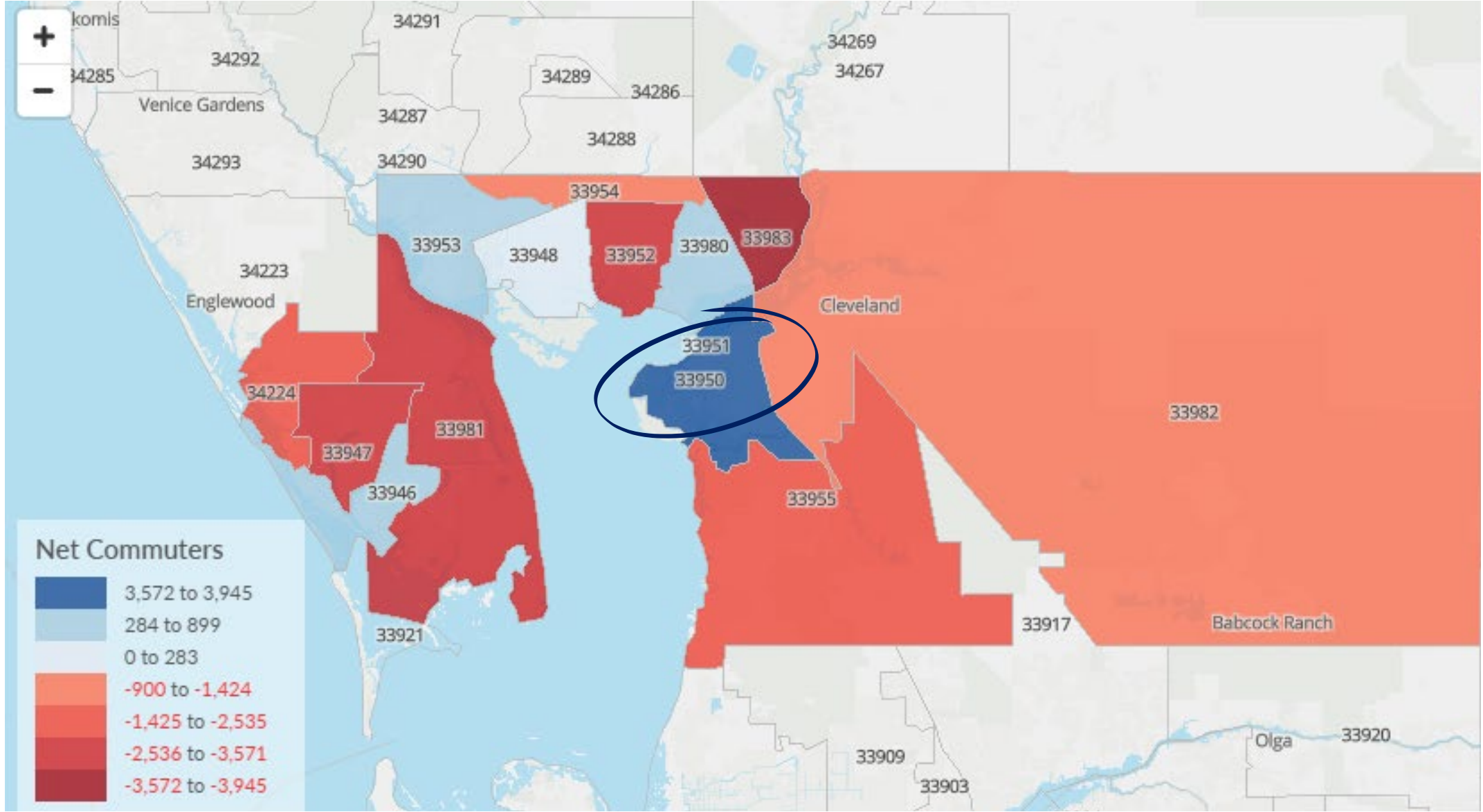


- 69% of all Florida children under 6 have **all available caregivers** (parents/guardians) in the workforce
- **66/67 counties** have **50%+** of all available caregivers in the workforce
- **23/67 counties** have **70%+** of all available caregivers in the workforce

