Grant Application

Completed

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IP address	: 96.39.136.215
User agent	: Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/152.0.0.0 Safari/537.36 Edg/152.0.0.0
Response link	: https://survey.zohopublic.com/zsir/rzCCIa/53BBiAp6
Survey URL accessed by the respondent	: https://survey.zohopublic.com/zs/rzCCIa
Start time	: Sep 10, 2026 06:30:36
Completion time	: Sep 15, 2026 12:07:12
Time taken	: 5 days 5 hrs 37 mins
Collector	: Grant Application

P1 : Business Grant Request

If you would like to apply for a grant, please complete the following questionnaire.

Q1. Is your business located in the Cumberland, Barronett, or Comstock, WI zip code (54829, 54813, or 54826)? If it is not, you are not eligible for this grant.

Yes

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

Yes

P2 : Business Information

Please enter the following information about the business

Q3. Business Name

Pleasantview Christmas Trees, LLC

Q4.

Field label	Response
Address1	240 205th Ave
Address2	
City	Comstock
Zip Code	54826
State	WI
Phone	6127991779
Email	pleasantview.tree.farm@gmail.com

Q5. Website

Not yet.

P3 : Applicant Information

Please enter the following applicant information

Q6.

Field label	Response
First Name	Patrick
Last Name	O'Brien

Q7. Phone Number

612

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.

Thank you for considering our grant request to help Pleasantview Christmas Trees survive, grow, and continue to be an asset to the Cumberland community.

The Pleasantview Christmas Tree business consists of the downtown Cumberland Pleasantview Christmas Tree Lot and the 16-acre Pleasantview Christmas Tree Farm where we started planting the first (of many) Fraser Fir and Balsam Fir bare root seedlings in 2021. The long-term plan is that the 4,000 trees at the farm will be the future tree source for the Cumberland tree lot and an option for customers wanting the experience of cutting their own tree. Currently, we purchase wholesale Fraser and Balsam Fir trees to sell at our downtown tree lot.

The Pleasantview Christmas Tree Lot is conveniently located in downtown Cumberland on the corner of 1st Avenue & Hwy. 48 with safe, easy access, and off-street parking. The tree lot officially opens each year the day after Thanksgiving. The Cumberland community may purchase a fresh-cut Fraser or Balsam Fir tree, wreath, swag, garland, porch pot, and other holiday crafts and gifts from our cozy, warm retail building. It’s a great way to kick-off the holiday season.

The Pleasantview Tree Lot will be open on weekends, during the week, and evenings until all trees are sold. We will also be available by-appointment if needed, and happy to accommodate special needs and requests, including local tree delivery.

The Pleasantview Tree Lot sales is the only source of income to offset the tree lot and the tree farm expenses. Currently we do not have regular PT or FT employees. We get help from family and friends at times when the tree lot is open and have hired Cumberland High School students to help at the tree farm with seasonal mowing, weed management, and mulching.

As a new business, we appreciate the support from our local suppliers and partners—Cumberland Chamber of Commerce; Cumberland Advocate; Artisam/Earthquake; Cumberland Ace Hardware; Dairy State Bank; JAK & Associates; Skinner Funeral Home; Schell Power and Light, and Project Santa.

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

We are committed to investing in the Cumberland Tree Lot consistent with the same festive, inviting, and holiday feel of the other downtown businesses. Maintaining a focus on the expectations and quality experience of our customer will drive maximizing our investments and growing the business as a quality asset to the Cumberland community.

Grant funds would be used for both Pleasantview Tree Lot and Tree Farm and business expenses.

Tree Lot expenses: installing a basic security system; providing a separate metered electrical service for the tree lot building and outdoor lights for early evening hours; upgrade and expand the tree display capacity; a new Tree Lot building (comfortable and warm place) for the customer’s pay counter, some retail shopping and a place to enjoy a cup of hot cider; purchasing wholesale trees to sell; components needed to build wreaths and the outdoor decorations; adding Christmas music; increasing the marketing spend for advertising, to build out the website and tree lot building signage.

Tree Farm expenses: annual field and tree applications including fertilizer, mulch, and deer spray; hiring seasonal help for mowing, applying mulch and early weed control for the 4,000 Fraser Fir and Balsam Fir trees.

P6 : Projected Benefit(s)

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

There is now a Christmas tree lot in Cumberland, Pleasantview Christmas Trees. Below are some of the comments we here from customers:

“We were here last year. I like the new look.”
“This is so convenient. Sure makes it easy.”
“You have really good-looking trees, again this year.”
“Thanks for delivering the tree last year. Hopefully you can deliver it this year too.”
“I’ll have you bail the tree for me.”
“Love what you’re doing.”
“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 nice the experience was”—from bailing and loading the tree into their vehicle, to the option of delivering the tree to their home, the fair pricing and tree quality, and the flexible payment options of cash, check or credit card.

YEAR ONE. Our first year was 2024. We exceeded expectations with product sales, positive customer feedback and selling all the trees early. For 2025 we purchased 30% more trees, offered more holiday related products, expanded our hours, and made many tree lot improvements.

YEAR TWO. We ended 2025 with an increase in sales over 2024, more positive customer feedback, saw returning customers, and greeted new customers to our lot. Selling out early is not our goal. Rather, we would like to also accommodate those who prefer to purchase and set-up their tree closer to Christmas day. 2026 we’ll have even more trees.

THIS COMING YEAR. In addition to holiday music and the new look of our tree lot, there will be more holiday decorations, more trees to choose from and we will accommodate those who wish to purchase and set up their tree closer to Christmas day.

The comments and compliments from both new and returning customers seem to indicate we have made a good choice to call Cumberland home for Pleasantview Christmas Trees.

We appreciate the commitment your members have made to support the local business environment.

Lori and Patrick O’Brien