



**ALVARADO ECONOMIC DEVELOPMENT BOARD AGENDA**  
**REGULAR MEETING - JULY 28, 2025- 6:30 PM**  
**CITY COUNCIL CHAMBERS - 104 W COLLEGE AVE. - ALVARADO, TEXAS 76009**

**CALL TO ORDER**

Roll Call

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

**CITIZEN PARTICIPATION AND PUBLIC INPUT:**

This is an opportunity for citizens to address the convened Board of this meeting on any matter. The presiding officer may ask for the citizen to hold his or her comment on an agenda item until that agenda item is reached. Any response from a member of the convened Board to comments related to items not on the agenda is limited to a statement of specific factual information, a recitation of existing policy, or direction to staff to place the subject on the agenda for a future meeting.

**BOARD COMMENTS**

**CONSENT AGENDA:**

- i. Consideration and possible action to approve the March 21, 2025 Alvarado EDC Board Meeting minutes.

**NEW BUSINESS:**

- ii. Presentation and discussion of the Financial Report for the third quarter of Fiscal Year 2024–2025.
- iii. Presentation, discussion, and possible action to select a muralist proposal for the Historic Downtown Alvarado mural project.
- iv. Presentation, discussion, and possible action to select the first entrepreneur for the Alvarado Food Truck Incubator Program.

**EXECUTIVE SESSION:**

Pursuant to the Texas Open Meetings Act, Chapter 551 of the Texas Government Code, the Board may convene in executive session to deliberate regarding the following matters:

§ 551.071. Consultation with Attorney. The AEDC Board of Directors may conduct a private consultation with its attorney when the Board seeks advice from its attorney concerning any item on this agenda, about pending and contemplated litigation, or a settlement offer, or on a matter in which the duty of the attorney to the Board under the Texas Disciplinary Rules of Professional Conduct of the State Board of Texas clearly conflicts with Chapter 551.

Any item on the agenda.

§ 551.087. Deliberation regarding economic development negotiations. The Board may convene in Executive Session to discuss or deliberate regarding commercial or financial information that the city has received from a

## Page 2

business prospect that the city seeks to have locate, stay, or expand in or near the city and with which the city is conducting economic development negotiations; or to deliberate the offer of a financial or other incentive to a business prospect as described above.

"Project Blue-E-1"

§ 551.072: Deliberation regarding real property. The Board may conduct a closed meeting to deliberate the purchase, exchange, lease or value of real property.

"Project Yellow-C-2"

### **RECONVENE INTO OPEN SESSION AND TAKE ANY ACTION NECESSARY PURSUANT TO EXECUTIVE SESSION**

### **ADJOURNMENT**

### **ACCESSIBILITY STATEMENT**

The Alvarado City Hall and Council Chamber are wheelchair accessible. The exit and parking ramps are located in the front of the building. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the City Secretary's Office at 817-790-3351, FAX: 817-783-7925, e-mail: [taylorb@cityofalvarado.org](mailto:taylorb@cityofalvarado.org) Please call at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

### **NON-DISCRIMINATION STATEMENT**

The City of Alvarado does not discriminate on the basis of race, color, national origin, sex, religion, or disability in the employment or the provision of services.

I, the undersigned authority, do hereby certify that the above Agenda was posted on the bulletin board in the City Hall of the City of Alvarado, Texas, a place convenient and readily accessible to the general public at all times, and said Agenda was posted on July 24, 2025 at 6:30 p.m. and remained so posted continuously for at least 72 hours preceding the scheduled time of said meeting.

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Hillary Cromer  
Economic Development Director

## Meeting Minutes

### Special Alvarado Economic Development Corporation Board Meeting

**Date:** March 31, 2025

**Location:** Council Chambers, 104 W. College, Alvarado, Texas 76009

**Time:** 6:30 P.M.

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#### Work Session

The Board participated in a work session prior to the official call to order. The work session began at 6:33 P.M. and ended at 7:05 P.M. Items discussed included:

##### **i. Historic Downtown Alvarado Art Contest**

The Board reviewed submissions and selected the 1st, 2nd, and 3rd place winners of the Historic Downtown Alvarado Art Contest. Addie Almond was awarded 1st place, Aleshanee Jackson earned 2nd place, and Ashleigh Williams received 3rd place. The Board agreed to invite all three winners to the next City Council meeting on April 21, 2025 to be recognized and presented with their prizes.

Following the contest, the Board authorized the release of the Request for Mural Artist Proposals. They recommended that the following elements be encouraged or considered for inclusion in the mural design:

- The phrase “Historic Downtown Alvarado”
- Inspiration drawn from Addie Almond’s winning artwork
- A visual theme that evokes a historic atmosphere
- A depiction of the historic gunfight that took place in Alvarado
- A visually striking backdrop that reflects the identity and character of Alvarado, Texas

##### **ii. Food Truck Incubator Program**

Economic Development Director Hillary Cromer requested input from the Board regarding application requirements for the Food Truck Incubator Program. She presented a draft checklist to guide applicants in developing their business concept and plan.

The Board approved the checklist with the understanding that applicants are only required to complete approximately 60% of the form, recognizing that many applicants may be first-time business owners. The goal of the program is to support emerging entrepreneurs and foster growth through mentorship and hands-on experience.

##### **Approved Business Concept & Plan Checklist**

Applicants will be encouraged to provide information in the following areas:

- **Proposed Hours of Operation:** Days, times, and locations (Downtown Alvarado and Pecan Orchard) the truck will serve. Must regularly operate in Alvarado.
- **Business Name & Theme:** Proposed name, cuisine type, and cultural influences.
- **Menu Overview:** Sample menu, signature items, dietary options, and price range.
- **Target Market:** Description of the intended customer base and community relevance.

## Meeting Minutes

### Special Alvarado Economic Development Corporation Board Meeting

**Date:** March 31, 2025

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- **Competitive Edge:** What sets the concept apart and how it fills a local gap.
- **Owner Background:** Brief bio, relevant experience, and passion for the concept.
- **Visual Branding:** Truck design ideas, logos, and brand alignment with the food concept.
- **Community Connection:** Use of local vendors, event participation, and contributions to the community.
- **Future Goals:** Plans after the incubator program (e.g., purchasing a truck, opening a storefront).
- **Operational Readiness:** Staffing, certifications, and available equipment/resources.
- **Operations Plan:** Hours, locations, staffing roles, food prep, maintenance, and waste management.
- **Marketing & Promotion Strategy:** Branding, social media, advertising, and engagement efforts.
- **Financial Plan:** Startup costs, monthly budget, sales projections, breakeven analysis, and funding sources.
- **Optional (but Encouraged):** Truck sketches, dish photos, community support letters, sample social media content, and early testimonials.