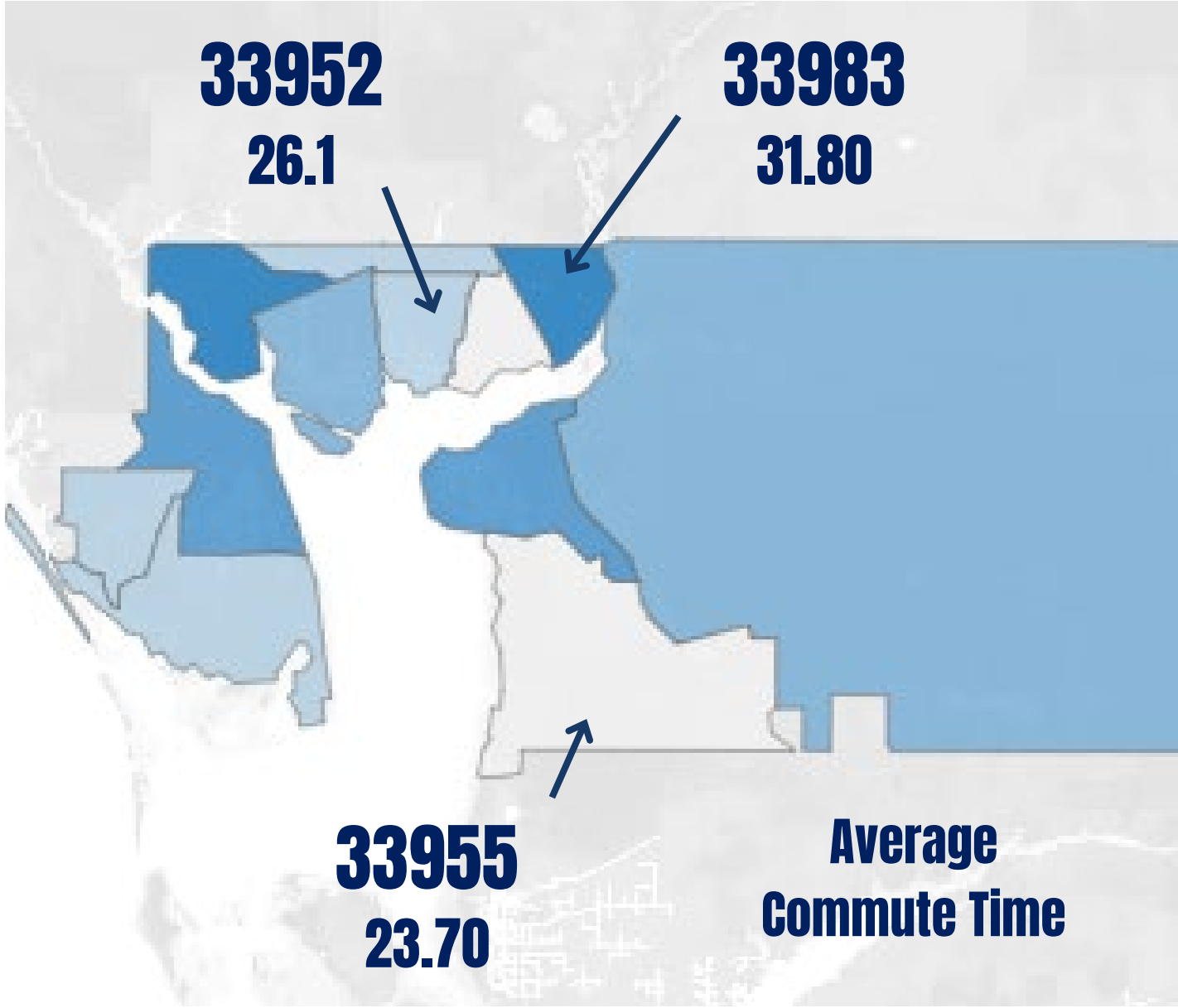


# Commuter Patterns vs. Availability of Care

## Net Commuter Patterns

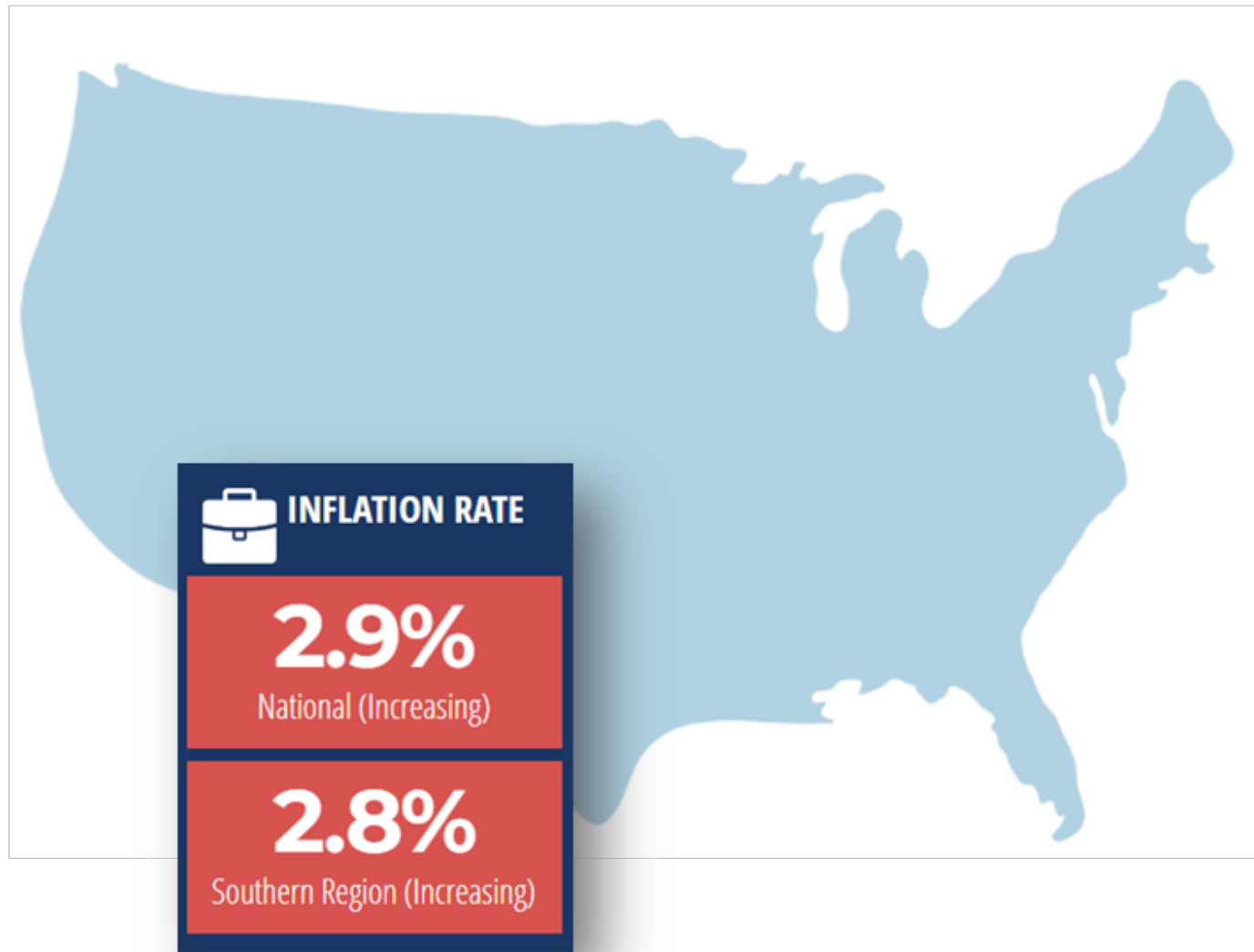


## Charlotte County **The Florida GAP MAP**



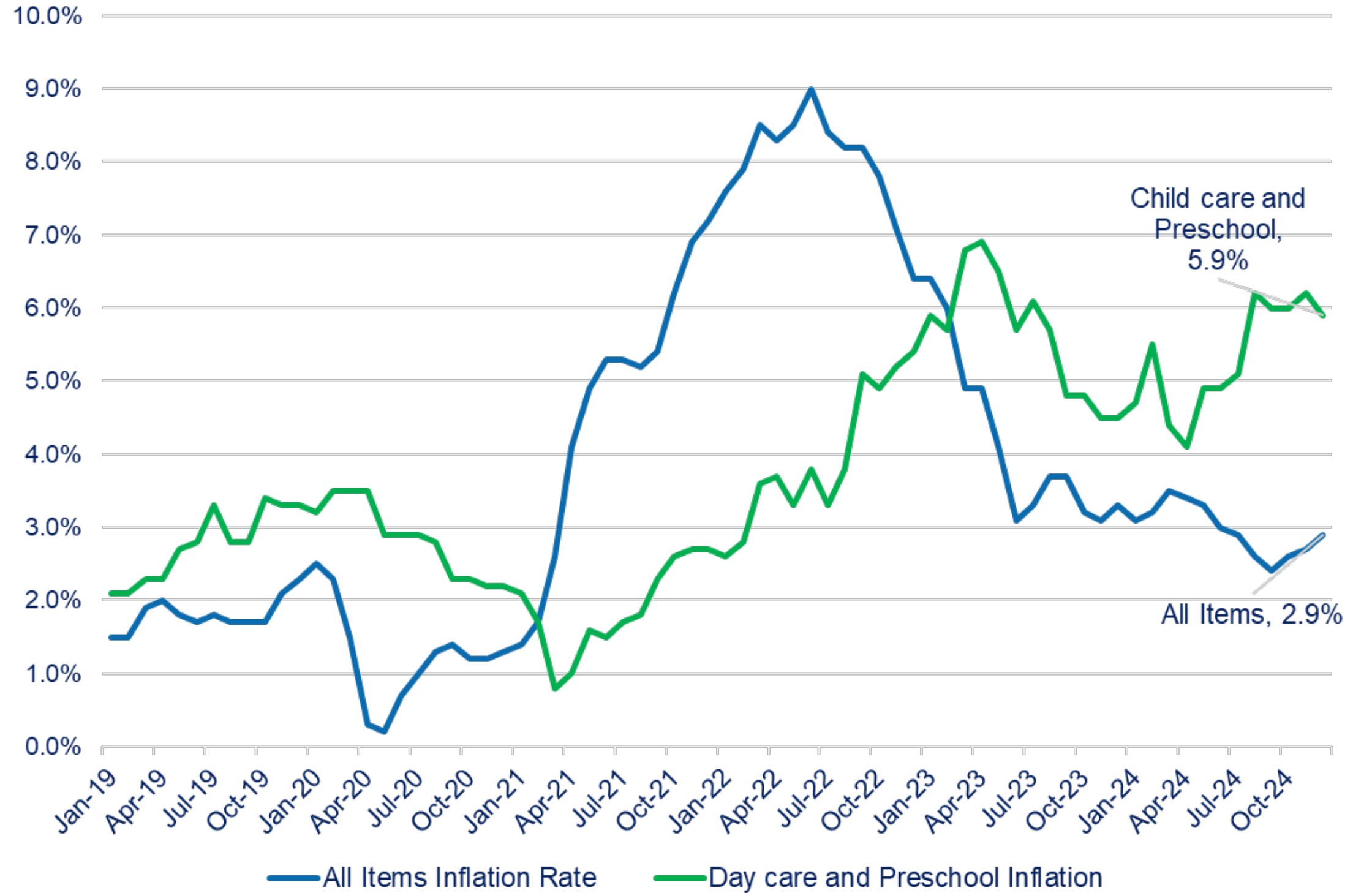


