ECONOMIC DEVELOPMENT CORPORATION MEETING

Thursday, October 08, 2026 – 6:00 PM

109 North Kaufman Street, Mount Vernon, Texas 75457

Our mission: to provide effective and fiscally responsible municipal services in a manner which promotes our high standard of community life.

Vision Statement Mount Vernon is a caring community committed to excellence and quality of life, aspiring to be the community of choice for ourselves, our children, and future generations – beautiful, clean, vibrant, and safe. We will strive to preserve our heritage, our friendly hometown atmosphere, and celebrate the diversity of all our citizens.

AGENDA

Call to Order
The Chair will determine that a quorum is present and Call the meeting to order.

Public Comment
The Texas Open Meetings Act prohibits the Board from responding to any comments other than to refer the matter to a future agenda, to an existing policy, or to make a statement of factual information. Claims against the Board, or employees, as well as individual personnel appeals are not appropriate for citizens' forum.

Consent Agenda
Items on the Consent Agenda may be approved by a single action of the board, with such approval applicable to all items appearing on the Consent Agenda. A member may request any item to be removed from the Consent Agenda and considered as a separate item.

1. Meeting Minutes - September 17, 2026

Public Hearing

2. The purpose of this hearing is to hear evidence for or against a request made by Black Dog Deli and Travis Boulware and Sarah Ivy Catering, to provide assistance with Existing Business Structure Assistance, Graduated Rental Assistance, Job Creation/Retention Incentives for the business located at 410 W I-30 Frontage Rd, Mount Vernon, Texas, 75457

Items to be Considered

3. Consider request made by Black Dog Deli and Travis Boulware and Sarah Ivy Catering, to provide assistance with Existing Business Structure Assistance, Graduated Rental Assistance, Job Creation/Retention Incentives for the business located at 410 W I-30 Frontage Rd, Mount Vernon, Texas, 75457

4. Executive Session - In Accordance with Texas Local Government Code, 551.072, the board will enter into closed session to deliberate the purchase, exchange, lease or value of real property

Adjourn

Notes to the Agenda
The Economic Development Corporation Board of Directors reserves the right to retire into executive session under Sections 551.071/551.074 – of the Texas Open Meetings Act concerning any of the items listed on this Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act.

Persons with disabilities who plan to attend this meeting and who may need assistance should contact the City Secretary at 903-537-2252 two working days prior to the meeting so that appropriate arrangements can be made.

CERTIFICATION
I do hereby certify that this Public Meeting Notice was posted at the front entrance of City Hall located at 109 N Kaufman St., Mount Vernon, Texas, a place convenient and readily accessible to the general public at all times, and said Notice was posted on:

Date_____ Time_____

Angie Pike,
City Secretary

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MINUTES

Call to Order
Board Chair Sachse called the meeting to order at 6:00 pm

Present: President Mark Sachse, Vice-President Julia Munoz, Board Members Jeff Byrnes, Gabe Sharp, Kevin Anthony and Kristin Scott
Absent: Board Member Don Huffstetler

Public Comment

Consent Agenda

1. Regular Meeting Minutes - August 13, 2026

   Motion to approve by Member Anthony, Seconded by Member Sharp
   All in favor, none opposed

Public Hearing

2. The purpose of this hearing is to hear evidence for or against a request made by Black Dog Deli and Travis Boulware and Sarah Ivy Catering, to provide assistance with Existing Business Structure Assistance, Graduated Rental Assistance, Job Creation/Retention Incentives for the business located at 410 W I-30 Frontage Rd, Mount Vernon, Texas, 75457

Items to be Considered

3. Presentation from TNW Corporation

   Joey Evans, TNW Corporation, addressed the board regarding the short line railroad that runs through the City. Evans explained that since taking over operations in July of 2026, the company has recently made significant progress clearing and making necessary repairs to the neglected stretch of track. The estimated cost for the rehabilitation of the line is approximately forty-eight million dollars.

