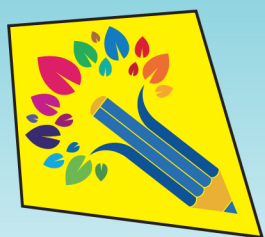




CenterCityAcademy.org

4700 W 13th St N, No. 2122
Wichita, KS 67212-5551



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be the change
that you wish
to see in the world

— Mahatma Ghandi



"Genes provide the basic blueprint, but experiences shape the process that determines whether a child's brain will provide a strong or weak foundation for all future learning, behavior, and health."

urbanchildinstitute.org/why-0-3/baby-and-brain

committed to the core

Center City Academy (CCA) seeks to create a non-profit early child development center that will provide affordable, high-quality child care for those living and working in Wichita's urban core. This concept is not new. Previously known as the Downtown Day Care Center (DDCC), the leadership of CCA has an established and successful 43-year history in serving downtown Wichita's diverse child care needs. Out of the untimely closure of DDCC's most recent facility, a new vision has emerged. The opportunity to create a more contemporary outreach to serve the needs of the redeveloping urban core became apparent. It is the vision of Center City Academy to reorganize and embrace the transformation and tremendous growth taking place in downtown Wichita.

Since the adoption of Project Downtown: The Master Plan for Wichita in 2010, nearly \$600 million in private and public funds have been invested in downtown Wichita and the feverish pace continues with another \$70+ million of anticipated projects in the planning stages. To date, there are ten employers with a range of 100 to 800 employees in this area. However, despite the economic growth within the downtown corridor, adequate resources for quality childcare in the area are lacking. The 2018 Child Care Supply Demand Report: The Landscape of Child Care in KS prepared by Child Care Aware of KS states that the number of available openings in child care facilities in Sedgwick County can serve only 45% of the number of children under age six potentially needing care.

The average cost of child care at a licensed center in Kansas exceeds \$10,000 annually per child, creating a financial strain on low and middle class families. As in our previous business model, tuition will be determined on a sliding fee scale; based on household income and the number of children eligible from the same family. CCA's objective is to address availability, cost and quality by establishing a secure, state-of-the-art facility in which all children from diverse socio-economic backgrounds have the opportunity to develop a healthy mind, body, and spirit while receiving accredited child care in an academically enriched environment. We will continue to serve our past non-profit partners including Women's Initiative Network and The Women's Crisis Center.

Experts in early childhood development have long known the significance of years 0-5 as a predictor in overall success in social, emotional and cognitive skills and as the foundation of prosperous communities. The bottom line is that an investment in early childhood development is a **WIN-WIN** for Wichita! It's a **WIN** for the child who becomes a better student, a better adult and an independent community leader. It's a **WIN** for the parent who is supported by the availability of safe, affordable child care and in turn, can be a more emotional stable parent and reliable employee. It is a **WIN** for the employer and business investor who will reap the benefit of a well-educated, responsible workforce. And, it's a **WIN** for a stronger community because quality early childhood development contributes to breaking the cycle of poverty, overall community health and economic growth. The benefits to our city and the sustainability of future generations depend upon on a collective commitment to the core.

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