# Inflation for Child Care Rises Above Overall Inflation

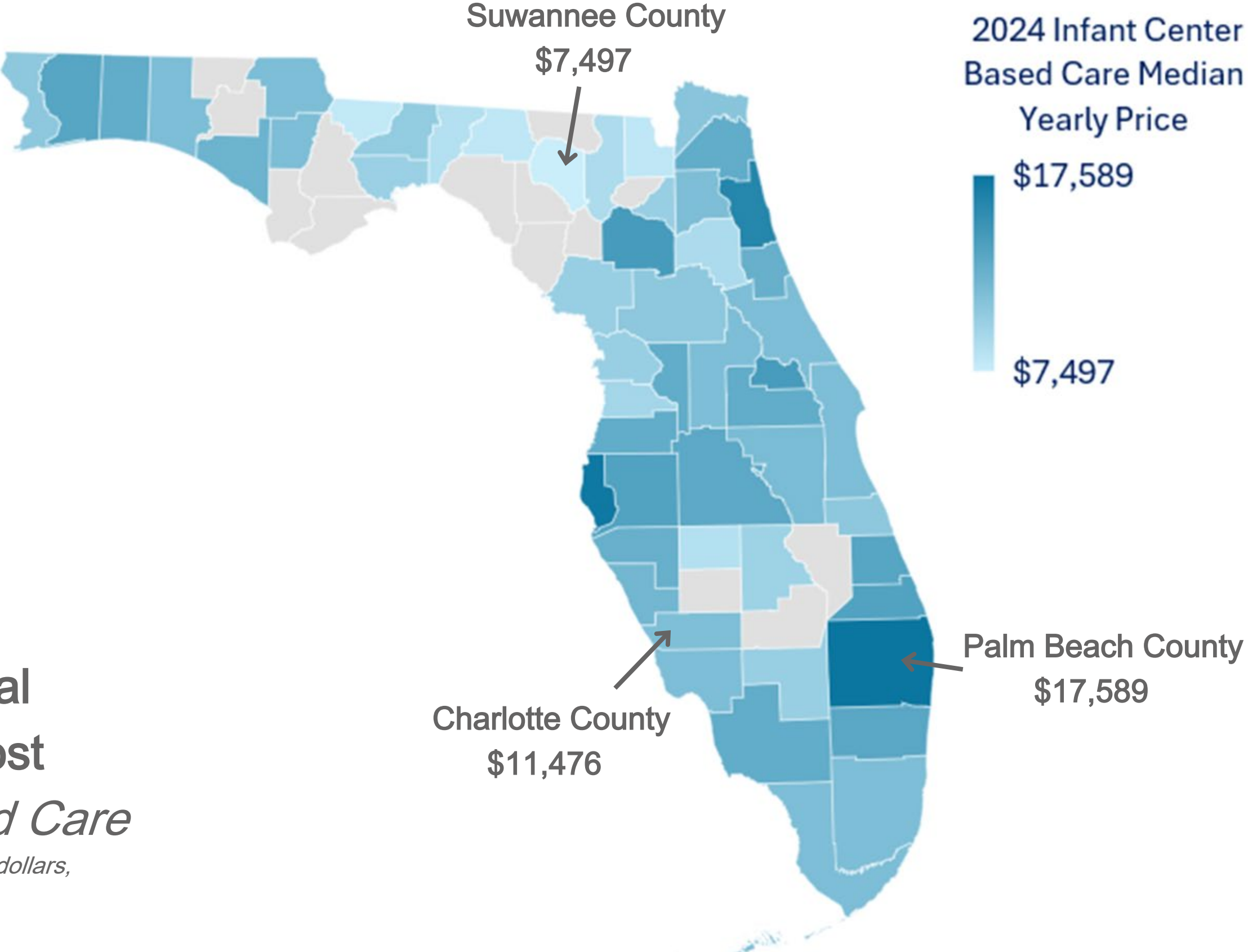


**United States: 2.9%**

## National Inflation Rates All Items and Childcare

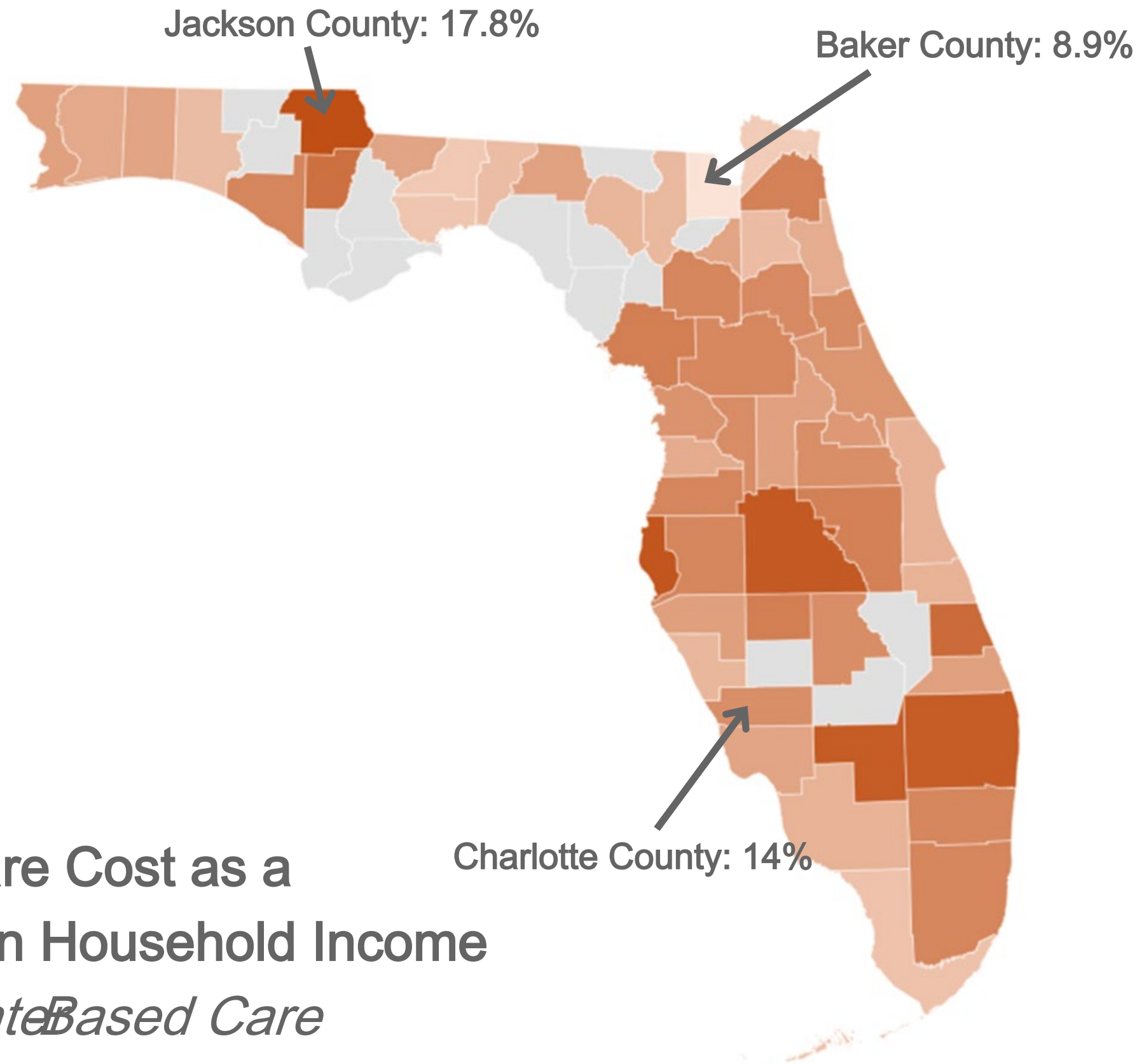


