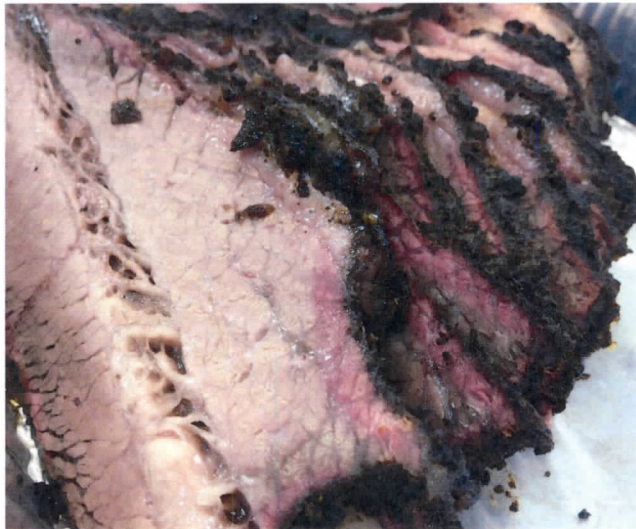




# Hallelujah! BBQ

Business Plan 2016



124 N. Cotton Street  
El Paso, TX 79901

Phone: 915.532.2575  
Fax: 915.532.2762

[bbq@rmelp.org](mailto:bbq@rmelp.org)  
[www.hallelujahbbq.org](http://www.hallelujahbbq.org)  
[www.rmelp.org](http://www.rmelp.org)

# Table of Contents

- Proposal Summary .....3
- Schedule .....3
- Mission Statement.....4
- Keys to Success.....4
- Description of Business.....5
- Company Ownership/Legal Entity.....5
- Location.....5
- Hours of Operation.....5
- Service.....5
- Management.....6
- Financial Management and Profit Margin.....6
- Marketing .....6
- Market Analysis .....7

## Proposal Summary

Hallelujah! BBQ is a vocational rehabilitation ministry of the Rescue Mission of El Paso. It will provide jobs and teach job skills to persons who are homeless while serving the finest barbecue in the southwest in a restored building which was originally constructed around 1890.

The Rescue Mission purchased a 2.6 acre lot from the city of El Paso on June 29, 2015. The lot has been used by the El Paso Water Utilities since 1985. The property includes a brick building at the corner of Cotton and Olive which was originally constructed as an office and rest area for trolley car workers. The property is directly across Cotton from the old trolley barn. Unfortunately, the building has been boarded up since the 1980s and has been allowed to deteriorate, creating an unsightly appearance on one of El Paso's major thoroughfares. The Mission has discovered a photograph of the building from 1918 and proposes to restore it, as closely as practical, to its early 20th century appearance. Some architectural alterations will need to be made for handicap accessibility.



Hallelujah! BBQ will hire the majority of its workforce from the people who are homeless at the Rescue Mission of El Paso. Persons who are homeless face significant barriers to employment including, lack of a fixed address to receive mail, inadequate professional clothing and equipment, and lack of reliable transportation to work. Many people who are homeless do not have a telephone for a prospective employer to contact them for job interviews or to notify them of a change in work schedules. The most significant barrier to employment is lack of training and experience in the workforce. Hallelujah! BBQ, therefore, will serve as a training ground for persons who are homeless to learn food service skills under the supervision of staff who have many years of restaurant experience. Once a person has worked for three months at Hallelujah! BBQ, that person will be readily employable at any restaurant in El Paso.

### Schedule

- 2015 Jan Began experimentation with BBQ recipes, procedures, and presentation for service to large audiences using the population of the Rescue Mission as taste testers. Concentrated on maintaining quality while increasing the quantity of production. Began visiting every barbecue restaurant within 100 miles of El Paso to evaluate the competition.
- 2015 April Restructured the Rescue Mission's kitchen to elevate the quality of the food being served daily to restaurant grade.
- 2015 June Acquired real estate.
- 2015 July Acquired a second smoker large enough to smoke 40 briskets at a time. Began rehabilitation of building at 124 N. Cotton.



2015 Sept Perfect smoking procedures with new smoker.

2016 March Finalize menu items and recipes for BBQ and side dishes

2016 April Complete building rehabilitation. Select Staff for training. Design restaurant menu board and menus. Purchase staff uniforms.

2016 May Complete interior furnishings. Begin advertising through Rescue Mission newsletters and social media.

2016 June Grand Opening.

### **Mission Statement**

Hallelujah! BBQ will improve the quality of life in El Paso by serving the finest barbecue in the southwest while employing and teaching job skills to persons who are homeless thereby assisting them to become self-sufficient.

### **Keys to Success**

- All of the ministries of the Rescue Mission of El Paso have their foundation in the Gospel of Jesus Christ whose example forms the basis for the Mission's Ministry of Hospitality. (The life of Jesus provides our example for how we are to serve others in love.)
- Hallelujah! BBQ has people who have years of experience in food service and are able to teach others how to serve so that the customer enjoys a superior dining experience.
- The Rescue Mission owns the building and Hallelujah! BBQ will be able to operate without paying any rent.
- Our Pit master, Blake W. Barrow, has studied barbecue for over 40 years and has been catering barbecue events for more than 15 years.
- All Hallelujah barbecue will be slow smoked with a wood burning fire. The great majority of "barbecue" currently available in El Paso is prepared in gas or electric ovens.
- Jesus taught us to honor one another above ourselves which is a cornerstone of the Ministry of Hospitality. Our staff will be taught that they are to serve each customer as if they were serving Jesus himself (Matt. 25).