4. Consider request made by Black Dog Deli and Travis Boulware and Sarah Ivy Catering, to provide assistance with Existing Business Structure Assistance, Graduated Rental Assistance, Job Creation/Retention Incentives for the business located at 410 W I-30 Frontage Rd, Mount Vernon, Texas, 75457

   City Administrator explained that since this is a new building, it would not be eligible for existing business assistance since the current application stipulates that the building of the business must be in existence for 5 years.
   No Action Taken

Board Member Reports and Discussion

Adjourn

Motion to adjourn by Member Anthony, Seconded by Member Byrnes
All in favor, none opposed

Approved:

Attest:

Mark Sachse, President

Angie Pike, City Secretary

Mount Vernon Economic Development Corporation

109 N. Kaufman St., Mount Vernon, TX 75457

Application for Economic Development Assistance

The following information is requested for all projects seeking economic development assistance from the Mount Vernon Economic Development Corporation (MVEDC). Please fill in all spaces on the application form. If the information requested is not applicable, enter "N/A" in the space. **Incomplete applications will not be considered for assistance**. Following receipt of the application, MVEDC may require additional information to be submitted to indicate the financial abilities or other factors of the company.

Applicant/Business Name — Business Ownership

Travis Boulware / Black Dog Deli and Catering — **Travis Boulware and Sarah Ivy**

Business Type

Sole Proprietorship_x_____ Partnership_____ Corporation_____ Other (Please Explain and provide proof)

Date of Business Establishment- **10/01/2023**

Mailing Address (Business Headquarters) **215 Yates St.**

City **Mount Vernon** State **TX** Zip Code **75457**

Phone Number [redacted] Fax Number **N/A**

Applicant's Representative **N/A** Title **N/A**

Mailing Address (if different from above) **N/A**

City **N/A** State **N/A** Zip Code **N/A**

Phone Number **N/A** Fax Number **N/A** Email Address **N/A**

Additional Authorized Representative **N/A** Title **N/A**

Mailing Address (if different from above) **N/A**

City **N/A** State **N/A** Zip Code **N/A**

Phone Number **N/A** Fax Number **N/A** Email Address **N/A**

Project Information

Description of the Project

NAICS Code **722513**

NAICS Code Description (if multiple please list all that apply) **N/A**

Property Address **410 W I-30 Frontage Rd., Mount Vernon, Texas, 75457**

Legal Description (attach if necessary)

Is this Project inside the City limits?	(Yes)		No
Is this Project in the Historic District?	Yes		(No)
If Yes, does this Project require approval from the Landmark Commission?	Yes	N/A	No
Date of Landmark Commission Review			
Will this Project generate sales tax?	Yes	N/A	No
What is your taxpayer ID?	[redacted]		

Anticipated Total Sales

Year 1	Year 2	Year 3	Year 4	Year 5
$318,426.00	$477,639.00	$525,402.00	$551,672.00	$579,672.00

Anticipated Total Taxable Sales (excludes items that are exempt from sales tax)

Year 1	Year 2	Year 3	Year 4	Year 5
$318,426.00	$477,639.00	$525,402.00	$551,672.00	$579,672.00

Does this Project create or retain jobs? Yes No

Jobs Created (new jobs that did not exist prior to this project)

Year 1 (Positions/FTEs)	Year 2 (Positions/FTEs)	Year 3 (Positions/FTEs)	Year 4 (Positions/FTEs)	Year 5 (Positions/FTEs)
7/3	9/4	10/5	10/5	10/5

Average Annual Salary

Jobs Retained (jobs that would likely be lost without this project)

Year 1 (Positions/FTEs)	Year 2 (Positions/FTEs)	Year 3 (Positions/FTEs)	Year 4 (Positions/FTEs)	Year 5 (Positions/FTEs)

Average Annual Salary

Does the applicant own or lease the property associated with this Project? **Own** **(Lease)**

Property Owner Information, if leased

Property Owner Name KYLE MORRIS

Property Owner Phone Number

Property Owner Email

Property Owner Address

City State Zip Code

Lease Amount $2,500.00 Period (Annually/ Monthly) MONTHLY

PROOF OF LEASE WILL BE REQUIRED

Current Appraised Value of Property

Are all Property Taxes Paid on this Property? **Yes** **No**

If No, please explain

Are Improvements being made to the Property? **Yes** **No**

Estimated Cost of Improvements to be Made

Anticipated Construction Start Date

Anticipated Construction Completion Date

Description of Improvements to be Made

PLEASE PROVIDE WRITTEN BIDS OR COST ESTIMATES REGARDING ANY PROPOSED IMPROVEMENTS.