# Child Care Costs Vary by County

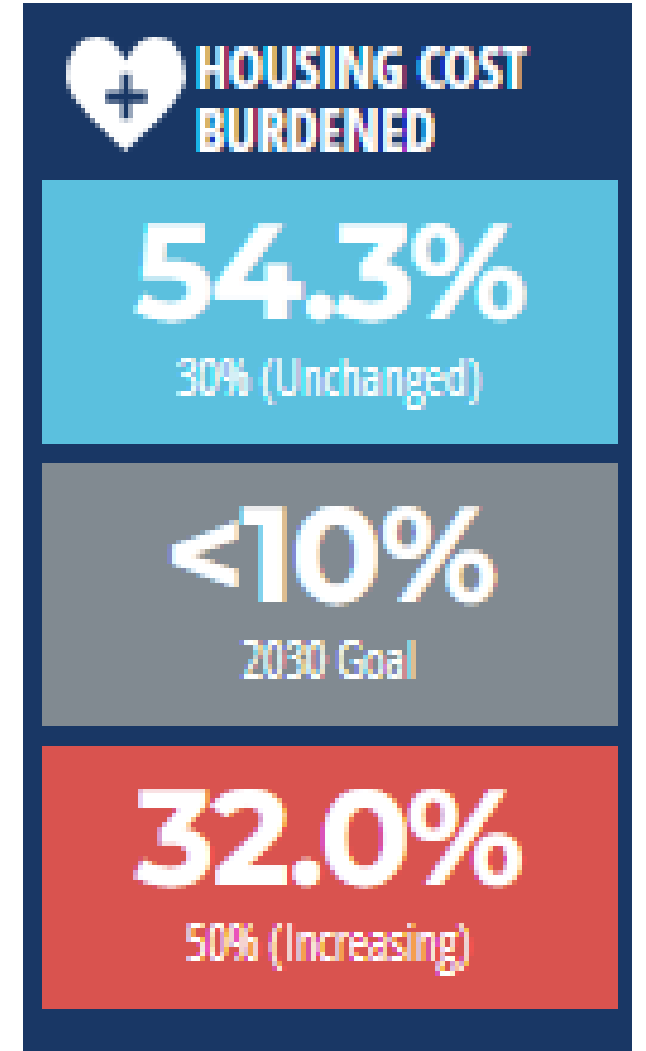


**Median Annual  
Child Care Cost**  
*Infant Center Based Care*  
Costs are in estimated 2024 dollars,  
based on 2022 figures

