



## Grant Application

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### COMPLETED

Response ID : K4BhiXt8  
IP address : 96.39.136.126  
Response link : <https://survey.zohopublic.com/zsir/rzCCla/K4BhiXt8>  
Survey URL accessed by the respondent : <https://survey.zohopublic.com/zs/rzCCla>  
Start time : Dec 02, 2024 13:44:17  
Completion time : Dec 02, 2024 13:48:50  
Time taken : 4 mins 32 secs  
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**

Frosty Woodworks

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**Q4.**

Field label	Response
Address1	1835 Abby Road
Address2	
City	Cumberland
Zip Code	54829
State	WI
Phone	7154192451
Email	Frostyinwi@gmail.com

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**Q5. Website**

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Please enter the following applicant information

Q6.

Field label	Response
First Name	Todd
Last Name	Relford

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Q7. Phone Number

7154192451

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Q8. Please enter your email if different from business email

Frostyinwi@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.

My name is Todd Relford, and my business is Frosty Woodworks. I make fun and functional wooden products that bring people together. I also have Frost-Tees, a small business promotions company, where I make shirts and other items for small businesses to help promote themselves. Frosty Woodworks started in 2020, during the pandemic, and we have been in business for over four years now. We're growing more and more every day, from being stocked in local small businesses, to shipping all over the country. My products, made right here in Cumberland, Wisconsin, have made their way coast to coast. From California to Florida, Maine to Oregon. Since the start of Frosty Woodworks, it has just been myself and my wife Juli, who have been working for our business. Together we have helped organize multiple Makers' Markets at the Das Lach Haus, and we participate in as many local events and fundraisers as possible. We have continued to grow our Facebook and local presence immensely over the last few years.

Some of the local retailers I've worked with include Sugarwood, Tevin, and Louie's Finer Meats in Cumberland, Comstock Cheese and Sausage in Comstock, Sal's in Barronett, and Lingen Tree in Turtle Lake. Currently, my products can be found in White Willow in Cumberland, Homemade Market in the Oakwood Mall in Eau Claire, 20 Mile Organic in Barronett, Comstock Cheese and Sausage in Comstock and Bittersweet in Amery. Frosty Woodworks is also a member of the Cumberland Chamber of Commerce where we designed and created the cornhole boards and bags for the Rutabaga Festival cornhole tournament and have discussed starting a Makers' Market in the future.

Frosty Woodworks produces custom products for individual customers as well as fixtures and products for businesses to use in their stores: 20 Mile Organic and Local General Store in Barronett, Sal's in Barronett, Comstock Cheese and Sausage, and Social House in Rice Lake all use fixtures and displays made by Frosty Woodworks. I was a mentor to Indy's Sawdust Shop, helping a fellow woodworker from Minong get his business off the ground and running, and I've participated in a variety of fundraisers and benefits such as the Back the Blue fundraiser, Family Night Out community event, Cumberland High School's prom, The Cumberland Sipper, and the Cumberland Farmers Market.

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

If I were to be awarded the grant money, I would utilize it by expanding my space. I currently do all the work for Frosty Woodworks in one half of my garage, so being able to get a full space dedicated solely to my business would be incredibly beneficial. I would either build or purchase a building expressly for Frosty Woodworks. Having more space to work within means I will be able to create more new products and produce a greater quantity of products, that we already make. Expanding into furniture manufacturing and making fixtures for small businesses, that are specific to their needs, is also something that we want to do, so having a dedicated space will allow me to venture further with my business.

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

Frosty Woodworks will be able to grow vastly with a dedicated space. It can be my woodshop while also serving as a brick-and-mortar location for my products. This new dedicated space will be on my property and not connected to my residence. This new workspace not only gives Frosty Woodworks more shop space, but gives us peace of mind, by having a woodworking area that is not attached to my residence. My goal is for Frosty Woodworks to have a woodworking shop that is totally off grid. Powered only by wind and solar. Not an easy or inexpensive task. We are trying to make an eco-friendly workspace and showroom. The cost for the building alone will exceed 10,000 dollars. That does not include the cost of the solar and wind. Frosty Woodworks is dedicated to this project and would appreciate any financial assistance. With this new workspace I would like to hire 1 or 2 people that would like to learn woodworking and I can then pass down some of my knowledge as I am a cabinet maker with over 40 years of experience. Additionally, I would like to create a Frosty Woodworks website to showcase our products and a YouTube channel to share my knowledge. The website will be beneficial for showing the types of products I make, and it will provide customers with another way of contacting me outside of Facebook, email, or texting. Having a YouTube channel will allow me to create videos about woodworking and teach woodworking basics online. You can reach all over the globe with websites and social media, so I'll be able to get Frosty Woodworks' name to a new audience.

My small business exists because of the community, and I work to bring fun and functional products to individuals and businesses near and far. Creating connections and supporting the community is important for a small business, and I am thankful that the 50 Who Care community continually supports and encourages small businesses like Frosty Woodworks to grow and succeed.