Please indicate any of the following that you have consulted on this Project (check as many as apply)

- Ark-Tex Council of Governments
- Franklin County Chamber of Commerce
- North Texas Community College
- Texas Workforce Commission
- Franklin County
- Local Workforce Board
- Small Business Development Administration

Other, Please specify below and provide written documentation

Please indicate the Economic Development Assistance Programs for which you would like to apply (check as many as apply)

- Graduated Rental Assistance
- Job Creation/ Retention Incentives
- Business Retention Assistance
- Existing Business Structure Assistance
- Business Recruitment Incentives

Guidelines and Descriptions of each Incentive Are Provided as an Appendix to this Document.

Attachments That Will Be Required

- Plat/Map/Elevations of Project
- Renderings/Plans for Improvements

Copies of Required Permits	**Business Plan**
Financial Reports for previous years	**IRS Reporting**
Tax Certificate	**Proof of Property Ownership or Lease Agreement**
Property Owner's Certification	**Receipts for Work Performed Prior to Application Submission**

These items must be submitted with the initial application for consideration of the application. Additional documents may be requested as necessary.

Incentive Process and Timeline

- Completed application must be returned to the EDC office at Mt. Vernon City Hall prior to work commencing.
- For projects involving incentives between $1.00 - $4,999.00 the EDC must hold a public hearing on the project and allow 60 days to pass since the first public notice of the project prior to expending funds.
- For projects from $5,000 - $9,999, the EDC must hold a public hearing on the project and allow 60 days to pass since the first notice of the project, and the City Council must approve the project and incentives, prior to expending EDC funds on the project.
- For projects $10,000 and above, the EDC must hold a public hearing on the project and allow 60 days to pass since the first notice of the project, and the City Council adopts a resolution authorizing the project after giving it two separate readings, prior to expending EDC funds on the project.

Business Plan Assistance may be obtained through the Northeast Small Business Development Center in Mt. Pleasant, Texas.

Amber Keith
Business Advisor
Northeast Small Business Development Center
www.northeasttxsbdc.org
903-490-0822 Office
903-490-2826 Cell

AFFIRMATION OF APPLICANT(S)

I (We) the undersigned do hereby acknowledge and/or certify, as the case may be, the following:

1. Prior to submission of this application, the included guidelines for all programs have been obtained, reviewed, and clearly understood by the applicant.
2. That the submission of this Application does not create any property, contract, or other legal rights in any person or entity to have the MVEDC provide grant funding.
3. That if grant funding is approved, full compliance will be maintained with all the provisions of the provided guidelines, performance agreements, and/or special provisions attached as a part of the grant, and that failure to do so will be grounds for ineligibility to receive previously approved grant funding and / or sales tax recapture by MVEDC or the City of Mount Vernon.

4. The Mt. Vernon City Council shall approve any incentive involving expenditures exceeding $5,000.
5. That before application is to be reviewed by the MVEDC, a designee(s) of the MVEDC shall have the right to inspect the business and work to be considered.
6. That the MVEDC reserves unto itself its absolute right of discretion in deciding whether or not to approve a grant relative to this application, whether or not such discretion is deemed arbitrary or without basis in fact.
7. That the laws of the State of Texas shall govern the interpretation, validity, performance, and enforcement of the provided guidelines and this Application. If any provision or provisions of these should be held invalid or unenforceable, the validity and enforceability of the remaining provisions of these shall not be affected thereby.
8. That the information provided in this Application, and all that may have been affixed hereto, is true and correct, and that the MVEDC may rely on all information herein contained, and all that may have been affixed hereto, as being true and correct
9. Any criminal activities involving applicant, whether on or off-site premises, will render this application and / or contract null and void.
10. Where approved incentives are reimbursement recipient must present paid invoices and/or cancelled checks to vendors. Certificate of Occupancy issued by City of Mount Vernon must be issued before any MVEDC funds are expended.
11. Texas Government Code Section 2264.01 Certification
Company certifies that Company, or a branch, division, or department of Company, does not and will not knowingly employ an undocumented worker. If, after receiving a public subsidy, Company or a branch, division, or department of company is convicted of a violation under 8 U.S. C. Section 1324a(f), Company shall repay in full the amount of the public subsidy paid by MVEDC to Company.
12. The City of Mount Vernon and/or MVEDC may exercise the right to reclaim any incentives should the recipient not fulfill any portion of its stated obligation as outlined in any incentive agreement resulting from this application submission.
13. Making application and complying with specific requirements does not guarantee that requested incentives will be granted by the MVEDC Board or City Council.
I, the undersigned, understand this process may take several months and attendance of several meeting. Filing an application with the City does not guarantee approval from the City Council. The city reserves the right to retain outside consultants to review this application, all data provided, and conduct an independent evaluation. Further, the applicant understands and agrees that this application and all data and communications may be considered a public record pursuant to the Texas Public Information Act."

