



Grant Application

✓ Completed

Response ID : peCwiG0j
IP address : 163.116.145.53
User agent : Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/110.0.0.0 Safari/537.36
Response link : <https://survey.zohopublic.com/zsir/rzCCla/peCwiG0j>
Survey URL accessed by the respondent : <https://survey.zohopublic.com/zs/rzCCla>
Start time : Dec 15, 2025 10:27:12
Completion time : Dec 15, 2025 12:12:05
Time taken : 1 hr 45 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?

No

If not owner, position at business: - Heather McWilliams - Chairman of the Miss Cumberland Committee (an entity with the Cumberland Chamber of Commerce)

Please enter the following information about the business

Q3. Business Name

Cumberland Chamber of Commerce - Miss Cumberland Committee

Q4.

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

Q5. Website

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Please enter the following applicant information

Q6.

Field label	Response
First Name	Heather
Last Name	McWilliams

Q7. Phone Number

6515876317

Q8. Please enter your email if different from business email

misscumberland@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.

The Cumberland Chamber of Commerce serves the City of Cumberland and it's surrounding trade area and has a mission to improve the economic status of the city and build a better community. Not only does the Cumberland Chamber support our local businesses but they also coordinate and fund all our community events and programs year-round. One of these such programs is the Miss Cumberland Pageant and Scholarship Program.

For almost 80 years, the Cumberland Chamber has been the prime support for the Miss Cumberland Pageant and Scholarship Program as these events promote and foster a strong sense of community identity. The Miss Cumberland Program is designed to enhance a young woman's career building skills such as public speaking, interviewing, organization, teamwork and leadership. The program is also dedicated to promoting volunteerism, community involvement as well as promoting our beautiful city of Cumberland, "The Island City".

The Cumberland Chamber works to support the Miss Cumberland Program however the program itself is organized and run by a small group of six local Cumberland women - all working mothers and with previous experience or participation in the Miss Cumberland program, and all volunteering their time to keep the program going year after year. Our goal as a committee is to support young women in enhancing their career building skills and also award our selected royal court with a scholarship after high school graduation.

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

For nearly 80 years, the Miss Cumberland Royalty has been a proud ambassador of our community, traveling to more than 20 parades each year to share smiles, waves, and the spirit of the Rutabaga Festival. At the heart of these appearances is the Miss Cumberland Float—a beloved symbol of our town's pride.

After nearly 20 years of service, our current float is in serious need of repair. The trailer is bent and rusted, the boards are warped and rotting, the seats broken, the cover torn, the decorative backboard unstable and even the iconic rotating fish have stopped swimming! It's no longer safe for our royal court or practical for families to tow.

That's why the Miss Cumberland Committee, in partnership with the Cumberland High School Shop Program, is launching an exciting project: a complete rebuild of the float. Our vision is a safe, vibrant, and professional float that reflects the beauty of our Island City and the joy of the Rutabaga Festival. To make this dream a reality, we simply need more support! Our program only runs on fundraising, donations, and sponsorships, and the cost of a new float is beyond our small budget. Your support will help us create a float with a new trailer, new cover, fresh decorations, new signage, updated seating, and artwork that truly shines.

Also, if any additional funds were to remain after the float rebuild, it would be used to support scholarships for future royalty year after year—an investment in the next generation of community ambassadors.

Our goal is to unveil the new float by May 2026—just in time for spring parades and our 80th anniversary celebration in August!

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

Rebuilding the Miss Cumberland Float will deliver multiple long term benefits to the community and the program. A newly constructed float will ensure safety and reliability for our royal court and families, replacing the current structure that has become hazardous.

Beyond safety, the new float will enhance Cumberland's image and cultural presence at more than 20 parades annually, showcasing the Rutabaga Festival with pride and professionalism. This initiative also creates educational opportunities through our partnership with the Cumberland High School Shop Program, providing students with hands-on experience in design and construction while fostering civic engagement. We are also working with the Cumberland School Art Club to collaborate on graphics and murals for the new float, an unforgettable art project for students of all ages!

Additionally, any funds remaining after the rebuild will be dedicated to scholarships for future royalty, ensuring program sustainability and continued investment in youth leadership. And lastly, completing the float by May 2026 will align with our 80th anniversary celebration, marking a historic milestone and reinforcing community pride for decades to come!

The Miss Cumberland Committee was recently restructured, bringing together six lovely women who took over the program just over a year ago. We recognized the need for improvement and are committed to making the Miss Cumberland Pageant and Scholarship Program more impactful for our community. Our vision is to create a stronger connection to the city, inspire more young girls to get involved, and continue promoting community engagement and positive role models for youth. A major step toward this transformation is rebuilding the Miss Cumberland Float. This new float will symbolize the fresh energy and direction of the program, helping us make a lasting impression while creating opportunities for youth leadership and involvement.