



TO: Assembly Committee on Ways and Means
FROM: Paul Rozeski, Director of Government Affairs & Member Relations, WPT
Date: November 29, 2023
RE: Assembly Bill 660

Good afternoon, Chairman Macco, Vice Chairman Brooks, and members of the committee. Thank you for allowing me to submit testimony in favor of Assembly Bill 660. Thank you, as well, to Representative Armstrong for authoring this proposal.

Wisconsin is well above the national average for dual income households. We rank seventh in the nation with 72% of families having both parents in the workforce, which makes the demand for childcare a very important component of our economy.

In a presentation to the Wisconsin Economic Development Corporation earlier this year, Department of Revenue Head Economist John Koskinen gave a brief SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of Wisconsin's Economy. The fact that the childcare industry has not recovered from Covid is one of his top three threats to Wisconsin's economy.

We recognize that Assembly Bill 660 can help strengthen our economy in multiple different ways:

- 1) For a company to launch an entirely new, highly regulated enterprise outside of its primary industry is a risk. This will slightly help mitigate the facilities startup costs.
- 2) Increasing the supply of available childcare will help alleviate overall demand. Corporations starting a daycare will only open this "can of worms" if childcare has become an obvious concern for their business, which means availability is already scarce in their community.
- 3) This will create new employment opportunities, and job creation helps strengthen the economy.

It is through efforts like this that businesses are encouraged to tap into their resources and establish new initiatives.

We see the opportunity for this legislation to be a net benefit for Wisconsin and urge the members of this committee to recommend passage.

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