Signed this _____day of _____, 20_____

_____
(Print Authorized Representative Name)

_____
(Applicant Signature)

Appendix A: Property Owner's Certification

Property Owner Name
Property Owner Phone Number
Property Owner Email
Property Address
City State Zip Code

Lease Amount Period (Annually/ Monthly)

Anticipated Construction Start Date
Anticipated Construction Completion Date

Description of Improvements to be Made

I have reviewed all information above and certify that it is true and correct. Further, I certify that I have reviewed and approved all improvements to be made to the property as described above.

_____ _____
Owner Signature Date

Appendix B: Economic Development Assistance Program Guidelines

Graduated Rental Assistance

- The primary goal of the Graduated Rental Assistance Program is to reduce the burden of rental expenses on new businesses and to help offset the initial startup costs of the business.
- The business must be a for-profit venture. Nonprofit and governmental organizations are not eligible for the program.
- Grant funds cannot be used to fund rent for any portion of the property used for residential purposes. In such cases, the total rent amount may be adjusted proportionally to reflect usage of the property.
- At no point will MVEDC pay 100% of the rental expenses for any recipient of this program.
- The rental assistance is designed to assist the business owner with rental expense over a period of time, but the owner will assume responsibility of the full rental costs at the end of the rental assistance period as determined by the MVEDC

- All disbursements through this program will be made in the form of a reimbursement following the submission of a copy of the canceled check paid to the property owner and/or a receipt from the property owner, or direct payment of rental assistance to the property owner/landlord.
- Generally, the program can span any amount of time up to 12 months with MVEDC reimbursing the business owner's rental expense in four installments: 25% of the total rent cost to be paid for the first installment; 50% of the total rent cost to be paid for the second installment; and 75% of the total rent cost to be paid for the third installment of the rental agreement term. Rental assistance from the MVEDC to the business owner shall not be granted until the termination of free or subsidized rent from the property owner. Term of assistance and length of payment installments shall be negotiated between business and MVEDC, with the decision of the MVEDC being final.
- The City Council upon recommendation by the MVEDC Board may approve a modification to the standard rate and duration of the program on a case-by-case basis.
- Recipients may receive only one Graduated Rental Assistance Agreement per business.
- Rental amount and must be comparable to similar rental rates for similar properties in the area of the business property.
- Rental assistance shall not exceed $6,000 for any business.
- All disbursements through this program will be subject to requirements set forth in an incentive performance agreement, including but not limited to a period for which the business must remain in operation following the completed disbursement of funds.
- MVEDC assumes no liability for the satisfaction of the lease agreement between the property owner and the tenant. This agreement is between the tenant and the MVEDC and will be strictly a reimbursement of the costs required to satisfy the terms of the tenant's lease agreement with the property owner.

Existing Business Structure Assistance

- The purpose of the Existing Business Structure Assistance Program is to enhance the economic sustainability of the City of Mount Vernon by assisting for profit business building owners and lessees in business building renovation processes; thereby encouraging increased ad valorem and / or sales taxes.
- The structure on which the improvements to be made must be at least five years old.
- Owners of multiple structures may submit only one application per fiscal year and may not have existing agreements on multiple properties at any one time.
- MVEDC may approve the full amount requested, a portion of the amount requested, or no amount at all.
- All grants provided under this program are reimbursements for cash expenditures by the applicant and require the applicant provide a match of at

least twice the amount awarded (2:1 match required).