Board member Larry Pool emphasized the importance of ensuring the food truck is covered by appropriate insurance. Hillary Cromer confirmed she would consult with the City's Texas Municipal League (TML) representative to determine the best coverage for the vehicle and program. She also noted that the final agreement between the EDC and the selected entrepreneur would be prepared by the City Attorney and include a requirement for the entrepreneur to obtain specific insurance coverage.

Tom Durlington suggested incorporating a mural-style artwork on the food truck as a creative branding element. Hillary added that the food truck will be purchased after an entrepreneur is selected to allow the business owner to help choose a vehicle that best fits operational needs.

#### iii. Alvarado Job Fair

Hillary Cromer provided a reminder about the upcoming Alvarado Job Fair scheduled for May 7 and asked Board members to consider volunteering at the event, specifically to assist with check-in. Tom Durlington volunteered to help.

#### iv. 201 E. College Avenue Building Demolition

Hillary Cromer informed the Board that demolition of the EDC-owned property at 201 E. College Avenue is scheduled to begin on or around April 11, 2025.

#### 1. Call to Order

President Marty Douglas called the meeting to order at 7:05 P.M. The following individuals were present:

**Meeting Minutes**

**Special Alvarado Economic Development Corporation Board Meeting**

**Date:** March 31, 2025

**Location:** Council Chambers, 104 W. College, Alvarado, Texas 76009

**Time:** 6:30 P.M.

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<b>Name</b>	<b>Title</b>	<b>Present</b>	<b>Absent</b>
Tom Durlington	Place 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Martin Douglas	Place 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Robert Brake	Place 3	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Carrie Keeton	Place 4	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Jerry Pritchard	Place 5	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Cherry Bryant	Place 6	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Larry Pool	Place 7	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Staff present:**

- Hillary Cromer, Economic Development Director
- City Attorney, Elizabeth Yelverton

**2. Invocation**

Marty Douglas led the invocation.

**3. Pledge of Allegiance**

The Pledge of Allegiance was recited by all present.

**4. Citizen Participation and Public Input**

No public comments were made.

**5. Board Comments**

No Board comments were made.

**6. Consent Agenda**

**Items:**

- Approval of February 10, 2025 Meeting Minutes
- Approval of March 13, 2025 Meeting Minutes

**Meeting Minutes**

**Special Alvarado Economic Development Corporation Board Meeting**

**Date:** March 31, 2025

**Location:** Council Chambers, 104 W. College, Alvarado, Texas 76009

**Time:** 6:30 P.M.

**Motion:** Robert Brake moved to approve the Consent Agenda.

**Second:** Tom Durlington

**Vote:** Motion carried – 6-0

**7. New Business**

**i. Presentation and Discussion Regarding FY2024-2025 Quarter 1 Financial Report**

In addition to reviewing the attached Financial Report, Hillary Cromer informed the Board that she has initiated a sales tax audit. The purpose of the audit is to verify that all businesses within the city limits are properly remitting sales tax and that all addresses are correctly listed in the Texas Comptroller’s system. This includes ensuring the City receives appropriate sales tax revenue from delivery-based retailers such as Amfazon.

**8. Executive Session**

The Board entered executive session at 7:18 P.M. to discuss:

- § 551.071. Consultation with Attorney – Any item on the Agenda; Project Orange-C-02
- § 551.087. Deliberation Regarding Economic Development Negotiations – Project Orange-C-02

The Board reconvened into open session at 7:31 P.M.

**9. Post-Executive Session Action**

No action was taken.

**10. Adjournment**

The meeting was adjourned at 7:33 P.M.

**Motion:** Tom Durlington “so moved” to adjourn.

**Second:** Jerry Pritchard

**Vote:** Motion carried – 7-0

Respectfully submitted by:




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Hillary Cromer, Economic Development Director

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Marty Douglas, Board President

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Carrie Keeton, Board Secretary

**CITY OF ALVARADO**  
**ALVARADO ECONOMIC DEVELOPMENT CORPORATION FUND**  
**FY2025 3rd QUARTERLY STATEMENT OF REVENUES AND EXPENDITURES COMPARED TO BUDGET**  
*With Comparative Information from Prior Fiscal Year*

CATEGORY	FY 2023-24 ACTUAL PRIOR YEAR*	FY 2024-25 REVISED BUDGET	FY 2024-25 ACTUAL YTD	ACTUAL YTD as a % of Budget
<b>Operating revenues:</b>				
Sales taxes	395,171	424,435	347,139	81.8%
Interest earnings and miscellaneous	73,098	75,000	55,626	74.2%
<b>Total Operating Revenues:</b>	<b>468,269</b>	<b>499,435</b>	<b>402,765</b>	<b>80.6%</b>
<b>Operating expenses:</b>				
Personnel costs	47,674	161,789	118,656	73.3%
Contractual services	61,564	152,878	48,370	31.6%
General services	2,899	71,170	32,219	45.3%
Maintenance	917	980	544	55.5%
Capital outlay:				
EDC Grants	-	250,000	9,976	4.0%
Special Purpose Equipment	6,280	65,000	-	0.0%
Capital Outlay	-	-	4,257	100.0%
Other expenses:				
Projects	5,400	-	-	100.0%
Incentives	-	50,000	-	0.0%
Administrative costs	13,605	31,063	15,532	50.0%
<b>Total Operating Expenses:</b>	<b>138,339</b>	<b>782,880</b>	<b>229,553</b>	<b>29.3%</b>
Net Change in Fund Balance	329,930	(283,445)	173,212	
Fund Balance at Beginning of Year	3,509,785	3,839,715	3,839,715	
Fund Balance at End of Year	3,839,715	3,556,270	4,012,927	

\* Unaudited - information subject to change



## Alvarado Economic Development Corporation Meeting Report

Meeting Date: July 28, 2025

Contact: Hillary Cromer

### AGENDA ITEM

Presentation, discussion, and possible action to select the artist for the Historic Downtown Alvarado mural project

### BACKGROUND & FINDINGS

As part of its continued efforts to support placemaking, cultural identity, and downtown revitalization, the Alvarado Economic Development Corporation (EDC) launched a Call for Artists in May 2025 for the creation of the City's first-ever mural in Historic Downtown Alvarado.

The mural will be installed at 120 S Spears St, a highly visible cinderblock wall (1,200 sf) in the heart of downtown. The goal is to commission a hand-painted mural that celebrates Alvarado's history, reflects the spirit of the community, and invites engagement from both residents and visitors.

A total of four artists submitted complete proposals by the June 30 deadline. Each submission included mural mockups, resumes, portfolios, cost estimates, execution timelines, and maintenance plans. Below is a summary of each proposal:

### APPLICANT SUMMARIES

#### A Working Artist Studio – Tonya Fonseca & Whitney Pryor

This Cleburne-based duo brings over 40 years of combined experience, specializing in murals for small Texas towns. Their submission includes two postcard-style designs:

- Design 1: "Historic Downtown Alvarado" laid over a scenic landscape, incorporating purple tones (school pride), a monarch butterfly, and typographic inspiration from Addie Almond.
- Design 2: Purple lettering filled with historical and cultural imagery from Alvarado.

