



Child Care Industry is a Critical Part of North Carolina's Economy

- North Carolina's economy depends on quality child care. As an industry, child care in the state generates \$1.77 billion annually—more than the Panthers, Hurricanes, Bobcats and all spectator sports combined. It provides more than 47,000 jobs. And quality child care allows parents to work outside the home, providing a service essential to the success of the state's business community.
- Given the role that child care plays in our communities, it is essential that during this economic downturn we protect vital child care programs. In the face of increased budget cuts, constituents are relying on their elected officials to advocate for the continued need for available and affordable high quality care. They are depending on your support of North Carolina's child care community. Investing in quality child care initiatives helps both our economy and our children thrive in the long run.
- Smart Start and other early education programs are committed to improving the quality of child care and families' access to high quality care. With local partnerships serving every North Carolina county, Smart Start is ensuring that young children enter school healthy and ready to succeed and that businesses reduce absenteeism and improve productivity.
- A lack of subsidy funding can lead to the decline of the child care industry, further damaging our struggling economy and preventing families from working.
- Smart Start's 2008 Economic Impact of the Child Care Industry in North Carolina is available for download on the Smart Start homepage at: <http://www.ncsmartstart.org/econimpact/NCEIR08HiRes.pdf>

It provides additional details regarding how child care facilitates the success of the other industries in the state. I hope you find the information to be a valuable resource in supporting the efforts to maintain a quality child care system for the families of North Carolina. If you have any questions regarding the report or the Smart Start, please feel free to contact Vivian Muzyk at The North Carolina Partnership for Children, Inc., at vmuzyk@ncsmartstart.org, 919-821-9571.