



Grant Application

✔ Completed

Response ID : tiC5NXJF
IP address : 75.135.70.86
User agent : Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/148.0.0.0 Safari/537.36
Response link : <https://survey.zohopublic.com/zsir/rzCCla/tiC5NXJF>
Survey URL accessed by the respondent : <https://survey.zohopublic.com/zs/rzCCla>
Start time : Jun 03, 2026 12:44:24
Completion time : Jun 03, 2026 13:59:37
Time taken : 1 hr 15 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

If not owner, position at business: - Chamber Coordinator

P2 : Business Information

Please enter the following information about the business

Q3. Business Name

Cumberland Chamber of Commerce

Q4.

Field label	Response
Address1	1277 2nd Ave
Address2	PO Box 665
City	Cumberland
Zip Code	WI
State	54829
Phone	715 822-3378
Email	info@cumberlandchamberwi.com

Q5. Website

www.cumberlandchamberwi.com

P3 : Applicant Information

Please enter the following applicant information

Q6.

Field label	Response
First Name	Emily
Last Name	Schutte

Q7. Phone Number

7158223378

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.

The Cumberland Chamber of Commerce is a year-round, non-profit business organization dedicated to promoting local commerce, driving tourism, and enhancing the overall quality of life in the "Island City."

Unlike volunteer-only groups, we maintain a physical, year-round staffed office to serve as a reliable hub for residents, visitors, and business owners. Our operational team consists of:

One paid Chamber Coordinator and two Chamber employees who manage daily operations, inquiries, and event logistics.

A dedicated board of 13 local business people who provide strategic leadership, deep community roots, and fiscal oversight.

We actively practice economic stewardship by utilizing our own chamber member businesses and local suppliers whenever work needs to be done. Whether we are sourcing food for events, buying print materials, hiring contractors, or purchasing supplies, we ensure that our operational dollars go directly back into the pockets of Cumberland business owners and workers.

While traditional chambers focus purely on business-to-business networking, the Cumberland Chamber is unique because it acts as the primary engine for Cumberland's civic identity, tourism, and community traditions. We are essential to the town because we plan, fund, and execute the major celebrations that define life here across all four seasons.

We anchor the town's tourism and community pride through massive undertakings like the 94th annual Rutabaga Festival, the WI State Ice Fishing Contest, and the 4th of July Spectacular.

Quality of Life & Youth Events: We keep families engaged throughout the year with free or low-cost community events including Baga Bunnies, Music Under the Stars, the Pumpkin Give Away, Safe Trick or Treat, the Scarecrow Contest, Island City Sipper, and a Movie with Santa.

We directly support our community's well-being through the Turkey Dinner Give Away, an Industry Appreciation Golf Outing for the local workforce, and close, ongoing collaborations with local non-profits like the Cumberland Rotary Impact Club and the Cumberland Area Trails Alliance (CATA).

Through our website, social media, radio, and email channels, we give local businesses a unified voice. Without the Chamber, Cumberland would lose the traditions, events, and economic coordination that make it such a vibrant place to live and do business.

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

The grant money will be used to fund the interior renovation of our permanent home: the former Pendleton Pawn Shop. Because the building was rented out until recently, it requires a complete interior refresh before our staff and operations can relocate.

We are tackling this property renovation using a strategic, two-pronged approach to create a highly functional, community-minded hub:

Prong 1: The Exterior (Already Funded)

We recently secured with the City of Cumberland a WEDC Vibrant Spaces grant to transform the parking lot behind the building. We are constructing a permanent community pavilion—complete with a concrete pad—to provide year-round public seating and gathering space for residents, shifting the space from a "once-a-year festival lot" to a 365-day community asset. The pavilion is scheduled to be completed in time for this year's Rutabaga Festival. If time permits, we hope to have the concrete poured as well.

Prong 2: The Interior (Requested Funding)

While state funding secures our outdoor community space, the 50 People and More Who Care grant will directly fund the indoor transformation. We will use the funds for:

Interior Paint & Flooring: Material costs to clean up, update, and professionalize the main office, store and visitor welcome spaces.

Office and Store Furniture: Functional desks, seating, displays, racks and storage to accommodate our full-time coordinator, two employees, board members and members of the public shopping or just wanting to drop in and talk Cumberland. With the additional wall space, we aim to hang historic Cumberland photos.

In alignment with our mission, any renovation work that our staff and board members cannot physically do ourselves will be explicitly contracted out to local Cumberland companies, keeping these grant dollars right here in our community.

Furthermore, this corner lot sits immediately adjacent to the grounds where we set up the annual Rutabaga Festival. Moving our physical headquarters here gives the Chamber Coordinator an unparalleled vantage point to seamlessly organize, manage, and execute the festival logistics, while establishing a permanent, highly visible "command center" right in the heart of our downtown core.

Your funding will bridge the final gap, helping us turn a former pawn shop into a vibrant, welcoming, and essential piece of Cumberland's civic infrastructure.

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

Transforming the former Pendleton Pawn Shop into our permanent headquarters secures a premier, highly strategic location for Chamber operations. Moving forward, we plan to deeply integrate this property into the community by working closely with the Thomas St. Angelo Public Library, Cumberland Area Trails Alliance (CATA), Beaver Dam Lake Management District, Enrichment Through Culture, and the City of Cumberland. Together, we will transform the outdoor space into a shared, vibrant asset utilized by diverse groups for a wide variety of civic and public uses. Furthermore, once established indoors, we intend to dedicate a curated space for local 'Pop-Up Shops'—providing micro-businesses and artisans without a traditional storefront a high-visibility venue to showcase and sell their goods.

Because this corner lot is immediately adjacent to the Rutabaga Festival grounds, our coordinator and staff will have a centralized "command center." This proximity will improve logistics, volunteer management, and safety coordination during Cumberland's largest annual economic event.

This project directly reflects our goal to "keep it local", creating an immediate and secondary wave of economic impact:

Every dollar from this grant that is not spent on materials will go directly to hiring local Cumberland tradespeople and suppliers for the flooring, paint, and finishing work.

Moving into a prominent downtown corner lot gives us a professional storefront to display member brochures, guide visitors, and promote local businesses through a modernized walk-in welcome center and store.

The ultimate winners of this project are the people of Cumberland. By pairing the 50 People and More Who Care grant with our WEDC Vibrant Spaces grant, we are turning this property into a highly active, multi-use community anchor.

Instead of utilizing this premium downtown space for just one festival weekend a year, the addition of the new back-lot permanent pavilion with the interior welcome center will create a beautiful, year-round gathering spot.

A stabilized, highly efficient Chamber office guarantees that beloved community traditions—from the 94th annual Rutabaga Festival down to our Safe Trick or Treat—have the secure operational foundation they need to survive and thrive for generations to come.

Your investment won't just paint walls and lay floors; it will unlock a vibrant, community-minded downtown space that serves Cumberland every single day of the year.