- Nonprofit and governmental organizations are not eligible to receive this funding.
- Applicants cannot have more than 20 full-time employees at the time of application
- All tax obligations must be current
- Property owners must submit Appendix A: Property Owner's Certification if the applicant is a tenant at the property
- The business owner will be required to obtain all necessary city and/or state permits, zoning, inspections, etc.... prior to applying for funding.
- The business owner must demonstrate best effort in obtaining at least 3 bids for improvements. The bids or documentation of best effort must be included in the application.
- The structure must be located within the Mount Vernon City limits.
- Applicants must have a valid Certificate of Occupancy from the City of Mount Vernon prior to receiving program funding.
- All disbursements through this program will be subject to performance requirements set forth in an incentive agreement, including but not limited to a period for which the business must remain in operation following the completed disbursement of funds.

For projects that require an expenditure of more than $10,000, the City Council must adopt a resolution authorizing the project after giving the resolution at least two separate readings.

JOB CREATION INCENTIVE

Program funding will be available to new and / or expanding businesses meeting the following criteria:

- Business must be in Mount Vernon.
- Business must be a For Profit business.
- Owner or shareholders do not count as 'new hires.'
- Must be Full time jobs, 32 hours per week, 52 weeks per year. No part time employees or combination of part time employees will be considered.
- Mount Vernon Economic Development Corporation must approve all applications before business engages 'new hires.'
- Business owners or shareholders cannot be employed by Mount Vernon Economic Development Corporation or City of Mount Vernon.
- Business name on application must be identical to the name listed on all documents required to engage in business, including business tax receipts.
- Mount Vernon Economic Development Corporation may grant an amount up to $600 per job, with a bonus $200 for every employee that resides within the city limits and earns more than $13.00 per hour for unskilled and $20.00 per hour for skilled labor. Number of jobs incentivized would be no more than 20 full-time employees, unless otherwise determined by Mount Vernon EDC.

- This is a 'reimbursement only' program; business applicant will be reimbursed 'per job' after new hire has completed 12 months employment. Texas Workforce Commission Quarterly reports required as documentation.
- New employee hire must result in a net increase in full time employees from the time of application at the end of the 12-month period. Documentation will be required from business incentive recipient showing number of employees at MVEDC approval date vs. number of employees at the 12-month 'benchmark.'

Black Dog Deli

1. Executive Summary

Black Dog Deli is a premium deli and catering company located in Mount Vernon, TX, dedicated to the philosophy of "Whole Ingredients, Real Food.", with a focus on global flavors fused with Southern techniques. We serve local professionals, lake residents, and visitors with scratch-made meals. Beyond food, our mission is dual-purpose: to reinvest profits into the Franklin County community and to serve as a "teaching kitchen" for local youth, providing hands-on experience in culinary arts and entrepreneurship.

2. Company Overview

- **Mission:** To nourish and introduce Mount Vernon to new flavors, through honest and approachable food, community service, and mentorship.
- **Legal Structure:** DBA
- **Location:** The I-30 corridor for a much needed casual dining experience on the south-side of town, with quicker access to the lake communties.
- **The "Real Food" Promise:** No highly processed fillers, seed oils, or artificial preservatives. We focus on "S3S" (surfaced 3 sides) sourcing—meaning our ingredients are intentionally sourced, whole, and prepared in-house.

3. Market Analysis

- **Target Segment 1: Local Business & Government.** The blue collar workers, banks, local P.D., school campus, and local shops need reliable, high-quality dining options and "box lunch" catering for meetings and events.
- **Target Segment 2: The Lake Community.** Residents at Lake Cypress Springs and Lake Bob Sandlin often seek premium, "grab-and-go" catering for weekend hosting, boat outings, and private dinners.
- **The Gap:** While Mount Vernon has traditional fast-food dining, there is a shortage of "clean label" deli options that offer both sophisticated global flavors and a social mission.

4. Products & Services

- **The Deli:** Heritage-breed smoked meats (house-cured meats), artisan breads, global flavors, and vibrant salads.
- **Wedding Catering**: Able to feed large groups while maintaining a high standard of service and quality (200+ ppl)
- **Business Catering:** "The Boardroom Menu"—curated sandwich platters, seasonal sides, and house-made sweets delivered to Mount Vernon offices.
- **Lake Provisions:** "Boat Bags" and "Weekend Cooler Packs"—pre-chilled, high-end meals designed for easy transport to the water or enjoyed as an "In Home Chef" experience
- **Education Program:** A structured internship for high school students covering:
  - **Culinary:** Knife skills, food safety (ServSafe), and scratch cooking.
  - **Management:** Inventory, NAICS coding, P&L statements, and pride in customer service.

