



Grant Application

COMPLETED

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IP address : 96.39.136.126
Response link : <https://survey.zohopublic.com/zsir/rzCCla/Owd4UnE0>
Survey URL accessed by the respondent : <https://survey.zohopublic.com/zs/rzCCla>
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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

Frosty Woodworks

Q4.

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

Q5. Website

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Please enter the following applicant information

Q6.

Field label	Response
First Name	Todd
Last Name	Relford

Q7. Phone Number

7154192451

Q8. Please enter your email if different from business email

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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.

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 promote themselves. Frosty Woodworks started in 2020, during the pandemic, and we have been in business for 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 Wi., 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 also 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 in the past have included Lingen Tree in Turtle Lake, Tevin in Cumberland, and Louie's Finer Meats in Cumberland. Currently, my products can be found in White Willow in Cumberland, Homemade Market in the mall in Eau Claire, 20 Mile Organic in Barronett, and Bittersweet in Amery. Frosty Woodworks is a member of the Cumberland Chamber of Commerce. We are helping the Chamber with their cornhole tournament and talk of a Makers Market.

Frosty woodworks also makes custom products for individual customers as well as fixtures and products for businesses to use in their stores, like 20 Mile Organic and Local General Store in Barronett, Sal's in Barronett, Das Lach Haus, and Social House in Rice Lake. 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. The Back the Blue fundraiser, Family Night Out community event, Cumberland High School's prom and the Cumberland Farmers Market, are a few examples.

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 my garage, so being able to get a full space dedicated solely to my business would be incredibly beneficial. Having more space to work means I will be able to create more and put out more products. With room for more equipment, I'll be able to create, and bring to market, more new products that I don't have the proper equipment or space for at the moment. I'll also be able to work more efficiently, as I am incredibly limited to the space I have currently. Expanding into furniture manufacturing and making fixtures for small businesses is also something that I want to do, so having more 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, as well as other small businesses, showcasing their products that are locally made. I'll be able to support other small businesses trying to make a name for themselves in the same way that local businesses have helped me. My goal is for Frosty Woodworks to have its own physical presence in downtown Cumberland. Aside from having my own space and promoting other businesses, I would like to create a Frosty Woodworks website and YouTube channel. The website will be beneficial for showing the types of products I can 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 lot of new people.