They proposed a 6–8 week timeline, including wall prep, priming, scaffolding, and protective coating. The artists emphasize historical accuracy, hand-painted detail, and a 5-year maintenance plan.

**Estimated cost: \$20,000**

#### Darlene Taylor – Paintbrush Studios

A nationally recognized muralist with 337 completed works across six states, Darlene Taylor submitted three high-impact mural designs rooted in cultural symbolism, social storytelling, and local pride.

Her past projects include:

- Otis Williams Tribute – 138-ft mural in Texarkana, AR
- Harmony Academy – Educational series inside a music school
- Goodwill Cleburne – Large-scale community-facing mural
- Sam Castle Mural – A 280-ft tribute wall in Hughes Springs, TX

Known for her layered visual narratives and realistic imagery, Taylor's work incorporates fine art detailing and large-format visibility. Her application was accompanied by numerous awards, including "Best Artist" (2023–2025) by ALT Magazine and a proclamation of "Darlene Taylor Day" in Texarkana.

**Estimated cost: \$12,000 (\$10 per sf)**

### **Liliana Benitez – Inspired Ink Works**

Based in Waco, Liliana Benitez is a muralist, graphic designer, and former Artist-in-Residence at the Library of Congress. She submitted two vibrant concepts:

- “Postcard Alvarado” – Lettering filled with symbolic and nostalgic local imagery, including student art, class signs, and bluebonnets
- “Across Time” – A historical collage of Alvarado’s evolution with vintage signage, maps, and architecture

Benitez’s past work includes:

- “Waco Forever” mural – A 20x100-ft interactive piece with drone mapping
- Public school murals in Waco
- Community mentorship through Creative Waco

She proposes a four-week timeline, a full breakdown of costs and materials, and a 5-year maintenance plan with annual sealant reapplication.

**Estimated cost: \$20,000**

### **Odessa Helm – Odessa Helm Art**

Odessa Helm, based in Rusk, TX, has completed numerous large-scale public murals across Texas, including work for Celina, Irving, Gilmer, and Nacogdoches. Her proposed mural, “**Echoes of Alvarado**”, includes:

- A central “Historic Downtown Alvarado” title
- Native wildflowers, butterflies, and prairie landscape
- Subtle silhouettes of horseback riders representing the 1869 gunfight
- Design inspiration from Addie Almond’s artwork

Her work features bold color blocking, an illustrative style, and strong community storytelling. Helm has been featured in *Texas Monthly*, *KLTV*, *CBS19*, and more. She offers a 1–2 week timeline for painting, comprehensive prep and execution plan, and a robust 15–20 year maintenance schedule with documentation and contingency planning.

**Estimated cost: \$18,998**

### **MANAGEMENT REVIEW**

Paul DeBuff, City Manager

### **ATTACHMENTS**

Exhibits 1 – 4

Exhibit 1: A Working Artist Studio – Tonya Fonseca & Whitney Pryor  
Proposals:



Previous Work:



Exhibit 2: Darlene Taylor – Paintbrush Studios  
Proposals:

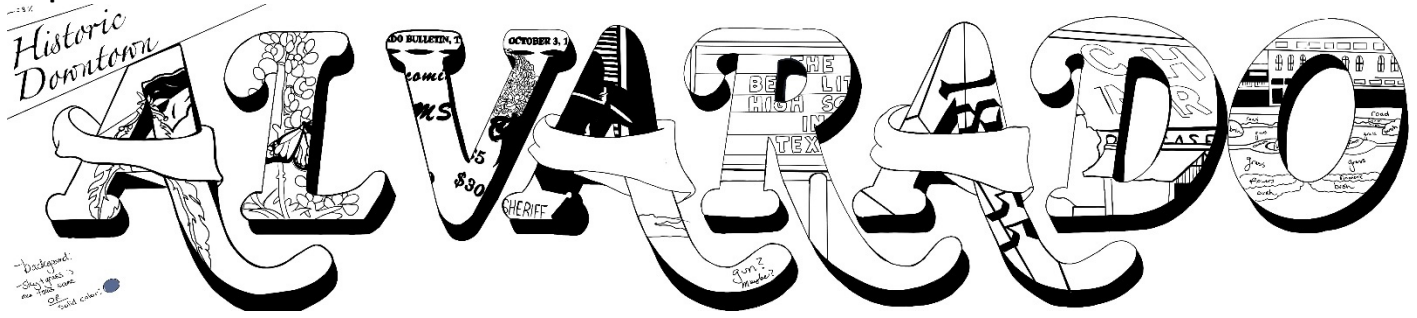


Previous Work:

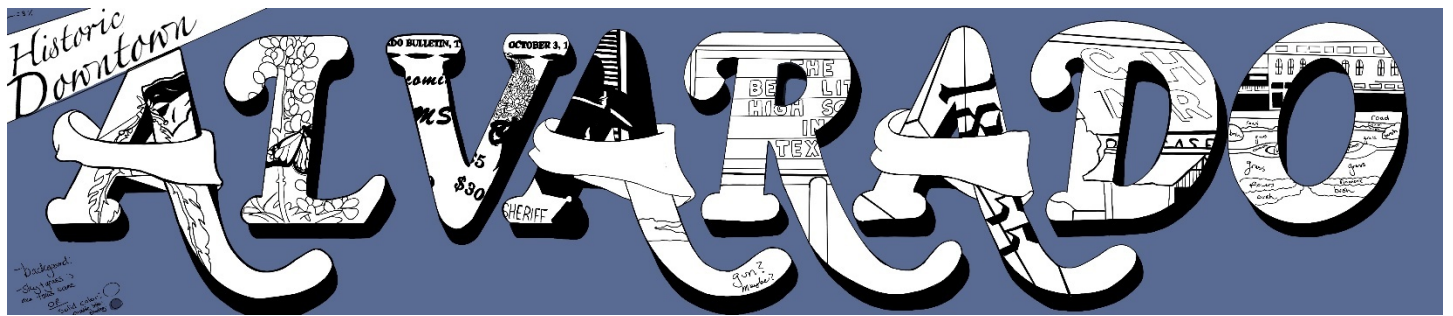


Exhibit 3: Liliana Benitez – Inspired Ink Works

Proposals:



Historic downtown



Previous Work:



Exhibit 4: Odessa Helm – Odessa Helm Art  
Proposal:



Previous Work:





## **Alvarado Economic Development Corporation Meeting Report**

Meeting Date: July 28, 2025

Contact: Hillary Cromer

### **AGENDA ITEM**

Presentation, discussion, and possible action to select the first entrepreneur for the Alvarado Food Truck Incubator Program

### **BACKGROUND & FINDINGS**

The Alvarado Economic Development Corporation (EDC) launched the Food Truck Incubator Program earlier this year as part of its commitment to supporting small business development and cultivating a dynamic food scene in Alvarado. This initiative offers selected entrepreneurs the chance to operate a fully equipped food truck for up to 180 days, providing critical support and mentorship without the high upfront cost of truck ownership.