5. Operations Plan

- **Sourcing:** Partnering with regional suppliers (e.g., 44 Farms for beef) to ensure "Whole Ingredient" integrity.
- **Equipment:** High-end commercial tools for efficiency and professional-grade smokers for house-prepared meats.
- **Technology:** Cloud-based POS (e.g., Square) to track growth rates, guest counts, and average check sizes.

6. Community & Social Impact

- **The Give Back Promise:** A fixed percentage of monthly net profit donated to local Mount Vernon charities or "given back" through food giveaways in select housing districts, but open to all (utilizing our food truck)
- **Youth Mentorship:** Unlike a standard part-time job, Black Dog Deli employees under 21 enter a "Junior Partner" track, learning the "why" behind business decisions, and the opportunity to learn from a clasically trained Chef.

7. Marketing Strategy

- **Hyper-Local:** Heavy presence at Mount Vernon Community Events and sponsorship of Franklin County school events, as well as, youth sports programs.
- **Digital:** Instagram/Facebook-heavy marketing focusing on the "process"—showing whole primal cuts of meat being prepared and strart to finish "behind the scenes" recipes.
- **The "Lake Route":** Targeted Facebook ads for zip codes 75457 and 75480 during peak summer months.

8. Financial Projections

Financial Projections: Year One

Annual Sales Target: $318,426

Average Monthly Revenue: ~$26,5351.

Revenue Stream Breakdown:

To hit this number, Black Dog Deli will rely on three distinct "buckets" of income:

- **Deli Counter (Walk-in/Lunch): 55% ($175,134)**
  - Targeting the business crowd and locals.
  - *Average Check:* $18.50 (Sandwich, side, drink).
  - *Daily Volume:* Needs ~32 customers per day (based on a 6-day week).

- **Business & Wedding Catering: 25% ($79,606)**
  - Targeting Local Wedding Venues, the schools, and local medical offices.

- *Average Order:* $250.00.
- *Monthly Volume:* Needs ~26 catering orders per month (roughly 6 per week).

- **Lake Provisions & Weekend Platters: 20% ($63,685)**
  - Targeting Lake Cypress Springs/Bob Sandlin (High-volume Thursday–Sunday).
  - *Average Order:* $325.00.
  - *Weekly Volume:* Needs ~4 orders per week.

- **Growth Goal:** Aiming for a 10–15% year-over-year growth by expanding the catering footprint to Mount Pleasant and Sulphur Springs.

Black Dog Bistro

1. Executive Summary

Black Dog Bistro is a premium bistro and catering company located in Mount Vernon, TX, dedicated to the philosophy of "Whole Ingredients, Real Food.", with a focus on global flavors fused with Southern techniques. We serve local professionals, lake residents, and visitors with scratch-made meals. Beyond food, our mission is dual-purpose: to reinvest profits into the Franklin County community and to serve as a "teaching kitchen" for local youth, providing hands-on experience in culinary arts and entrepreneurship.

2. Company Overview

Mission: To nourish and introduce Mount Vernon to new flavors, through honest and approachable food, community service, and mentorship.
Legal Structure: DBA
Location: The I-30 corridor for a much needed casual dining experience on the south-side of town, with quicker access to the lake communities.
The "Real Food" Promise: No highly processed fillers, seed oils, or artificial preservatives. We focus on "S3S" (surfaced 3 sides) sourcing—meaning our ingredients are intentionally sourced, whole, and prepared in-house.

3. Market Analysis

Target Segment 1: Local Business & Government. The blue collar workers, banks, local P.D., school campus, and local shops need reliable, high-quality dining options and "box lunch" catering for meetings and events.
Target Segment 2: The Lake Community. Residents at Lake Cypress Springs and Lake Bob Sandlin often seek premium, "grab-and-go" catering for weekend hosting, boat outings, and private dinners.
The Gap: While Mount Vernon has traditional fast-food dining, there is a shortage of "clean label" deli options that offer both sophisticated global flavors and a social mission.

