



Grant Application

✔ Completed

Response ID : dMt11zza
Response link : <https://survey.zohopublic.com/zsir/rzCCla/dMt11zza>
Start time : Feb 05, 2026 08:43:28

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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

The Tower House

Q4.

Field label	Response
Address1	1445 2nd Avenue
Address2	
City	Cumberland
Zip Code	54829
State	Wisconsin
Phone	6512420834
Email	abby@thetowerhouse.com

Q5. Website

www.thetowerhouse.com

Please enter the following applicant information

Q6.

Field label	Response
First Name	Abby
Last Name	Smoot

Q7. Phone Number

6512420834

Q8. Please enter your email if different from business email

abbysmoot@comcast.net

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 new Tower House encompasses Lightning Bolt Coffee (full coffee shop serving fresh, organic & fair-trade espresso from a MPLS roaster + dirty sodas, smoothies, tea, etc), Lightning Bolt Lounge (a full-service bar with signature cocktails + seasonal themed cocktails), Advanced Sportswear (an extension of our custom apparel company in Newport, MN in a "boutique" format- localized lake apparel, Cumberland Beaver apparel, Tower House & Lightning Bolt Coffee apparel, and other customized accessories & goods with options to special order custom apparel), The Tower House Suites (4 newly furnished and renovated short-term rental rooms on the upper two levels- think 'bed and breakfast' without the staffing. Guests can book a night, or 5, in our historical building and enjoy a package deal to enjoy a coffee and pastry downstairs in the morning), and finally- Tower House Events (we have had the pleasure of hosting private family and company dinners with customized menus, bridal & baby showers, holiday parties, staff parties, class reunions, birthday parties, company meetings, and more- our spacious patio will allow us to host live music, fun community events, and larger gatherings this summer, and we are so excited!)

We currently have 15 employees, and recently had the pleasure of hiring a full-time general manager. We are absolutely ecstatic to be a part of the Cumberland community and invest in such a historical building. We want to maximize every inch, and allow it to be a community gathering space. The history of the building is critical to us as new owners, but we have so much fun putting our own spin and touches throughout. Lightning Bolt Coffee & Lounge nods to new owners, Dan & Rachel's favorite band- Pearl Jam. Dan often refers to Rachel as his "bolt of lightning" - his favorite song by Pearl Jam being Lightning Bolt. We had a dream, and it became reality. Since then, we have had the pleasure of meeting so many amazing members of the community- all who care to support us and cheer us on as we invest many hours, dollars, and thoughts into reinventing The Tower House and making it the most accessible it has ever been. People of all ages are welcome to stop in alone, or with a large group, and are sure to find something on our menu that they enjoy. This is exactly what we want The Tower House to be.

Many ask if we will ever become a full-service restaurant. The answer is no. This was intentional. We value community and gathering more than anything as business owners, and are so fortunate to be able to find a space that allows us to do that in a town that we grew up enjoying. The Tower House is welcoming to people of all ages, backgrounds, preferences, and more- we love when families come in and parents are enjoying a handcrafted cocktail, grandparents are enjoying a hot cup of tea, and the kids are running around drinking a dirty soda while everyone is gathered around our big table playing some board games. The events have been so fund and have drawn in people from outside of Cumberland to support our small town. We have enjoyed hosting events such as Cookie Decorating with Santa, Private Valentine's Dinner (open to the public to RSVP), a successful Single's Mixer, Homecoming Post-Game celebrations, Coffee Flight days, and more! We are so excited for the summer to come and love the journey The Tower House has brought us for the last 6 months!!

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

We would be absolutely ecstatic to utilize the grant money to renovate our outdoor sign (yes, the sign from the previous owners that indicate that we are still The Tower House tavern with 'Great Margaritas'.... people do come in and ask and we have to explain the situation at least 3x a week....) and / or purchase new patio furniture for our outdoor patio.

We have invested lots of money into starting this business from the ground up, and are currently working hard on wrapping up the renovations upstairs so the room rentals can become active. While it has always been in the back of our minds to update our sign, or purchase brand new patio furniture, our budget is calling us to prioritize other things in place of those. We know the summer will bring lots more traffic, and we want to be noticed by drivers on Main Street with a fresh new look to our sign and our inviting patio. We already have booked live musicians on our patio for every summer Friday night, and we are currently making do with the furniture that came with the purchase of the building. This would add so much flair to our new business style, allow us to be noticed more by people who still might not know who we are now, and enjoy our large patio in comfort.

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

The benefit to this plan execution would allow us to be noticed. This is something that is important to us. We are very active on social media- and seem to get a large reach on there, but we still get people who walk in "just because they see cars in the parking lot." If you have not been inside our updated Tower House, it is a completely refreshed atmosphere, but we worked very hard to honor the historical architecture. We think updating our outdoor sign would catch passerby's attention, and be a reminder for those in Cumberland that The Tower House is open, accessible to all, and is a very inviting and cozy space to gather. This would in turn help us spread the word and invite more bodies in the door especially upon the beginning of our first busy summer to come. We are absolutely not in the profit stage at all right now, so we truly believe this would be an eye-catching way for us to drive traffic inside and spark people's curiosity. If it is still in the range to update our patio furniture, we believe we could extend the unique, eclectic inside feel to our outdoor patio. Being the only patio in town (I believe?) - this would allow us to grow from an event standpoint and be able to create a more upscale, durable, and comfortable seating arrangement. We are collaborating with The Cumberland Chamber of Commerce to host a 'Music Under the Stars' event on our patio in May, and would love for one of our biggest first impressions to be a clean and comfortable outdoor space that people can gather and hang out on, and will hopefully transform those first impressions into return customers.

In summary, both a renovated outdoor sign and new patio furniture would allow us to catch people's attention whom we are maybe missing (increase our advertising), match the fresh new feel of what The Smoot's bring to the new Tower House, and help us make great first impressions as people enter our space so we can work each day on building up our clientele. We absolutely believe that by creating a fresh and inviting space, we can promote that and drive traffic from surrounding towns to support us, Main Street, and Cumberland as a city. Our dream is to have busy nights where friends and families can plan on gathering in a non-intimidating scene that is not centered around being a bar or having to stay out late at night. More people in the door will also help us increase visibility on community events coming up and our room rental availabilities.

Thank you so much for considering the new and improved Tower House for the grant. We are honored to be in the Cumberland community and are extremely grateful for all of the support and opportunities to improve our business. -Dan, Rachel & Abby Smoot