## Description of Business

Hallelujah! BBQ will provide a unique culinary experience for El Paso. Our Pitmaster has extensively studied the art of barbecue in central Texas while he was pretending to pursue more traditional academic goals at Baylor University. Our beef brisket is marinated for at least 36 hours, treated with a proprietary dry rub, and smoked with a pecan wood fire at a temperature of less than 220 degrees for at least 15 hours. While our meat is so tender and flavorful that most customers choose not to apply any sauce, we have perfected a variety of thin sauces which complement the meat instead of masking its natural flavor with molasses (like they do in some parts of the country and insult our trade by calling it barbecue).

### Company Ownership/Legal Entity

Hallelujah! BBQ will be a wholly owned ministry of Rescue Mission of El Paso (“RMELP”). Staff members will be employed by the Rescue Mission and will train in an RMELP kitchen. The Mission has a commercial kitchen that currently serves 3 meals a day to approximately 150 guests per meal. Staff will be trained on safety and cleanliness, food preparation, presentation, and service during their time at the Mission kitchen before graduating to serve at Hallelujah! BBQ.

### Location

Hallelujah! BBQ is conveniently located at the corner of Cotton and Olive on property purchased by the Mission on June 29, 2015. This property is 7/10 of a mile from the El Paso County Courthouse and will be within a block walking distance of the Rescue Mission’s main shelter and office. The location will allow the service staff to walk to work and be close enough for direct supervision by the Mission’s administrative staff.

The building was originally constructed around 1890. The Rescue Mission will renovate the building to look very similar to the way it looked in the early 1900s when it was used as an office and lounge for trolley car workers. This renovation will provide a unique look for the restaurant while increasing the property values along Cotton Street by removing the eyesore of a boarded-up building.

### Hours of Operation

Hallelujah! BBQ will be open Tuesday-Thursday and Sunday from 11AM-3PM for lunch and Friday – Saturday from 11-8pm for lunch and dinner service. The schedule will allow for staff to spend time with their family and we will rotate for Sunday shifts to ensure that staff have an opportunity to go to their church on Sundays. The hours of operation are selected to most effectively serve food at key eating times.

### Service

Dining room service will be provided by persons who are homeless and who are residing at the Rescue Mission. The Mission believes, through its experience of hiring workers who are homeless, that hiring homeless workers is an intelligent business practice. Those workers are more motivated than the general population and are eager to learn business skills which will result in long-term employment.

## **Management**

Hallelujah! BBQ will hire two experienced managers--one for the kitchen and one for the dining room. Additional training has already begun in the Rescue Mission's dining hall to teach current staff quality in food preparation, cleanliness, presentation and service. Blake Barrow, CEO of the Rescue Mission, and the Pit master, will approve all recipes and cooking procedures for dishes to be served at Hallelujah! BBQ.

## **Financial Management and Profit Margin**

Quality barbecue in El Paso will be a very profitable business. But making money will not be the primary focus at Hallelujah! BBQ. The primary focus will be to train persons who are homeless in the skills necessary to obtain employment in the food service industry in El Paso.

The market price for smoked beef brisket in the state of Texas is between \$12 and \$20 per pound. The two top-rated barbecue restaurants in the state of Texas according to Texas Monthly, Franklin Barbecue and Pecan Lodge, each charge \$20 per pound. In the opinion of this taster, the best barbecue brisket commercially available in the city of El Paso is at Rudy's at a cost of \$14 per pound. The Rescue Mission is currently purchasing its raw brisket for \$2.99 per pound. After trimming and allowances for shrinkage in cooking, the cost of beef brisket is still less than \$6.00 per pound, so the profit margin for smoked beef brisket is substantial. Hallelujah! BBQ intends to charge \$15 per pound for its brisket. The profit margin for other smoked meat offerings such as baby back ribs, chicken, and turkey is substantially higher.

## **Marketing**

Hallelujah! BBQ already has a website listed at [www.hallelujahbbq.org](http://www.hallelujahbbq.org) where it is currently marketing the catering side of the business.

The Rescue Mission staff will utilize network contacts to strengthen opportunities to advertise, partner, and cater to current donors, supporters and those interested in Hallelujah! BBQ or the Rescue Mission of El Paso. We will have a specific brochure created for Hallelujah! BBQ in the pre-operating stages to help solicit catering jobs and future customers. The Rescue Mission currently mails a monthly newsletter to almost 5,000 regular supporters. Approximately 85% of those supporters reside in the El Paso and Las Cruces areas. The Mission will use its regular newsletters to keep its supporters informed of the opening schedule.

The Rescue Mission has delivered free baby back ribs and brisket to our friendly reporters at El Paso Inc. who are very eager to write about our barbecue as opening day approaches. (We bribed them to say nice things in print.)

## **Competition**

None comparable to the quality of our products. Our Pit master, Blake W. Barrow has already sampled the beef brisket from every barbecue restaurant within 120 miles of El Paso. There is no competition for the quality of our product.