4. Products & Services

The Deli: Heritage-breed smoked meats (house-cured meats), artisan breads, global flavors, and vibrant salads.
Wedding Catering: Able to feed large groups while maintaining a high standard of service and quality (200+ ppl)
Business Catering: "The Boardroom Menu"—curated sandwich platters, seasonal sides, and house-made sweets delivered to Mount Vernon offices.
Lake Provisions: "Boat Bags" and "Weekend Cooler Packs"—pre-chilled, high-end meals designed for easy transport to the water or enjoyed as an “In Home Chef” experience
Education Program: A structured internship for high school students covering:
Culinary: Knife skills, food safety (ServSafe), and scratch cooking.
Management: Inventory, NAICS coding, P&L statements, and pride in customer service

5. Operations Plan

Sourcing: Partnering with regional suppliers (e.g., 44 Farms for beef) to ensure "Whole Ingredient" integrity.
Equipment: High-end commercial tools for efficiency and professional-grade smokers for house-prepared meats.
Technology: Cloud-based POS (e.g., Square) to track growth rates, guest counts, and average check sizes.

6. Community & Social Impact

The Give Back Promise: A fixed percentage of monthly net profit donated to local Mount Vernon charities or “given back” through food giveaways in select housing districts, but open to all (utilizing our food truck)
Youth Mentorship: Unlike a standard part-time job, Black Dog Bistro employees under 21 enter a "Junior Partner" track, learning the "why" behind business decisions, and the opportunity to learn from a classically trained Chef.

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Digital: Instagram/Facebook-heavy marketing focusing on the "process"—showing whole primal

cuts of meat being prepared and start to finish “behind the scenes” recipes.
The "Lake Route": Targeted Facebook ads for zip codes 75457 and 75480 during peak summer months.

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Financial Projections: Year One
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Average Monthly Revenue: ~$26,535**1.**
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To hit this number, Black Dog Deli will rely on three distinct "buckets" of income:
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Targeting the business crowd and locals.
Average Check: $18.50 (Sandwich, side, drink).
Daily Volume: Needs ~32 customers per day (based on a 6-day week).
Business & Wedding Catering: 25% ($79,606)
Targeting Local Wedding Venues, the schools, and local medical offices.*Average Order:* $250.00.
Monthly Volume: Needs ~26 catering orders per month (roughly 6 per week).
Lake Provisions & Weekend Platters: 20% ($63,685)
Targeting Lake Cypress Springs/Bob Sandlin (High-volume Thursday–Sunday).
Average Order: $325.00.
Weekly Volume: Needs ~4 orders per week.
Growth Goal: Aiming for a 10-15% year-over-year growth by expanding the catering footprint to






blackdogdelitx



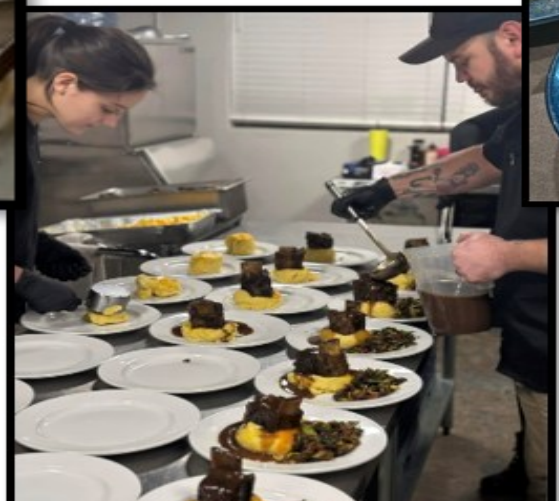

BLACK
DOG
BISTRO











- CHEF CURATED - SCRATCH MADE -
- GLOBAL FLAVORS - SOUTHERN ROOTS -

HOT SANDWICHES

PASTRAMI REUBEN	$15
CUBANO	$11
PASTRAMI ON RYE SWISS+SLAW	$15
SHRIMP PO' BOY	$13
FRENCH DIP	$15
HOT ITALIAN HAM, CAPICOLA, SALAMI, PROVOLONE, LETTUCE, TOMATO, ONION, OIL+VINEGAR	$11
CHICKEN PARM	$10
BRAISED SHORT RIB	$16
FRIED CHICKEN W/ PICKLES AND SLAW	$10
ORANGE CHICKEN W/ PICKLED CUCUMBER, DAIKON, CARROTS	$10
BRISKET POPPER	$15
SMOKED BOLOGNA	$9
PHILLY	$15
PULLED PORK W/ SLAW	$10

