



Grant Application

✔ Completed

Response ID : fIDFkLPI
IP address : 35.151.98.155
User agent : Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/149.0.0.0 Safari/537.36
Response link : <https://survey.zohopublic.com/zsir/rzCCla/fIDFkLPI>
Survey URL accessed by the respondent : <https://survey.zohopublic.com/zs/rzCCla>
Start time : Jun 09, 2026 09:12:14
Completion time : Jun 09, 2026 10:02:42
Time taken : 50 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

Colette's K-9 Cuts

Q4.

Field label	Response
Address1	1690 Elm Street
Address2	
City	Cumberland
Zip Code	54829
State	WI
Phone	7156514377
Email	coletteherman927@gmail.com

Q5. Website

N/A

P3 : Applicant Information

Please enter the following applicant information

Q6.

Field label	Response
First Name	Colette
Last Name	Herman

Q7. Phone Number

7156519346

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.

Locally Owned, Locally Loved: Professional Dog Grooming in Cumberland

At Colette's K-9 Cuts, I believe every dog deserves a gentle touch and a stress-free spa day. As a proud owner-operated local business, I work one-on-one with your furry family members, ensuring they get the dedicated, personalized care they won't find at a giant corporate chain.

You can find me operating right out of , a long-time staple of our Cumberland community. We are honored to bring top-tier dog grooming to such a historic, trusted local landmark. Whether your pup needs a simple nail trim, a refreshing bath, or a full breed-standard haircut, we treat every dog like our own.

Reliable, professional pet care is no longer a luxury but an essential community need in Cumberland. The local demand dramatically outpaces regional capacity, which has allowed Colette's K-9 Cuts to secure a vast and dedicated clientele right here in town. This immediate, overwhelming market validation proves the long-term viability of the business.

We are not launching into an uncertain market; rather, we are seeking to optimize a business that is growing and thriving. The strong loyalty of our client base ensures a stable and resilient revenue stream, supporting the ongoing growth and enduring presence of the business within Cumberland's economic environment.

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

Grant funding will be strategically deployed to optimize operational efficiency, enhance our professional footprint, and capture unmet market demand in Cumberland. A portion of the funds will be allocated to targeted local advertising and digital marketing campaigns designed to formalize our brand presence and convert our waiting list into locked-in, long-term recurring schedules. To match the prestige of operating out of an iconic local landmark, capital will also be invested in building decor, specialized signage, and interior aesthetic upgrades that create a welcoming, high-end environment for clients while respecting the historic character of the host venue. Finally, funds will secure essential, commercial-grade grooming supplies and ergonomic equipment. This critical infrastructure upgrade will directly reduce service times per animal, minimize physical overhead, and allow the business to safely scale capacity to accommodate our rapidly growing clientele, ensuring long-term financial sustainability.

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

1. Long-Term Business Viability

Higher Profit Margins: Upgrading to commercial-grade equipment will speed up service times, allowing the salon to safely groom more dogs per day without increasing working hours.

Low Risk & Low Overhead: Operating out of an iconic Cumberland landmark keeps overhead costs incredibly low. Combined with a recurring service model (dogs returning every 4–8 weeks), this guarantees steady, predictable cash flow and long-term financial survival.

2. Growth and Expansion

Capturing Unmet Demand: Cumberland has a massive shortage of quality pet care. This funding will allow the business to seamlessly scale up to capture that waiting list of clients.

Future Job Creation: By modernizing the workspace and optimizing the workflow now, the business builds a solid foundation to hire a second groomer or a local apprentice in the future, expanding local employment.

3. Impact on the Cumberland Community

Boosting Local Commerce: Bringing consistent, high-frequency foot traffic to a beloved local landmark creates a ripple effect, boosting business for neighboring shops in town.

Keeping Dollars Local: Local pet owners will no longer need to drive out of town for grooming services, ensuring that pet-care dollars stay directly within the Cumberland economy. There is often a collaborative relationship with local veterinary clinics, which aims to expand their client base and enhance the reputation of Cumberland.

Public Health & Animal Welfare: Professional grooming is essential for preventative pet health. Providing accessible, high-standard care right here in town directly improves the well-being of Cumberland's pet population.