



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

Pleasantview Christmas Trees, LLC

Q4.

Field label	Response
Address1	240 205th Avenue
Address2	
City	Comstock
Zip Code	54826-6523
State	Wisconsin
Phone	6513410144
Email	pleasantview.tree.farm@gmail.com

Q5. Website

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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.

We recently learned about your organization and 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 and be considered for a grant to help Pleasantview Christmas Trees survive, grow and be an asset to the Cumberland community.

OUR BUSINESS

Pleasantview Christmas Trees Downtown Cumberland Tree Lot
Conveniently located on the 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. Pleasantview Christmas Trees believes Christmas is a special holiday that starts with getting the tree—that's how we will help. In addition to trees, Pleasantview Christmas Trees offered wreaths, swags, porch pots and other holiday crafts 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 also happily accommodated special needs and requests.

This year, with the volunteer help from family and friends, Pleasantview Christmas Trees was able to meet its staffing needs. Going forward Pleasantview Christmas Trees anticipates that it will need 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 cut their own tree—however, that will be years down the line.

LOCAL SUPPLIERS, PARTNERS

- Pleasantview Christmas Trees is 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 their tree planting efforts
- Lori and Patrick chose Cumberland Ace Hardware for all materials for a 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 use their property for the tree lot—a prime location
- Pleasantview Christmas Trees is a contributor to The Margaret Project Santa

WHAT MAKES US UNIQUE OR ESSENTIAL TO THE COMMUNITY

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

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

The comments and compliments from Pleasantview customers seemed to indicate we made a good choice to call Cumberland home for the Pleasantview Christmas Tree Lot. We heard a

number of times comments similar 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 and cross wreath and stand for the cemetery is perfect. Thanks."

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

Pleasantview Christmas Trees 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 starts with the tree. Pleasantview Christmas Trees will help make that happen.

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

Pleasantview Christmas Trees is committed to investing in the Cumberland Tree Lot to give it the curb appeal consistent with the holiday feel of the other downtown businesses. Other considerations for how grant funds would be used include:

- Hire part-time team members
- Offset wholesale tree acquisition costs
- Increase marketing reach and spend
- Displays for new and expanded tree and wreath product offerings
- Garland machine, wreath frames including larger wreath frames, porch pots, and decorating components
- Permanent power source to handle increased electricity needs
- Security camera install and web access
- Lighting to extend the hours the Pleasantview Tree Lot is open
- Tree shaker

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 25th, we believe the Cumberland Community will continue to embrace the Christmas Holiday, invest in a tree, and the related decorations.

The grant would allow Pleasantview Christmas Trees to: adapt to the market as it changes; accelerate growth; quickly implement new product offerings; tackle infrastructure improvements; continue the focus on the overall customer experience; and have a more immediate positive impact on the Cumberland business environment.

The grant could also allow Pleasantview Christmas Trees to create a program to provide low-cost trees to service members, families in need, and/or those with special accommodation requests.

In our first year we've learned that the market not only includes the immediate Cumberland Community, but neighboring cities, drive by customers, and the seasonal/recreational folks. That's a good source for business.

Thank you for your consideration of our grant request.

Lori and Patrick O'Brien
Pleasantview Christmas Trees