# Child Care Cost Burden Vary by County



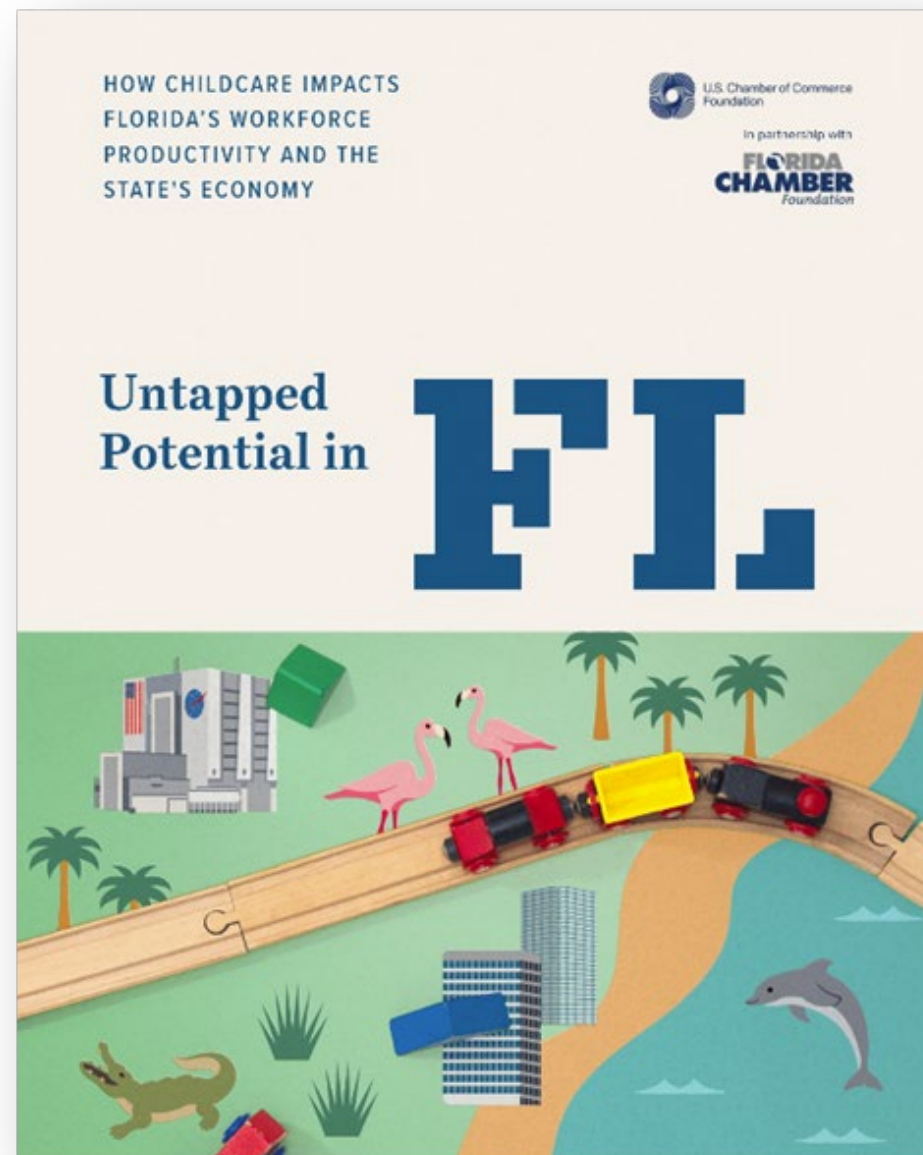
Share of Median Family Income



Child Care Cost as a Share of Median Household Income  
*Infant Center Based Care*



# Untapped Potential Report: How Child Care Impacts Florida's Workforce and Economy



- **150,000 Floridians** left work due to a child care issue. **45%** plan to be out longer than **1-year**.
- Child care issues result in an estimated **\$5.38 billion loss** annually for Florida's Economy.
- **15%** of parents with young children have **left the workforce** in the past 6 months due to child care challenges.
- **64%** of parents with young children have had to **miss work** in the past 3 months for child care-related challenges

Get the Report  
Here:



# Why Are Floridians With Children Leaving Work? Are They Coming Back?

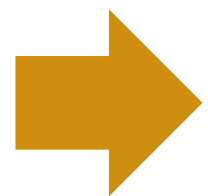
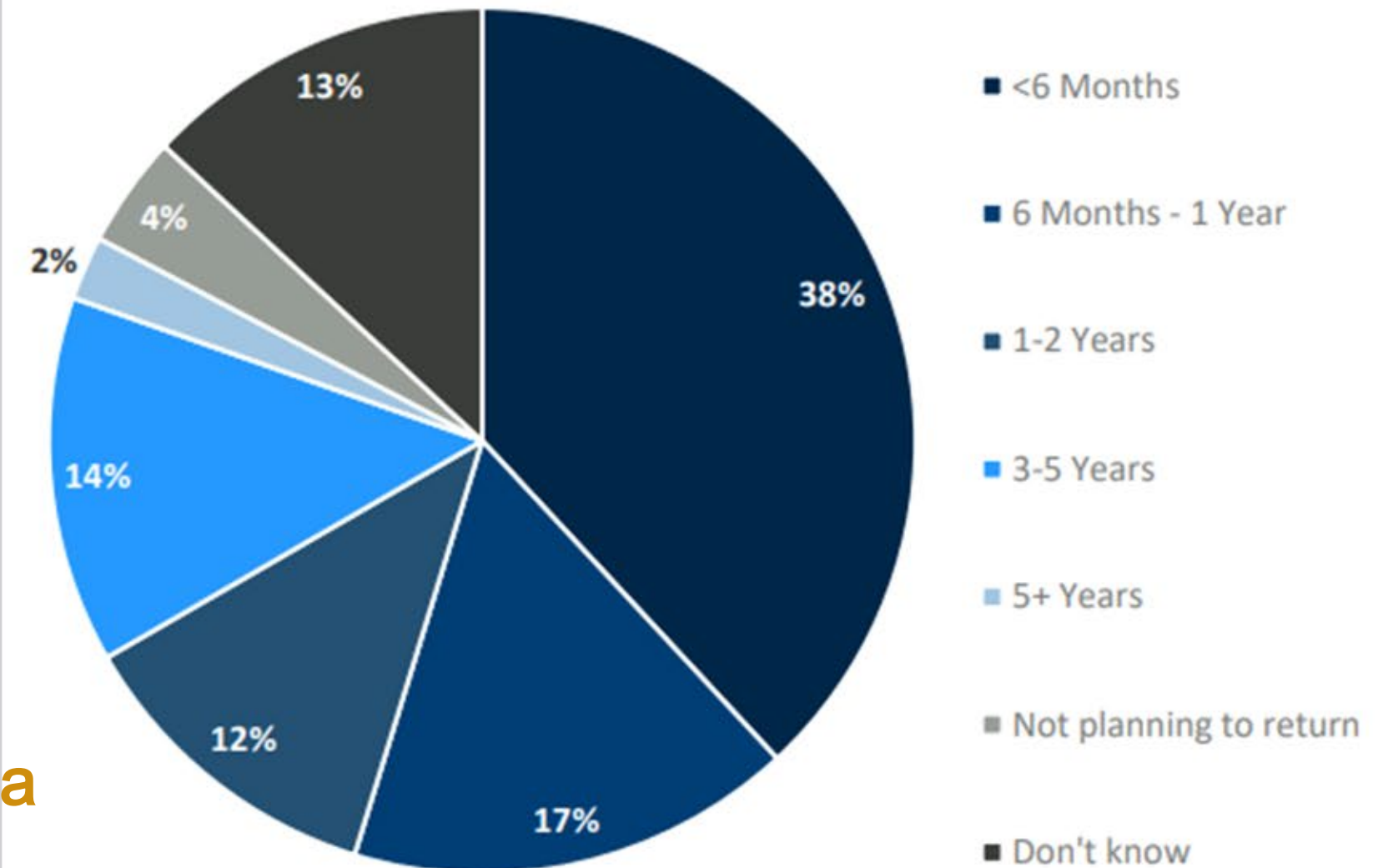
## Reasons for Leaving Job