Following a competitive application process, eligible candidates submitted business plans, financial strategies, and marketing proposals. Finalists were invited to present their concepts directly to the EDC Board. After careful review, the Board will now consider the selection of the first entrepreneur to participate in the incubator program.

This decision represents a significant milestone in the implementation of the program, marking the beginning of Alvarado's newest tool to stimulate local commerce, grow the city's culinary landscape, and support aspiring business owners.

The selected entrepreneur will:

- Operate the EDC-owned food truck for an initial 90-day trial (with up to 180 days total participation)
- Pay a \$500 monthly participation fee
- Receive business coaching, marketing assistance, and menu development support
- Be eligible for food handler license reimbursement and inclusion in city-sponsored events
- Be expected to follow all operational and safety requirements, including location and reporting obligations

The goal is to provide this entrepreneur with the tools and exposure needed to launch a long-term, successful business—potentially transitioning to a brick-and-mortar presence in Alvarado.

### **RECOMMENDATION**

Staff recommends that the Board select the first entrepreneur based on the evaluation criteria previously approved, including business feasibility, innovation, and demonstrated commitment. The decision will enable staff to finalize onboarding and prepare the entrepreneur for launch within the designated time frame.

### **MANAGEMENT REVIEW**

Paul DeBuff, City Manager


### **ATTACHMENTS**


Applications and business plans from TexJob Throb and Bar B's Q  
Food Truck Incubator Program Draft Agreement

# Application

Please return the completed application with necessary attachments and signature to Alvarado Economic Development Office, 104 West College Street, Alvarado TX 76009. If you have any application questions, please contact the Director of Economic Development Director at (817) 790-3351, extension 123 or email at [cromerh@cityofalvarado.org](mailto:cromerh@cityofalvarado.org)

<b>Applicant Name(s):</b> Rene Craig, Darla Kapoor
<b>Business Name:</b> TexJab Throb
<b>Mailing Address:</b> 403 S 5th Street Alvarado, TX 76009
<b>Contact Phone:</b> 817-526-4440
<b>Email Address:</b> darlafaye@gmail.com
<b>Program Requirements</b> By applying and checking the boxes below, you acknowledge and agree to complete the following requirements in order to be eligible to use the Alvarado EDC Food Truck: <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Obtain a Food Handler's or Manager's Certificate, as designated by the AEDC</li><li><input checked="" type="checkbox"/> Develop and present a business concept to the AEDC Board of Directors</li><li><input checked="" type="checkbox"/> Provide a valid driver's license</li><li><input checked="" type="checkbox"/> Pass a drug test/screening, as determined by the AEDC</li><li><input checked="" type="checkbox"/> Enter into a formal agreement with the AEDC regarding the use of the food truck</li><li><input checked="" type="checkbox"/> Provide proof of working capital sufficient to cover all business-related expenses, including but not limited to: food, paper and plastic goods, uniforms, marketing materials, event entry fees, fuel/propane, etc.</li><li><input checked="" type="checkbox"/> Consent to a background check and credit check conducted by the City of Alvarado</li></ul>

  
Applicant Signature 6/6/25  
Date

  
Applicant Signature 6/6/25  
Date



# **TEXJAB THROB**

## **BUSINESS PLAN**

**PREPARED BY**  
**RENA CRAIG AND DARLA KAPOOR**  
**DARLAFAYE@GMAIL.COM**  
**(817) 526-4440**

**403 S 5TH STREET ALVARADO, TX 76009**

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# Executive Summary

### **TexJab Throb: TexMex/Punjabi fusion everyone will love!**

TexJab Throb is a food truck located in Alvarado, Texas, specializing in a unique fusion of TexMex and Punjabi cuisines. The company aims to provide an innovative culinary experience by combining bold Punjabi spices with the hearty and familiar elements of TexMex food in a casual street food setting. Serving local residents and visitors, TexJab Throb targets customers who seek diverse and culturally rich dining options that are both authentic and approachable.

### **Mission**

Our mission is to delight taste buds by delivering an innovative fusion of TexMex and Punjabi flavors, providing an accessible and memorable street food experience that celebrates cultural diversity and culinary creativity.

### **About the Owners**

Rena Craig and Darla Kapoor are sisters and local residents who have a blended family composed of Texan and Punjabi cultures. In raising a family with this background, the owners have discovered a passion for bringing these cultures together and bringing them to light in the community. The local food market is a wonderful way to unite diverse cultures. We can celebrate shared humanity through food, create a shared space for dialogue, promote inclusion and belonging, encourage collaboration and creativity, and highlight common values and experiences among all! Rena has a financial background with hobbies that range from art to technology and has a successful party planning business established in 2023. Darla's hobbies include creating unique recipes, watching her son's little league sports, and reading. She is a Registered Nurse by background with experience cooking in restaurants, customer service, infection control, and managing up to 70 employees.

### **Problem**

The local food market lacks offerings that creatively blend diverse cultural cuisines, leaving a gap for consumers interested in new, authentic, and fusion food experiences. Traditional food trucks often focus on a single cuisine, limiting the variety and innovation available to adventurous eaters.

# TexJob Throb

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## Solution

TexJob Throb fills this gap by combining the rich, bold spices of Punjabi cuisine with the comforting and popular elements of TexMex dishes. Our food truck format ensures accessibility and convenience, bringing a novel fusion culinary option directly to the community.

## Primary Products & Services

Our primary offerings include a menu featuring fusion dishes such as Butter Chicken Quesadillas, Dal Makhani Burgers, Curry Chicken Enchiladas, and other creative combinations that marry the two culinary traditions. Additionally, we offer catering services for local events and gatherings.

### Primary Business Model

TexJob Throb operates through a mobile food truck business model, generating revenue from direct sales at various local venues, events, and through catering engagements. This model allows flexibility to reach a broad audience and adapt to local demand.

## Industry Overview

The food truck industry is experiencing steady growth, driven by consumer demand for convenient, diverse, and high-quality street food options. Fusion cuisine is a rising trend, appealing to younger demographics and food enthusiasts looking for novel taste experiences.

## Core Marketing Activities

Key marketing strategies include leveraging social media platforms to showcase our unique menu and truck locations, participating in local food festivals and events, collaborating with community organizations, and building strong word-of-mouth through exceptional customer experiences.

## High-Level Financial Targets

TexJob Throb aims to achieve \$250,000 in annual revenue within the first two years, with a gross margin of approximately 60%. We plan to expand our operational days and event participation to increase sales, targeting a steady growth rate of 15-20% annually.

