



Rainbows and Stars Childcare

Owner – Francine Creeks
6603 Uvalde Rd.
Houston, TX 77049-4501 Phone: (281) 458-7214

After owning Rainbows and Stars Childcare for two years, Francine Creeks came to SJC, SBDC in July 2000. She realized that she needed a consultant to help her move from her home-based business to the next level. Rainbows and Stars was at capacity, and she had been forced to turn away twelve potential clients because of lack of space.

Realizing that her company had not reached its growth potential in the North Channel Area, Francine along with Tom Shirreffs, her SBDC consultant, began a five year expansion plan that included market research, analysis of her competition, financial projections, and a positive word-of-mouth campaign. She was rewarded for her hard work in May 2002 when Rainbows and Stars was able to expand to a much larger facility at the corner of Uvalde and Wallisville.



Again in 2005, her enrollment reached capacity with a waiting list of eight children, and she decided to find a location with more room. Again she called her SBDC consultant. Tom assisted her with her business plan and loan package which resulted in the purchase of the former site of the North Channel Lutheran Church with the potential capacity to educate and care for 300 children.

Rainbows and Stars continues as a leader in the North Channel Area childcare industry with a curriculum that includes programs to develop children's social and cognitive skills in a nurturing environment. Some of the area's most influential families are proud to have their children enrolled there.

After brainstorming sessions with her SBDC consultant from SJC, Francine is again moving forward to maximize her facility usage by increasing her staff and purchasing additional computers and software to accommodate diverse student needs including GED training for adults. Rainbows and Stars is an excellent example of a successful small business that continues to grow because of Francine Creeks' passion for creating a nurturing educational environment and entrepreneurial skills.