BURGERS

O.G. BURGER CHEDDAR, LETTUCE, TOMATO, PICKLES. ONION, O.G. SAUCE	$12
QUENTESSENTIAL DOUBLE W/ AMERICAN CHEESE, KETCHUP, MUSTARD, GRILLED ONIONS, PICKLES, SESAME SEED BUN	$16
MUSHROOM+SWISS SWISS CHEESE, RED WINE MUSHROOMS, TRUFFLE AIOLI	$13
BACON BLACK+BLEU HOUSE CURED BACON, BLACKENED PATTY, BLEU CHEESE, PEPPERCORN RANCH	$13
CHOPD'+SCRWD' THE O.G. CHOPPED UP IN A HOAGIE ROLL	$12
K-BURGER AMERICAN, KIMCHI, SRIRACHA AIOLOI, SESAME SEED BUN	$12

COLD SANDWICHES

CLUB HAM, TURKEY, BACON, CHEDDAR, LETTUCE, TOMATO, ONION, MAYO, MUSTARD	$12
COLD ITALIAN HAM, CAPICOLA, SALAMI, PROVOLONE, LETTUCE, TOMATO, ONION, OIL+VINEGAR	$11
STUFFED MUFFALETTA SALAMI, MORTADELLA, CAPICOLA, PROVOLONE, OLIVE SALAD	$11
B.L.T	$10
PESTO CHX SALAD	$9
THAI CHX SALAD	$9
TRAD. CHX SALAD	$9
HUMMUS + VEG	$9
BBQ CHX CLUB SHREDDED BBQ CHICKEN, BACON,SWISS, SLAW, ON RYE	$10

BLACK DOG BISTRO

BLACK DOG BISTRO

WRAPS

#2 BURRITO BISTEC, CHEDDAR, BELL PEPPER, ONION, PICO, GUAC, CREMA, FRIES	$11
SOUTHWEST CHX CHEDDAR, LETTUCE, PICO, GUAC, SOUTHWEST RANCH	$10
CHX SHAWARMA ROMAINE, TOMATO, PICKLE, SUMAC ONIONS, GARLIC SAUCE, PITA BREAD	$10
FIRE CRACKER SHRIMP	$13
CRISPY CHX CEASAR	$11

SALADS/BOWLS

MISO SALMON	$18
MEDITERRANEAN BOWL	$12
STRAWBERRY CHX	$12
SUMMER STEAK	$15
BURRITO BOWL	$12
CHEESEBURGER	$12

APPS

MOZZARELLA PUCKS RANCH+MARINARA	$8
CRISPY PORK BELLY KOREAN BBQ OR LATIN DRY RUB	$9
ARANCINI	$9
FRIED SQUASH BLOSSOMS	$9
FRIED PEPPERONCINI RANCH+MARINARA	$8
HUMMUS AND PITA	$8
LOADED FRIES CHEDDAR, BACON, PEPPERCORN RANCH, GREEN ONION	$9
LOADED SWEET POTATO FRIES BBQ PULLED PORK, QUESO, GREEN ONION	$11

PLATES

LOCO MOCO BURGER, CILANTRO LIME RICE, BROWN GRAVY, FRIED EGG	$13
SHRIMP+GRITS	$12
STEAK FRITES AU POUIVRE SAUCE-OR-CHIMICHURRI	$15
FISH+CHIPS	$13

SIDES

FRIES	$3
GARLIC PARM FRIES	$3.5
TRUFFLE FRIES	$3.5
FRIED OKRA	$4
APPLE FENNEL SLAW	$3
GREEK POT. SALAD	$4

KIDS (INCL. FRIES)

CHEESE BURGER	$8
CHX TENDERS	$8
GRILLED CHEESE	$7
CHEESE QUESADILLA	$7



