



Grant Application

COMPLETED

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Collector : Grant Application

Page 1 : Business Grant Request

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

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

Yes

Please enter the following information about the business

Q3. Business Name

Emporium Cumberland LLC

Q4.

Field label	Response
Address1	163 250th Ave
Address2	
City	Cumberland
Zip Code	54829
State	wisconsin
Phone	715-829-2949
Email	emporiumcumberland@gmail.com

Q5. Website

www.emporiumcumberland.com

Please enter the following applicant information

Q6.

Field label	Response
First Name	Angela
Last Name	Nelli

Q7. Phone Number

7158292949

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

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

Emporium is a retail boutique projected to open in the spring of 2025 at 1312 Second Ave. in downtown Cumberland, WI.

Emporium is about inspired living; enjoying food, our homes, art, books, and personal style. My heart as the owner of Emporium lies in supporting local businesses, uplifting women owned small businesses, and sustainable practices through the products I offer in my boutique. In addition, I will feature a young entrepreneur's spotlight to give young business owners a platform to sell their goods and an opportunity to learn about business practices.

Emporium will offer the Cumberland community an eclectic mix of tasty treats such as cupcakes, scones, & sweet breads in addition to local food products such as maple syrup, honey, popcorn, granola etc.

The boutique will also carry fresh art including ceramics, jewelry, textiles, and paintings created by a combination of local and women artists. In continuing with the mission of inspired living Emporium will feature home items, books, baby gifts, and boutique women's clothing. In addition to the retail store front Emporium plans to grow to offer art classes and workshops for both adults and children. These classes will serve the demand that I have encountered in our community when talking with people who are looking for these opportunities. I feel that Emporium will fill some of the gaps in Cumberland's downtown shop scene and offer a different style and variety of items and services than what is currently available.

Emporium's selection is tailored for the residents of Cumberland as well as for the heavy tourist presence that visits Cumberland for its lakes, shops, and recreational activities. Emporium appeals to a range of shoppers from teens through retirement age individuals. Our customers appreciate art, fashion, shopping local, value, and environmental responsibility. Whether they're looking to treat themselves or seeking the perfect gift, Emporium's offerings will appeal to those interests.

Emporium will work to elevate the community's offerings by hosting workshops and collaborating with other local businesses for events such as Fall Fest & Island City Sipper. Contributing to these unique community experiences will help Emporium to become a must stop destination in Cumberland. Lastly, expanding to online sales will enable Emporium to reach a broader audience.

As the owner of Emporium, I will be the main employee. I will hire one other part time employee to work the store on occasion. Although the boutique will not directly employ a large amount of people, the products we offer will be supporting countless small business families. In addition, I will be working to grow and inspire a future generation of entrepreneurs and small business owners for our community.

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

The 50 People Who Care Grant would be an amazing privilege to win. This grant would relieve the financial pressure that comes with the startup of a small business.

I will have rent to pay immediately which will be due before the store as an income from sales. This rent will be \$750/ month.

Also, the grant would help me to purchase the software needed to create my website and online sales platform for \$100 as well as pay the monthly maintenance fee of \$25. I will be investing in a point of sales system. This "Square" business system will cost \$800-\$1,000 dollars in addition to a monthly processing fee.

I would utilize a portion of the funds to purchase needed furniture, paint, display items etc. for the boutique. The budget I have set for these items is \$2,500.

This \$2,500 includes:

- Multiple tables \$350
- Shelving \$350
- A display refrigerator \$750
- Clothing racks (5-6) \$300
- Mannequins \$150
- Clothing steamer \$100
- Paint \$150
- Rugs \$250
- Tabletop display pieces for jewelry \$100

Lastly, this grant would help me to acquire the startup amount of inventory needed to open my doors. The budget for this category is the largest at \$8,000. This is broken down into categories of supplies for creating artwork (including ceramics, jewelry, sewn items, printmaking), home decor items, baking supplies, baby clothing and gift items, women's boutique shoes and clothing, books, bath & body products, packaged local food items (syrup, honey, popcorn etc.)

Below you will find an itemized budget for these items:

- Books \$350
- Art Supplies (clay, glaze, metal) \$1,000
- Clothing & Shoes \$2,400
- Home Decor Items \$1,000
- Bath & Body Products \$1,000
- Baby Clothing & Gifts \$500
- Baking Supplies \$250
- Food Items \$ 1,500

My estimated startup costs including first month of rent, furnishings, software, and inventory is approximately \$12,300.

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

The small business presence in Cumberland has been steadily growing, driven by increasing lake tourist traffic as well as an influx of young families and retired individuals trading suburban living for a small-town lifestyle. These individuals are seeking unique, quality, local shopping experiences. A boutiques like Emporium will provide customers with that opportunity. The potential for success can be seen in the growing downtown business scene.

Based on the books of other local retail shops in downtown, Cumberland Emporium expects an annual revenue of approximately \$50,000. This is an average revenue of \$4,166 per month.

The Business expenses each month including rent, website maintenance, point-of-sale fees, packaging, and inventory will be approximately \$1,800. The monthly profit of Emporium will average \$2,366. With these calculations, the expected annual profit of Emporium will be approximately \$28,392.

Emporium has the potential to grow into not only a boutique but also a venue for art classes/workshops and events. In addition to the brick-and-mortar presence in downtown Cumberland Emporium will also reach additional customers through an online shopping platform.

Downtown Cumberland is growing and thriving. I am excited to be joining a such a dynamic and friendly community of business owners. As my husband and I raise our family in Cumberland, we are excited about connecting with the community. It is important to us that we find ways to create positive growth and opportunities for the present and future residents of the city. I appreciate the 50 People Who Care board taking the time to review my application. What an amazing asset this organization is to our community and small business owners. I would be honored to be selected for such a generous gift and the trust that my vision, passion, and business will be a return blessing to our community.

Sincerely,
Angela Nelli
Emporium