



## Grant Application

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### COMPLETED

Response ID : nNB6pEM0  
IP address : 129.222.45.205  
Response link : <https://survey.zohopublic.com/zsir/rzCCla/nNB6pEM0>  
Survey URL accessed by the respondent : <https://survey.zohopublic.com/zs/rzCCla>  
Start time : Mar 07, 2025 13:05:04  
Completion time : Mar 13, 2025 21:04:29  
Time taken : 6 days 7 hrs 59 mins  
Collector : Grant Application

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Page 1 : Business Grant Request

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If you would like to apply for a grant, please complete the following questionnaire.

Q1. Are you a business located in Cumberland, Wisconsin, or the surrounding area?

Yes

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Q2. Are you the owner or authorized representative for the company?

Yes

Please enter the following information about the business

**Q3. Business Name**

EMPORIUM - Boutique & Art Studio

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**Q4.**

Field label	Response
Address1	163 250th Ave.
Address2	1312 2nd Ave (physical location)
City	Cumberland
Zip Code	54829
State	WI
Phone	715-829-2949
Email	emporiumcumberland@gmail.com

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**Q5. Website**

emporiumcumberland.com

Please enter the following applicant information

Q6.

Field label	Response
First Name	Angela
Last Name	Nelli

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Q7. Phone Number

7158292949

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Q8. Please enter your email if different from business email

ajoyousnelli@gmail.com

Q9. Please tell us about your business. Please be as specific as possible. If the form does not have enough space, please email additional pages to [info@50peoplewhocare.org](mailto:info@50peoplewhocare.org)

Please include things like; type of business, number of employees, local suppliers used, what makes you unique or essential to our community.

Dear 50 People Who Care Members,

Thank you for your time in reviewing my application. I am beyond excited to be opening a business in Cumberland, next month. I am confident that my business, EMPORIUM, will be a wonderful asset to our community. I hope you feel the same way and enjoy reading about all that is about to happen as I open my doors in April!

EMPORIUM is a boutique and an art studio opening by April 12th at 1312 2nd Ave. in Cumberland, WI. This is the former Sugar Wear retail location.

EMPORIUM is a purveyor of inspired living. Enjoying the beauty of home, food, art, books, and personal style. EMPORIUM strives to showcase and uplift women artisans and small businesses through the products offered. Sustainability efforts are practiced at EMPORIUM by offering revived goods in addition to new goods.

EMPORIUM is the culmination of Angela Nelli's passion for art & design combined with a desire to see small business thrive in Cumberland, WI. With a background in Fine Arts, Art History, and Art Education, Angela enjoys offering art making opportunities to both youth and adults throughout the community and coming soon in EMPORIUM'S art studio. While teaching homeschool co-op art classes, art workshops at the Thomas St. Angelo Public Library, and afterschool art classes at ETC, it became apparent that the desire for art opportunities in Cumberland is strong. However, this demand is greatly underserved in Cumberland and the surrounding areas. EMPORIUM will fill this void by offering both adult and youth art opportunities in the art studio.

EMPORIUM will be featuring many local makers and small businesses in the retail boutique. A handful of examples include honey from Meg and Vinnie Lepak, maple syrup from Mandy Rouzer (and family), beeswax candles by Elaina Westendorf, crochet goods by Lexi Bever, Sugar Wood caramels, popcorn from Dallas Bazewicz, as well as artwork and baked goods by Angela Nelli. EMPORIUM will also be featuring young entrepreneurs in the boutique to give them a chance to sell their goods and learn more about business practices. The future growth and health of our community depends on up-and-coming entrepreneurs. Angela is excited to be nurturing these dreams and providing opportunities to these motivated individuals!

EMPORIUM's main employee will be Angela Nelli as the owner and artist instructor. Hiring 1-2 part time staff members to work in the retail space is anticipated within the first year of operation. EMPORIUM will hold regular business hours each week. The boutique space will be open at a minimum on Thursday, Friday, and Saturday in sync with the other shops downtown. During other days of the week Angela will host classes in the art studio for both adults and children beginning in May. There will be daytime art classes as well as evening classes offered. Examples of classes include pottery, fused glass, jewelry, and painting just to name a few. In addition to classes, the art studio at EMPORIUM will offer art parties and art workshops for groups.

EMPORIUM brings a unique perspective to the business scene in Cumberland. As a "lifestyle" boutique it will carry a wide variety of goods, many of which cannot be found in the current retail shops. In addition, the products featured at EMPORIUM will be specifically supporting women artists and many local small businesses. Lastly, the art studio at EMPORIUM will provide art making opportunities that do not currently exist in our community.