# SWOT Analysis

## Strengths

1. Unique fusion concept combining TexMex and Punjabi cuisines, offering a distinct culinary experience.
2. Mobile food truck format provides flexibility to reach diverse customer locations and events.
3. Strong appeal to local food enthusiasts and adventurous eaters seeking innovative flavors.
4. Combination of bold spices and familiar comfort foods creates broad customer appeal.
5. Positioned in Alvarado, Texas, a growing community with limited fusion food truck competition.

## Weaknesses

1. Limited brand recognition as a new entrant in the local food scene.
2. Potential operational challenges inherent to food truck logistics and weather dependence.
3. Narrow menu focus may limit appeal to customers preferring traditional options.
4. Dependence on sourcing specialty ingredients to maintain authentic flavor blends could increase costs.
5. Restrictions on food truck permits or parking could limit consistent location availability.

## Opportunities

1. Expanding market demand for ethnic and fusion street foods in Texas and surrounding areas.
2. Potential partnerships with local events, festivals, and markets to increase exposure.
3. Development of catering services for private and corporate events.
4. Leveraging social media and food influencer collaborations to build brand awareness.
5. Introducing seasonal or limited-time menu items to attract repeat customers and maintain interest.

## Threats

1. Competition from established local food trucks and restaurants offering TexMex or Punjabi cuisine separately.
2. Economic downturns affecting discretionary spending on dining out.
3. Regulatory changes impacting food truck operations and health codes.
4. Supply chain disruptions affecting availability of key ingredients.
5. Negative customer reviews or food safety incidents that could harm reputation.

## Business Models

TexJab Throb can explore several business models to capitalize on its unique TexMex Punjabi fusion cuisine. Each offers different revenue paths, scale, and complexity.

### Food Truck Sales

Operating as a mobile food truck offering TexMex Punjabi fusion dishes at various local events, markets, and street locations in Alvarado, Texas.

#### Advantages

- Low initial investment
- Flexibility to move to different locations
- Direct engagement with customers

#### Challenges

- Weather and seasonal factors can impact sales
- Limited space for cooking and storage
- Dependence on permits and regulations

### Pop-Up Restaurant Events

Hosting temporary pop-up dining experiences at established restaurants, community centers, or events to showcase the fusion cuisine to new audiences.

#### Advantages

- Lower overhead than permanent locations
- Opportunity to test markets
- Builds buzz and exclusivity around the brand

#### Challenges

- Requires coordination with venue owners
- Limited duration may reduce steady revenue
- Marketing needed to drive attendance

### Catering Services

Providing catering for private parties, corporate events, and festivals, delivering TexMex Punjabi fusion dishes tailored to group dining.

#### Advantages

- Higher revenue per event
- Builds brand recognition through gatherings
- Can establish contracts with corporate clients

#### Challenges

- Requires reliable staffing
- Need to maintain food quality for off-site events
- Variable demand depending on event seasons

# Viability Analysis



TexJab Throb presents a promising business venture by combining the popular and growing trends of food trucks and fusion cuisine. The food truck industry in the United States has shown consistent growth, with consumers increasingly seeking unique and convenient dining experiences. By merging the bold flavors of Punjabi cuisine with the familiar comforts of TexMex food, TexJab Throb taps into an underserved niche, appealing to adventurous eaters and cultural food enthusiasts alike.

## Market Demand and Trends

There is a growing consumer interest in ethnic and fusion foods, especially in culturally diverse states like Texas. Food trucks are popular for their affordability and accessibility, and fusion cuisine attracts customers looking for new taste experiences. According to industry reports, the food truck market in the US is expected to continue expanding due to low startup costs and flexible business models (source: IBISWorld Food Truck Industry Report).

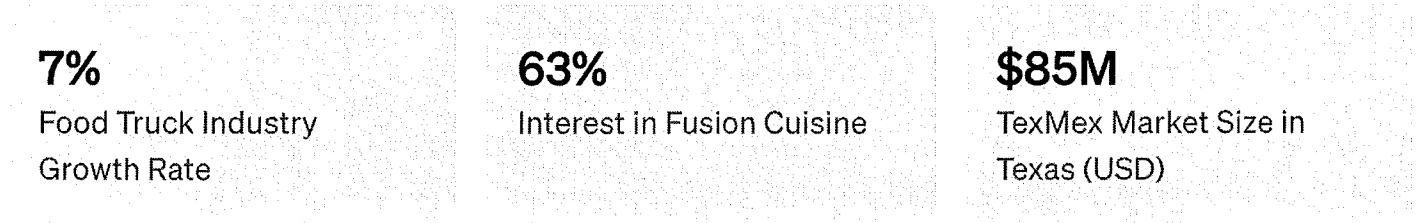
## Competitive Advantage

TexJab Throb's unique combination of TexMex and Punjabi flavors sets it apart from traditional food trucks that usually focus on one cuisine type. This differentiation can build brand identity and customer loyalty. Additionally, being located in Alvarado, Texas, allows access to a diverse demographic and food scene with potential for high foot traffic.

## Operational Viability

Operating as a food truck lowers overhead compared to traditional restaurants and offers location flexibility and scaling potential. Success relies on effective marketing, consistent quality, and efficient operations during peak times. Challenges include educating customers about the fusion concept, navigating regulations, managing supply logistics, and competing with established vendors. Overall, TexJab Throb is viable due to its innovative concept, market alignment, and operational flexibility, but requires careful execution and targeted marketing to succeed.

## Industry Overview



The food truck industry has seen significant growth over the past decade, driven by consumer demand for convenient, diverse, and innovative dining options. Food trucks offer a flexible business model that caters to evolving tastes, particularly in urban and suburban areas. TexJab Throb operates at the intersection of two thriving food trends: the popularity of TexMex cuisine and the increasing interest in Punjabi and other ethnic flavors. This fusion approach positions the company well within the niche market of cultural fusion street food.

### Market Trends

- Growing consumer preference for ethnic and fusion cuisines
- Increasing popularity of food trucks as an affordable and casual dining option
- Rising interest in flavorful, bold spices and unique flavor profiles