% of those who have quit or plan to quit, Multiselect

1	Childcare concerns	45%
2	Desire to seek a new work opportunity	40%
3	Dissatisfaction with current role/position	34%
T4	Accepting or planning to accept an offer for a new job	27%
T4	Access to work from home/remote opportunities	27%

## Time to Return to Work

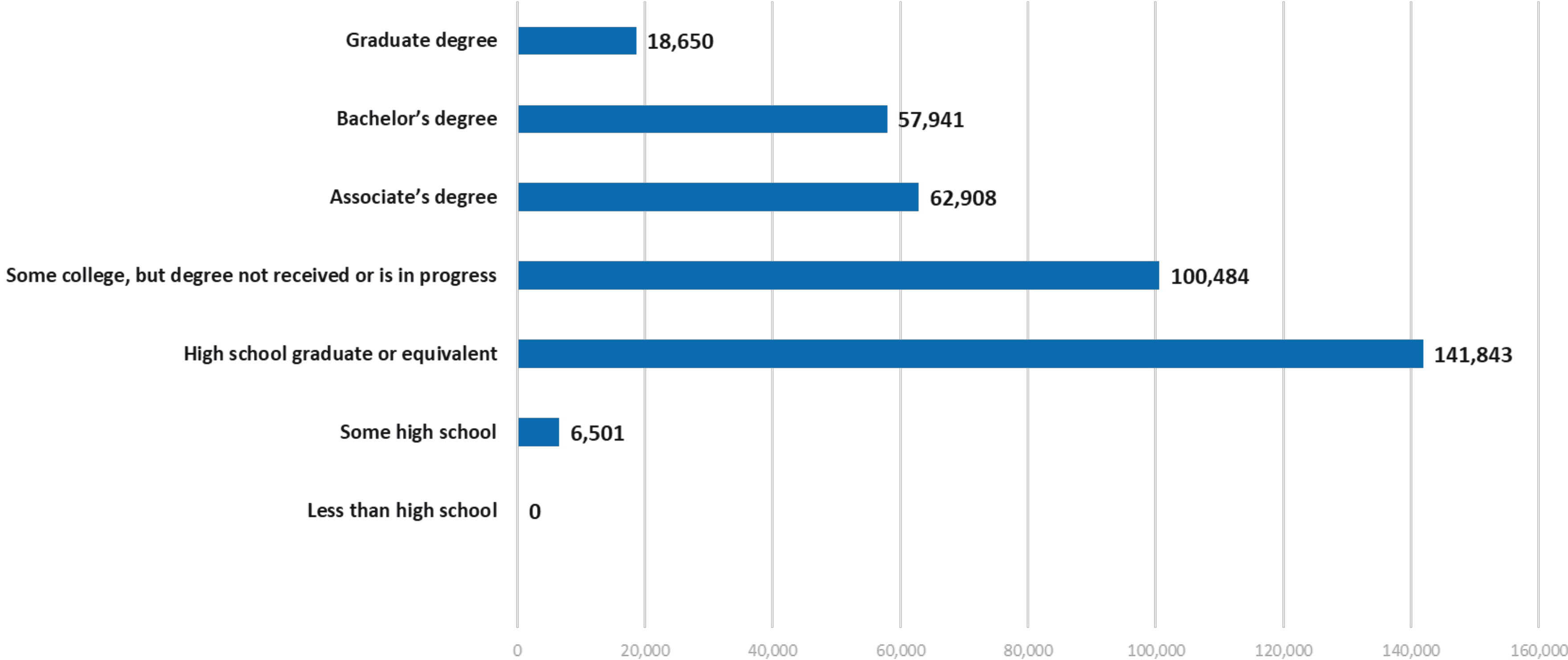
% of those who have quit or plan to quit



Access to Child Care is Lead Cause for Florida Working Parents Leaving the Workforce