### Q10. What is the plan for using the grant money (How will it be used)?

EMPORIUM is currently prepared to open by April 12, 2025. Expenses such as inventory and essential fixtures for the retail space are bought and paid for. The categories where EMPORIUM is seeking financial assistance through the 50 People Who Care Grant is for signage expenses, art studio furnishings and equipment, and POS (point-of-sale) hardware expenses.

The first area of need is for signage expenses. This includes a metal sidewalk sign for visibility and to advertise the store being open for business, a mounted sign on the building, and hand painting EMPORIUM on the building above the store's windows.

- \$1,500

The second area of need is for the art studio's furnishings. This is a total need of \$1,888. This includes furnishings such as tables, chairs, rugs, and storage cubbies. The amount needed for these items is as follows:

- \$500 - 5 tables at \$100/each.
- 24 metal chairs at \$588 (\$24.5/chair)
- Storage cubbies - \$350 for 3 storage cubby units for supply and artwork storage.
- 3 rugs for \$450. Rugs are needed to protect the current flooring of the building from any damage that could occur during art classes.

The other art studio expense is for supplies to run classes. This includes a large classroom size kiln for firing pottery. I currently own a small personal kiln that is the fraction of the size needed and is not sufficient for firing a class size worth of pottery. Although the cost of all of the consumable art supplies will be covered by the students when they purchase a class, there are non-consumable supplies that are needed for the studio to provide to students for use while in the studio. The amount needed for these supplies is \$3,405.50.

The breakdown is as follows:

- Professional kiln \$2,975
- \$40 for kids scissors with caddy
- \$40 for pottery sponges
- \$32 for pottery needle tools
- \$52 for pottery trimming tools
- \$52 for pottery sculpting tools
- \$110 for pottery glazing brushes
- \$10 for erasers
- \$4.50 for pencils
- \$90 for acrylic paintbrushes

The last area of need is for purchasing a retail POS system. This includes everything needed to print and scan pricing labels, take cash and credit card payments, print customer receipts, and sell online.

- POS retail kit through Shopify is \$1,088

The total of these expenses is \$7,881.50. These funds would help me launch the art studio portion of my business, purchase professional signage to complete the exterior building needs, and to be prepared with the necessary hardware for sales transaction and business bookkeeping.

**Q11. Projected benefit of plan execution (e.g. viability of business, growth/expansion of business, impact on the community, etc...)**

The projected benefit of my business plan is promising for business success, potential for growth, and a positive impact on the community of Cumberland.

The viability of EMPORIUM is backed up by research that I have done of similar businesses on Cumberland's main street as well as by financial projections I have made. Based on the records of similar shops that are succeeding in Cumberland's downtown my annual retail revenue projection is to hit \$48,000-\$65,000. The projected annual revenue for the art studio portion of my business is between \$10,000-\$25,000 depending on the number of classes held. There is potential for both of these amounts to be higher by increasing retail hours and quantity and cost of art classes offered. Based on these numbers my projected annual revenue will range from \$58,000-\$95,000. Averaging these two high and low projections would put me at a middle range of approximately \$78,000 in annual revenue depending on the amount business experienced in the coming year. The ability to succeed in this type of business in this particular location is proven by the previous success of Sugar Wear which only closed its doors for personal and not financial reasons. In addition, multiple other small businesses and boutiques are operating successfully within the same two block area.

EMPORIUM'S potential for growth includes increasing retail hours over time and hiring employees. In the art studio there is great potential for growing the quantity and breadth of classes offered. Future goals include offering daytime homeschool art classes (based on a known demand), offering art parties, workshops, corporate events, summer art camps, and subscription art boxes. The demand for art programming in our rural surrounding communities is high and greatly underserved. I am confident in the future success of the studio space.

The impact of my business on our community is also promising. Small towns that offer boutiques, coffee shops, spas, and art opportunities attract visitors (especially with the lake attraction in Cumberland as well). Many women seek out small towns to spend a weekend in, shopping and enjoying activities with girlfriends. Cumberland is growing in its appeal to these groups, and I feel that my boutique and studio will help to increase this appeal and traffic. With this demand, my ability to employ members of the community is also a benefit to the people of Cumberland.

Thank you for taking the time to review my application. I am beyond excited to be joining the Cumberland business community and opening my doors next month. Receiving this grant would allow me to bring this vision to completion while easing the financial toll on my personal finances. I am confident my business will be a successful and a wonderful addition to our community and what Cumberland has to offer its residents and visitors.

In gratitude,  
Angela Nelli