### Industry Drivers

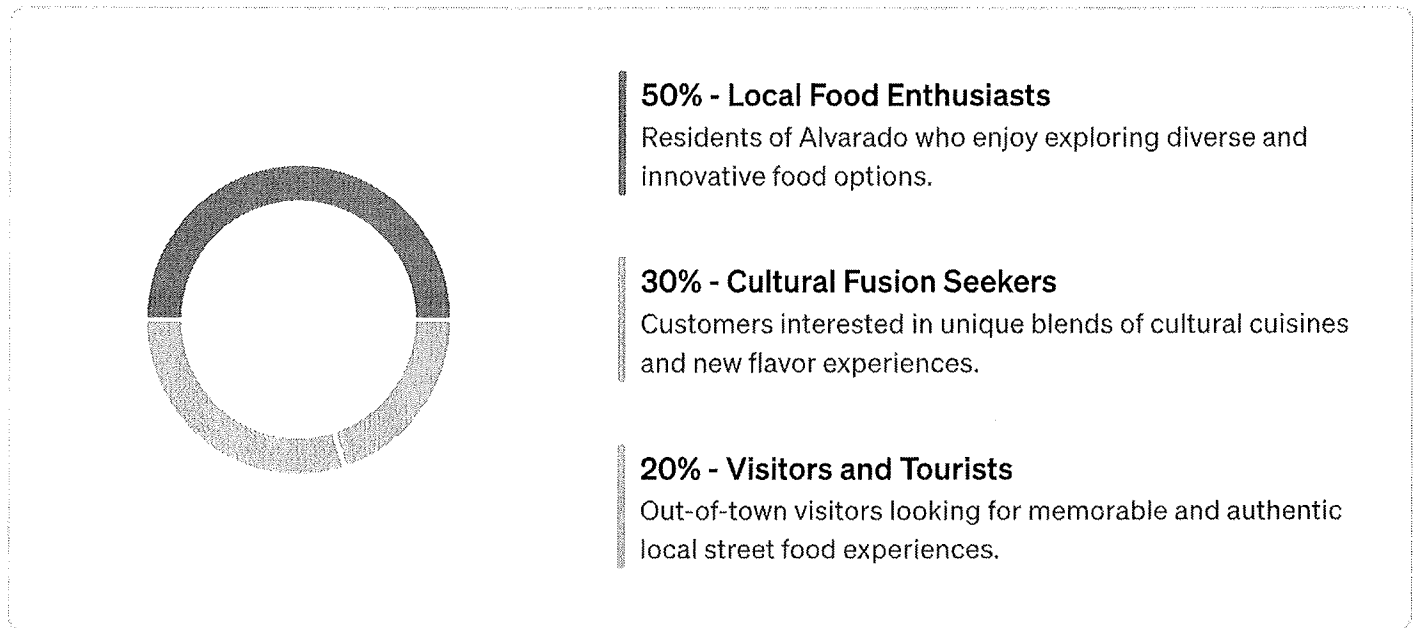
- Urbanization and busy lifestyles increasing demand for quick, high-quality meals
- Social media influence promoting food discovery and unique culinary experiences
- Expansion of food festivals and outdoor events providing opportunities for food trucks

### Competitive Landscape

- Numerous food trucks specializing in TexMex and Indian cuisines independently
- Few competitors combining Punjabi and TexMex flavors, creating a unique market niche
- Importance of location and community engagement in building a loyal customer base

By blending TexMex and Punjabi flavors, TexJab Throb taps into a dynamic and growing segment of the food truck industry, appealing to adventurous eaters and those seeking comfort food with a twist.

## Target Audience



TexJab Throb serves a diverse set of customers who are united by their passion for bold flavors and cultural fusion. These audiences include local food lovers, adventurous eaters, families, and culturally curious individuals who seek unique and authentic dining experiences in Alvarado, Texas.

### Local Food Enthusiasts Profile:

- Alvarado residents (25-45) who seek quality, flavorful, and convenient dining. They enjoy casual dining and street food, are socially active, and influence peers' choices.
- Frustrations: Limited fusion options, inconsistent quality, long wait times.
- Goals: Find unique, tasty meals; support local businesses; enjoy quick, quality food.
- Preferences: Bold, spicy flavors; fast service; friendly, casual settings.
- Behavior: Follow food trends on social media, attend food events, share experiences online.
- Where to Find: Food festivals, farmers markets, community spots.

### Cultural Fusion Seekers Profile:

- Food lovers aged 18-35 who crave innovative, authentic fusion cuisine; Open-minded and adventurous, they follow food blogs and influencers but struggle to find balanced, genuine fusion dishes.
- Goals: Discover new flavor combinations, Expand culinary knowledge, Share unique dining experiences

## TexJob Throb

- ⊛ Preferences: Fusion dishes honoring cultural roots, Creative presentation and variety, Engaging food events
- ⊛ Behavior: Frequently dine out; Active on Instagram, TikTok; Attend food tastings and cultural festivals
- ⊛ Where to Find: Trendy urban areas, Social media platforms, Food and cultural festivals

## Families with Children Profile:

- ⊛ Parents (30-50) with kids (5-15) who value convenient, quality dining.
- ⊛ Frustrations: Limited kid-friendly menu options, long waits, unfamiliar flavors.
- ⊛ Goals: Enjoyable meals for all, quick service, gradual introduction to new tastes.
- ⊛ Preferences: Mild and bold flavors, affordable prices, clean and safe food.
- ⊛ Behavior: Prefer quick service/takeaway, plan around family schedules, trust parent recommendations.
- ⊛ Where to Find: School events, community centers, parks, parenting social media groups.

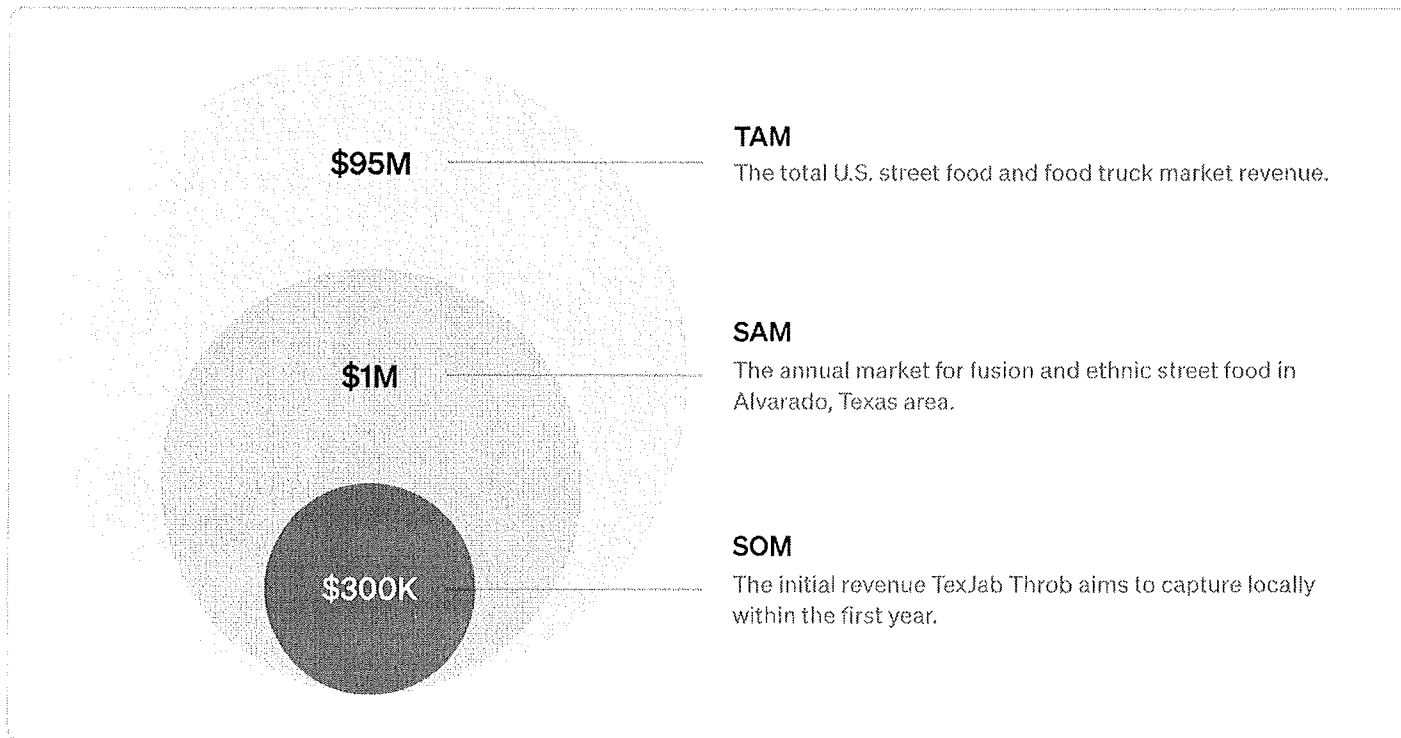
## Office Workers and Commuters in Alvarado Profile:

- ⊛ Age 22-45, Limited meal time, Value convenience and taste
- ⊛ Frustrations: Long lunch wait times, Few healthy, flavorful quick options, Takeout food that doesn't hold up
- ⊛ Goals: Quick, satisfying meals, Easy flavor variety, Maintain energy and focus
- ⊛ Preferences: Portable, easy-to-eat dishes, Bold, balanced flavors, Fast, friendly service
- ⊛ Behavior: Order via app or quick service, Eat at lunch or early evening, Follow local popular quick food spots
- ⊛ Locations: Near office parks/business districts, Commuter parking lots, Public transit stops

## Tourists and Visitors Profile

- ⊛ Age 25-55, Local culture and cuisine, convenient street food
- ⊛ Frustrations: Hard to find unique, affordable local food; limited food truck hours/locations
- ⊛ Goals: Enjoy creative local dishes; easy meals while sightseeing; memorable culinary experiences
- ⊛ Preferences: Authentic, visually appealing dishes; friendly staff; unique regional fusion flavors
- ⊛ Behavior: Research food options beforehand; visit popular tourist spots; share reviews online
- ⊛ Where to Find: Tourist info centers, local festivals and markets, popular sightseeing areas

## Market Size & Trends



The food industry is evolving rapidly with consumers seeking unique, diverse, and convenient dining experiences. In particular, fusion cuisine, food trucks, and health-conscious options are shaping how people choose where and what to eat. TexJab Throb can capitalize on these trends by offering a novel blend of TexMex and Punjabi flavors in a mobile, accessible format.

### Growing Popularity of Fusion Cuisine

Fusion cuisine is gaining traction as consumers become more adventurous and interested in trying new flavor combinations that blend cultural influences.

#### Key Points

- ④ Increased consumer curiosity about diverse flavors
- ④ Rise of global food influences on local menus
- ④ Social media amplifies interest in unique dishes

#### How to Leverage

- ④ Highlight the unique TexMex-Punjabi fusion concept in marketing
- ④ Develop signature dishes that showcase bold flavor combinations
- ④ Leverage social media to showcase creative dishes and engage food enthusiasts

# TexJob Throb

## Expansion of Food Truck Culture

Food trucks have surged in popularity due to their convenience, affordability, and ability to provide high-quality, innovative meals on-the-go.

### Key Points

- Consumers seek quick, casual dining options
- Lower startup and operation costs compared to traditional restaurants
- Food trucks create community-centric, experiential dining

### How to Leverage

- Position TexJob Throb in high-traffic locations and events
- Use the mobility to test new menu items and reach diverse customer bases
- Create an engaging brand presence that encourages repeat visits and social sharing

## Demand for Bold and Authentic Flavors

There is an increasing demand for bold, authentic, and ethnic flavors as customers look for memorable and culturally rich food experiences.

### Key Points

- Customers value authenticity and depth of flavor
- Ethnic cuisines are becoming mainstream dining options
- Bold spices and seasoning appeal to adventurous eaters

### How to Leverage

- Use high-quality, authentic ingredients to ensure flavor integrity
- Educate customers about the culinary heritage behind dishes
- Create menu options that balance bold flavors with approachability for diverse palates

The market for food trucks and fusion cuisine is experiencing robust growth, driven by evolving consumer preferences for diverse and convenient dining options. TexJob Throb is positioned to tap into this expanding space by blending TexMex and Punjabi flavors, offering a unique culinary experience in Alvarado, Texas. This fusion food truck concept aligns with trends favoring bold, authentic flavors and the increasing popularity of mobile street food platforms, which attract a broad demographic seeking novel yet accessible meals.

# TexJab Throb

## Market Size

The U.S. food truck industry has seen significant growth over the past decade, generating an estimated \$950 million in annual revenue. Within regional markets like Alvarado and the surrounding areas, the demand for ethnic and fusion street foods is estimated to support a market of approximately \$1.2 million annually. TexJab Throb aims to capture a meaningful share of this market by targeting adventurous local residents and visitors.

## Market Trends

**Growing Popularity of Fusion Cuisine:** Consumers are increasingly interested in culinary innovation that combines elements from different cultures. Fusion concepts appeal to food enthusiasts looking for novel tastes and experiences, boosting demand for offerings like TexJab Throb's TexMex-Punjabi blend.

**Expansion of Food Truck Culture:** Food trucks have become a mainstream dining option due to their convenience, affordability, and ability to reach customers directly. This mobility enables quick adaptation to customer preferences and participation in local events and festivals.

**Demand for Bold and Authentic Flavors:** There is a rising appetite for bold, authentic ethnic flavors among consumers. The use of traditional spices and cooking techniques can differentiate TexJab Throb while satisfying a growing segment of adventurous eaters.

By leveraging these market dynamics, TexJab Throb is well positioned to establish a distinctive presence in the local food scene and capitalize on shifting consumer tastes.

# Competitor Analysis

Competitor	TexJab Throb	Taco Bell	Punjab Grill Food Truck	Torchy's Tacos	Alvarado Mexican Grill
Price Affordability	\$\$	\$	\$\$\$	\$\$	\$\$
Menu Diversity	Extensive fusion options	Limited TexMex	Punjabi specialties only	TexMex focused	Mexican classics
Flavor Uniqueness	Exceptional blend of TexMex and Punjabi	Standard TexMex flavors	Traditional Punjabi taste	Creative TexMex twists	Traditional TexMex flavors
Customer Experience	Highly engaging and friendly	Fast but impersonal	Personal but limited variety	Vibrant and fun atmosphere	Casual dining
Food Quality	Fresh and authentic ingredients	Consistent but mass-produced	High-quality authentic ingredients	Good quality	Reliable quality

The competitive landscape for TexJab Throb includes various food service providers specializing in TexMex cuisine, Punjabi cuisine, and general street food options. While numerous establishments cater to these markets individually, the fusion of TexMex and Punjabi flavors remains an underserved niche. This unique culinary combination offers a new and exciting experience for food enthusiasts seeking both familiarity and innovation. TexJab Throb's strategy to differentiate focuses on creating a memorable, culturally rich dining experience through its distinct menu offerings, authentic ingredients, and approachable food truck format. The business will emphasize quality, flavor innovation, and accessibility to stand out from traditional competitors, appealing to customers looking for novel taste experiences without sacrificing comfort or convenience.