# Who is Currently Impacted by the Child Care Crisis?

I am/was caring for children not in school or daycare

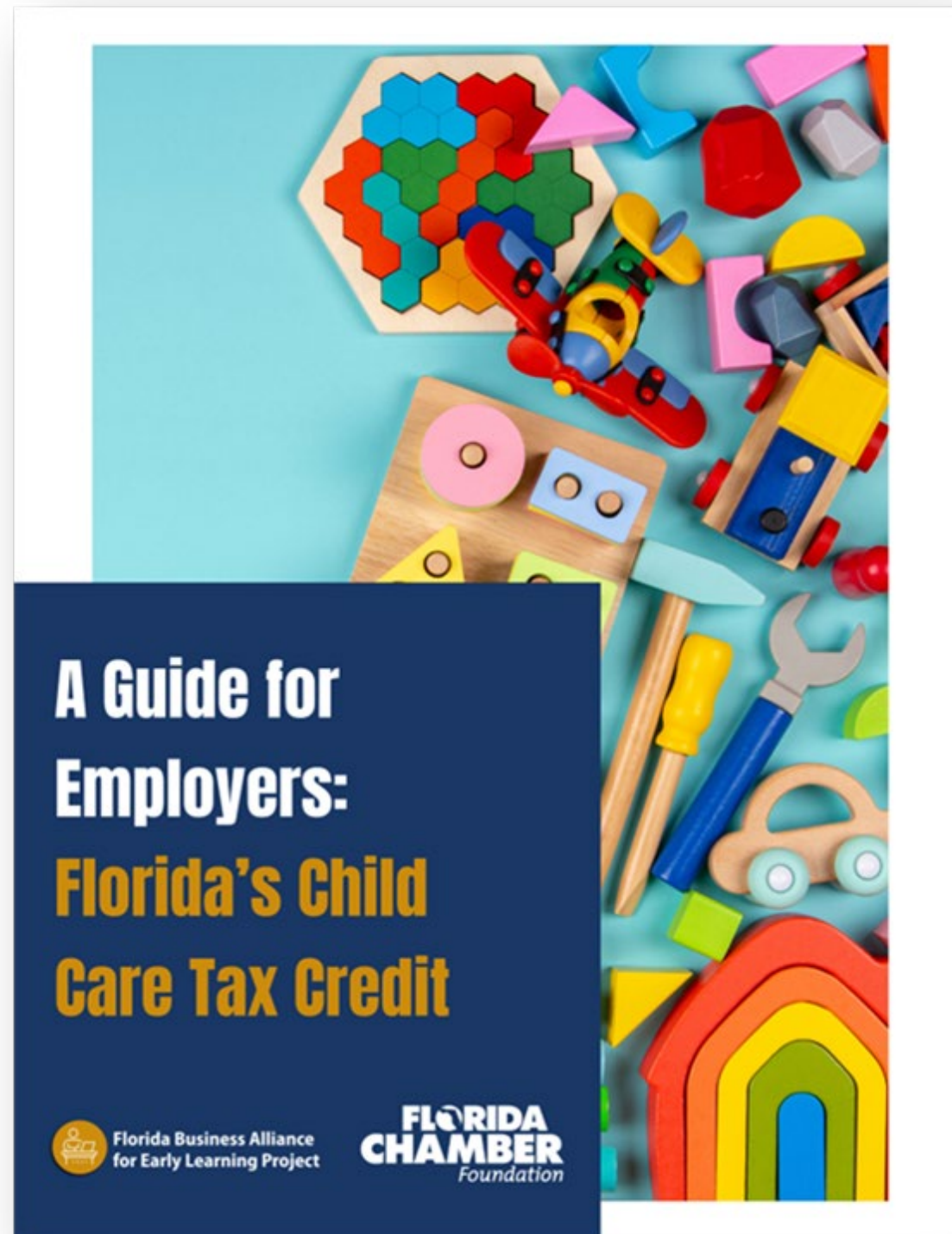




# Analysis Reaffirms What We Know and Provides Insights to Inform Action

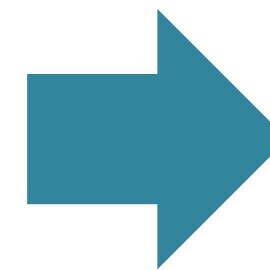
WHAT PARENTS SAY THEY HAVE DONE IN THE LAST 6 MONTHS TO PROVIDE CHILDCARE, BY INCOME GROUP	LOW INCOME	MIDDLE INCOME	HIGH INCOME	OVERALL
Worked (onsite or virtually) while simultaneously caring for a child	21%	24%	32%	26%
Work less hours	27%	26%	22%	25%
Work outside of normal business hours	16%	21%	26%	22%
Alternate work hours with someone in my household	19%	19%	22%	20%
Left employment (voluntarily or involuntarily)	24%	19%	11%	17%
Take paid leave	5%	14%	24%	16%
Travel to extended family or friends for childcare support	11%	12%	16%	13%
Delayed entry into the job market	21%	24%	32%	12%
Had a relative move in with you for childcare support	6%	9%	15%	10%
Take unpaid leave	11%	11%	8%	10%
None of the above	31%	26%	18%	25%

# Employer Guide: Florida's New Child Care Tax Credit



- 1. Unlock Tax Benefits:** Learn how to take advantage of Florida's child care tax credit, whether through direct payments or providing on-site childcare. Consult a tax professional.
- 2. First-Come First-Served Application Open:** Opened on October 1, 2024, eligible taxpaying corporations can apply for the credit via the Florida Dept. of Revenue's Multi-Tax Credits application.
- 3. Quick Employee Survey Tool:** We've included a handy survey to help gauge your employees' child care needs and preferences.
- 4. Things You'll Need:** Before you start the application, you'll need varying pieces of information depending on how you plan to apply the credit.

Get the Full  
Guide Here:



# Employer Guide: Florida's New Child Care Tax Credit

- Claim a tax credit of up to **50% of the startup costs** for operating an **eligible child care facility** licensed by the Department of Children and Families and facilities exempt from licensure for employees.
- Claim a tax credit of **\$300 per month** for each eligible employee's child or grandchild, when the grandparent is the caregiver, **enrolled in an employer-operated child care facility** licensed by the Department of Children and Families or facility exempt from licensure.
- Businesses making payments directly to an **eligible child care facility** for the benefit of an employee's child(ren) or grandchild(ren), when the grandparent is the caregiver, can claim a tax credit of 100% of these payments, **up to \$3,600 per child** per tax year.

## Which taxes will the credit apply to?

- Corporate Income Tax
- Insurance Premium Tax
- Gas and Oil Production Tax
- Excise Tax on Liquor, Wine, and Malt Beverages
- Use Tax Due Under a Direct Pay Permit



# Promising Practices: Employer-Supported Child Care Solutions





# Thank You to the Talent & Education Advisory Board Members



**Clara Acero**  
Executive Director



**Mike Brannen**  
SVP, Industrial and  
Workforce Development



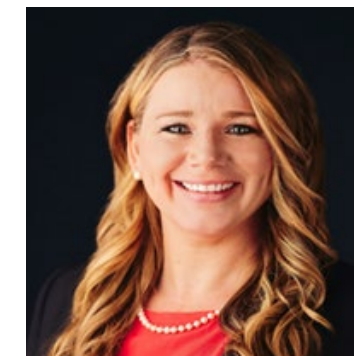
**Marian Cacciatore**  
VP, Human Resources



