



Grant Application

COMPLETED

Response ID : swkloSBL
IP address : 129.222.45.138
Response link : <https://survey.zohopublic.com/zsir/rzCCla/swkloSBL>
Survey URL accessed by the respondent : <https://survey.zohopublic.com/zs/rzCCla>
Start time : Mar 14, 2025 13:22:03
Completion time : Mar 14, 2025 13:35:45
Time taken : 14 mins
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

Pleasantview Christmas Trees, LLC

Q4.

Field label	Response
Address1	240 205th Avenue
Address2	
City	Comstock
Zip Code	54826
State	Wisconsin
Phone	612-799-1779
Email	pleasantview.tree.farm@gmail.com

Q5. Website

None Yet

Please enter the following applicant information

Q6.

Field label	Response
First Name	Patrick
Last Name	O'Brien

Q7. Phone Number

6127991779

Q8. Please enter your email if different from business email

obrien.patrickh@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.

INTRODUCTION: We truly appreciate the commitment your members have made to support the local business environment. Cumberland is fortunate to have 50 people (and more) who care. Thank you.

We are excited to submit our request to be considered for a grant to help Pleasantview Christmas Trees survive, grow and be an asset to the Cumberland community.

NOTE: The December Pleasantview Christmas Trees application was submitted prior to finishing our first-full year offering. We, however, gained more insight into the customer profile/preferences, our needs for success and enhancing the Cumberland business community.

BUSINESS:

Pleasantview Christmas Trees Downtown Cumberland Tree Lot
Conveniently located on corner of 1st Avenue & Hwy. 48

As a new business, Pleasantview Christmas Trees opened the Christmas Tree Lot for the first time the day after Thanksgiving 2024, giving the Cumberland area an easy and convenient downtown option to purchase a fresh cut Balsam Fir or Fraser Fir tree. In addition to trees, Pleasantview also offered wreaths, swags, porch pots, and other holiday crafts (with hot apple cider and snacks) to kickoff this holiday season.

Pleasantview Christmas Trees scheduled to be open Friday, Saturday and Sunday 9am-5pm, added some additional weekdays and were available by-appointment if needed. We have also happily accommodated special needs and requests, including delivering the tree.

The 2024 season, with the volunteer help from family and friends, Pleasantview Christmas Trees was able to meet its staffing needs. Going forward we anticipate that the need for additional help and reached out to Cumberland High School and the Cumberland Boy Scout Troop to recruit part-time help as needed.

Lori and Patrick O'Brien and the Pleasantview Christmas Tree Farm are located in Comstock. Lori grew up on a nearby Almena Family Century Farm and Lori and Patrick have been part of the Cumberland community for over 30 years owning property on Granite Lake and Little Sand Lake.

Lori and Patrick left Oakdale, MN in 2021 to make the Comstock hobby farm their permanent address. The 16-acre farm was where they planted the first (of many) Christmas trees. The long-term plan is, in addition to having the Cumberland Tree Lot, to also open the Pleasantview Christmas Tree Farm to give customers the option to also cut their own tree—however, that will be years down the line.

LOCAL SUPPLIERS, PARTNERS:

- Pleasantview Christmas Trees are a member of the Cumberland Chamber of Commerce
- Pleasantview Christmas Trees advertised the Cumberland Tree Lot in the Cumberland Advocate that Lori and Patrick also subscribe to
- Pleasantview Christmas Trees are working with Artisan/Earthquake doing field testing of their equipment to improve the tree planting efforts
- Lori and Patrick chose Cumberland Ace Hardware for our pole shed build and the ongoing building and hardware needs for Pleasantview Christmas Tree business
- Dairy State Bank and JAK & Associates provides Pleasantview Christmas Trees with financial and accounting services
- Skinner Funeral Home is allowing Pleasantview Christmas Trees to rent their property for the tree lot—a prime location
- Pleasantview Christmas Trees will employ Schell Power and Light to install electrical service to the lot
- Pleasantview Christmas Trees is a contributor to The Margaret Project Santa

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

WHAT MAKES US UNIQUE OR ESSENTIAL TO THE COMMUNITY:

Lori and Patrick have been members of the Cumberland community for many years as a consumer and have appreciated the convenience and access to the quality businesses and services.

There was not a tree lot in Cumberland, until now, Pleasantview Christmas Trees.

The comments and compliments from our 2024 customers seemed to indicate we made a good choice to call Cumberland home for Pleasantview Christmas Trees. We heard a number of times similar comments to the ones below.

"We didn't have a tree lot in Cumberland, we needed one. Thank you."

"This is so convenient. Sure makes it easy. Will you be back next year?"

"You have really good looking trees, really nice."

"You would deliver the tree, at no charge, really? That would be wonderful."

"Do you charge for baling, no? Great, I'll have you do that for me."

"A regular wreath, cross wreath and stand for the cemetery is perfect. Thanks."

"Thank you. See you next year. We'll be back."

We continued to hear people comment on how well they were treated—from loading the tree into their vehicle, delivering the tree to their home, the fair pricing and payment options of cash, check or credit card.

Pleasantview customers will get the same quality shopping experience as other downtown businesses. And there's safe, easy access with off street parking. The special feel of the Christmas Holiday can start in Cumberland with a tree. Pleasantview Christmas Trees will help make that happen.

THE PLAN FOR USING THE GRANT MONEY:

Pleasantview Christmas Trees is committed to investing in the Cumberland Tree Lot to give it the curb appeal consistent with the festive, inviting, holiday feel of the other downtown businesses. The grant would help Pleasantview to adapt to the market changes, accelerate growth, quickly implement new products offerings, tackle infrastructure needs, continue the focus on the overall customer experience, and have a more immediate and positive impact on the Cumberland business environment.

Considerations for how grant funds could be used include:

- Permanent power source to handle increased electricity needs (priority)

Security camera install and web access

Lighting to extend the hours the tree lot is open and create and inviting festive feel for the lot

- Website build and increased marketing reach and spend (priority)
- Expand tree and wreath product offerings
- Hire part time team members as needed

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

Since we know Christmas will be here every year on December 25, we also believe the Cumberland Community will continue to embrace the special Christmas Holiday, invest in a tree and the related Christmas decorations.

In our first year we've learned:

- The market and source of business not only includes the immediate Cumberland Community, but neighboring cities, drive by customers, and the seasonal/recreational folks.
- Advertising played a role in people finding us
- We also learned we can increase our wholesale tree purchase next year. We sold out early.
- Not everyone is drawn to the choose-and-cut option
- Need to figure out how to extend the hours to accommodate after work/dinner customers

The grant program would allow Pleasantview Christmas Trees to accelerate a program to provide low-cost trees to service members, families-in-need, and those with special accommodation/needs in the Cumberland Community.

Remember, the special feel of the Christmas Holiday in Cumberland starts with the tree. Pleasantview Christmas Trees will help make that happen!

Thank you for your consideration of our grant request. Lori and Patrick O'Brien