

City of La Crosse Child Care Development Project

2025 Recap

The Parenting Place is thankful for their ongoing partnership with The City of La Crosse which is utilizing ARPA funding to increase the availability and sustainability of child care in our community. We are excited to share our accomplishments from 2025.

2025 Accomplishments

Updated and **administered the third annual survey** to regulated child care providers to identify the true needs and challenges of child care programs.

Distributed Workforce **Recruitment and Retention Stipends** to existing child care programs (25 stipends for a total of \$100,010).

Provided **3 Start-Up Grants** which added an additional 14 child care slots (total \$22,831).

Launched the **Together We Can** program with its first participants in the program between a local employer and a Child Care Center. (total \$18,300, reserving 10 child care slots).

Created a **community-wide family survey** to be distributed via employer channels from Local Conversations: *Child Care Edition Meetings*.

Hosted and/or attended over **25 marketing and outreach events** to discuss the child care crisis and share both challenges and potential solutions.

Invested in a **marketing campaign** that included 4 billboards and a press release that introduced the impact of child care on employee recruitment and retention (total over \$12,000)

Hosted the third annual **Child Care Appreciation Event** which had over 120 child care providers in attendance.

Added 37 slots to existing child care centers who were operating under licensed capacity due to staffing challenges by distributing Back-to-Capacity Grants in late 2024 (5 grants for a total of \$10,500).

Launched the second round of the **Mentorship Program** that connects Directors, Administrators, or Family Providers with a seasoned child care professional. (1 pair)

Hosted the second **Child Care Provider Empowerment conference**, an event aimed to empower and build leadership and resiliency in the child care workforce through inspirational speakers and recognition of the necessity of child care.

2026 Goals

Redistribute survey to regulated child care providers to update information on the state of child care in our community.

Provide financial support for professional development for early childhood professionals.

Market the employer programs to engage local businesses around the economic necessity of child care.

Distribute community-wide family survey to provide information on employee needs regarding child care.



51

New Child Care Slots

within the City of La Crosse



\$100,010

To Existing Child Care Programs

within the City of La Crosse



3

New Child Care Programs Opened

within the City of La Crosse

LA CROSSE
WISCONSIN