**Andrea Cichon**  
Sr. Director, Talent  
Acquisition & Development



**David Cross**  
SVP, HR & Administration



**Molly Grant**  
Executive Director



**Vicki Greene**  
SVP, America's Workforce  
Skills



**Jordan Jones**  
Government Relations  
Representative



**Dr. Robert Liddell**  
AVP of Career Services



**Kara Marante**  
VP & Chief People Officer



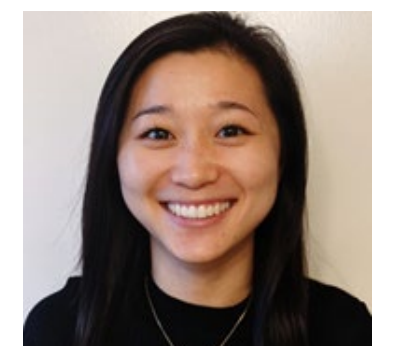
**Sarah Marmion**  
Sr. Manager of Education  
& Outreach Centers



**Mistie Palmer**  
Learning Operations  
Manager



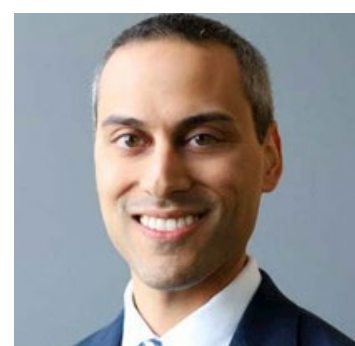
**Dr. Prashanth Pilly**  
Associate Vice Provost



**Victoria Pu**  
Co-Founder/CEO



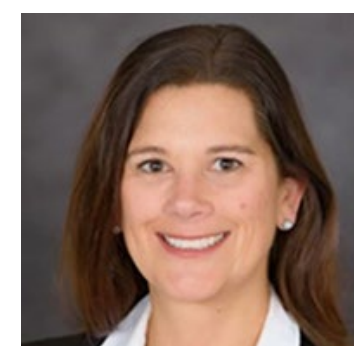
**Kristen Vanselow**  
AVP, Innovative Education  
& Partnerships



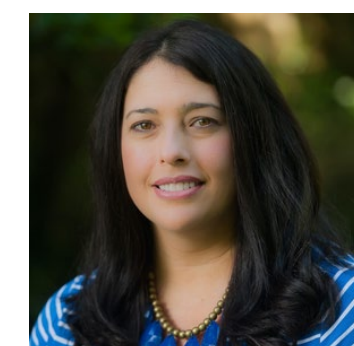
**Sam Verghese**  
Chief Operations Officer



**Tessa LeSage**  
Chief Impact Officer



**Kimberly Reckley**  
SVP, Client & Community  
Relations Director



**Michele Watson**  
Chief Executive Officer



**Mark Wilson**  
President & CEO





# Upcoming Opportunities to Engage





## Let's Stay Connected!

Makayla Buchanan

Director of Early Learning & Literacy

Florida Chamber Foundation

Email: [mbuchanan@flchamber.com](mailto:mbuchanan@flchamber.com)



Join the Movement

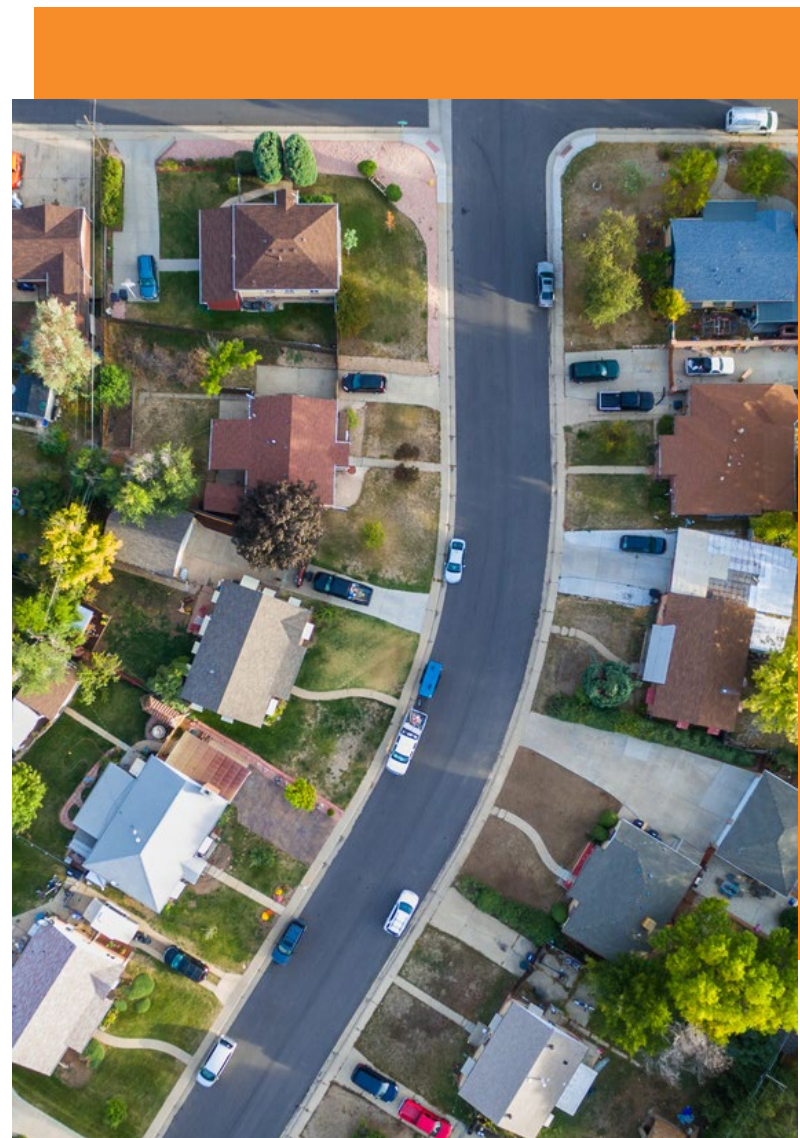
WEBINAR PRESENTATION

# COMMUNITY PERSPECTIVE

Open to the public:

- Residents
- Business Owners
- Additional Participants

**Any questions from the audience?**





WEBINAR PRESENTATION

# Panel Discussion

Topics for Discussion

How to expand access to affordable / quality childcare

Innovative solutions to improve services

Building Public Private Partnerships





WEBINAR PRESENTATION

# NEXT STEPS & CLOSING REMARKS

## KAY TRACY



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**CHARLOTTE COUNTY**

ECONOMIC DEVELOPMENT

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WEBINAR PRESENTATION

**THANK YOU**