## **TexJab Throb**

# **Core Offerings**

TexJab Throb offers a diverse menu that creatively fuses TexMex and Punjabi cuisines, providing a unique and flavorful street food experience. Each core offering is designed to showcase the best of both culinary traditions in an accessible food truck format. The offerings appeal to food enthusiasts seeking bold flavors, cultural fusion, and convenient dining options in Alvarado

### **Butter Chicken Quesadillas**

Punjabi spiced chicken in a creamy tomato-based buttery sauce, combined with cheese, and grilled between two seasoned paratha.

### **Dal Makhani Burgers**

Traditional Dal Makhani-flavored bean patty with lettuce, tomato, cucumber, achar and raita served on a Garlic Naan bun. Inspired by the classic dal dish and prepared TexMex style.

### **Curry Chicken Enchiladas**

Enchiladas prepared in the traditional TexMex style with the flavor of curry chicken.

### **Frito Chole Pie**

Similar to the classic TexMex favorite combo with vegetarian Chole in place of traditional chili. Can be garnished with both TexMex or Punjabi toppings.

### **Fusion Street Snacks and Sides**

Small apps and sides such as Punjabi-style samosa with cowboy caviar filling, spiced stuffed jalapeno peppers, masala-spiced corn chips with Kashmiri queso, Punjabi mac n cheese, masala fries, and jeera rice.

### **Beverages with a Twist**

Refreshing drinks such as Dr. Pepper lassi, spiced chai, traditional Texan sweet tea, masala spiced lemonade.

## TexJab Throb

# Sample Menu

### Breakfast

- ◊ Punjabi Migas - egg bhurji fried with corn tortillas, tomato, onion, cilantro and topped with papad curls
- ◊ Gulab Jamun French Toast - classic French toast with a sweet Indian topping twist
- ◊ Texan Breakfast Casserole - traditional breakfast casserole with hashbrowns, sausage, and eggs
- ◊ Tadka Grits - homestyle grits mixed with Indian yellow lentils and spiced in Punjabi style
- ◊ Punjabi spicy burrito - eggs, peppers, Jeera aloo on roti
- ◊ Veggie Burrito - eggs, spinach, veggies on aloo paratha
- ◊ Big Tex burrito - eggs, chorizo, home fries on giant corn tortilla

### Lunch/Dinner

- ◊ Chicken Skewer Sampler - Tex, Tikka, and Tawa flavored
- ◊ Gobi Steak topped with Tandoori paneer Tikka
- ◊ Fajita Burrito - Texas and Punjabi spiced, served with grilled fajita veggies and roti
- ◊ Butter Chicken Quesadilla
- ◊ Dal Makhani Burger
- ◊ Frito Chole Pie
- ◊ Curry Chicken Enchiladas - served on a bed of jeera rice
- ◊ Punjabi Bhakhara (goat) tamales

### Sides and Quick Snacks

- ◊ Cucumber Salad      Punjabi Mac N Cheese      Jeera Rice
- ◊ Kashmiri Queso with papad or Naan chips      Masala Fries
- ◊ Stuffed Jalapeno Pepper      Cowboy Caviar Samosa

### Beverages

- ◊ Lassi - plain, spicy, mango, Dr Pepper      Punjabi spiced lemonade
- ◊ Chai      Iced Tea

# Expansion Opportunities

TexJab Throb's unique fusion culinary concept opens exciting doors for creative expansion beyond traditional food truck offerings. Exploring slightly tangential opportunities allows the brand to diversify revenue streams while maintaining ties to its TexMex and Punjabi fusion identity. Below are five innovative and slightly unconventional product and service expansion ideas to consider in the future.

## TexJab Fusion Streetwear Line

Launch a streetwear clothing line featuring bold graphics and slogans inspired by TexMex and Punjabi culture fusion. Items include t-shirts, hoodies, caps, and aprons.

## Fusion Food Podcast Series

Create a podcast exploring stories about TexMex and Punjabi cuisines, fusion food culture, and interviews with chefs and food lovers. Include recipes and cooking tips in episodes.

## Pop-Up Fusion Food Festivals

Host periodic pop-up events that celebrate TexMex-Punjabi fusion with live music, food sampling, and cultural performances in local parks or event spaces.

## Fusion Flavor Mobile App

Develop a mobile app featuring fusion recipe ideas, ordering options, loyalty rewards, and a platform for customers to share their own TexMex-Punjabi fusion creations.

## Fusion Food Art Installations

Commission local artists to create temporary art installations inspired by TexMex and Punjabi fusion culture to display near the food truck and in local festivals.

# Secondary Offerings

Beyond our signature fusion dishes, TexJab Throb offers a variety of secondary products and services designed to enhance customer experience and expand our market reach. These offerings cater to diverse tastes and preferences, adding value and convenience while reinforcing our unique culinary identity. Each secondary offering is strategically developed to complement our core menu and strengthen customer loyalty.

## Fusion Entree Variety Packs

Pre-packages variety packs of our most popular TexMex-Punjabi fusion entrees available for take-home or catering events, allowing customers to enjoy our flavors conveniently.

## Catering Services

Provide catering for private parties, corporate events, and local festivals featuring our fusion menu, tailored to event size and customer preferences.

## Branded Merchandise

Sell branded merchandise such as t-shirts, hats, and reusable food containers to promote brand loyalty and increase revenue.

## Late Night Food Truck Service

Extend operating hours to offer late-night service on weekends, catering to night owls and event attendees looking for unique, flavorful food options.

## Loyalty and Rewards Program

Implement a customer loyalty program rewarding repeat customers with discounts, free items, and exclusive offers to encourage retention and frequent visits.

## Seasonal and Holiday Specials

Offer limited-time menu items inspired by seasonal ingredients and holidays, creating excitement and encouraging repeat visits.

# Customer Service

At TexJab Throb, we believe that exceptional customer service is integral to creating a memorable dining experience that keeps customers coming back. Our team is dedicated to providing friendly, attentive, and personalized service that celebrates the fusion of cultures we represent. We strive to make each guest feel valued and comfortable, ensuring that every visit to our food truck is enjoyable and satisfying.

## Friendly and Welcoming Staff

Our staff members are trained not only in food preparation but also in delivering warm, engaging interactions with customers. They greet every guest with a smile, offer helpful recommendations, and take the time to answer questions about our unique TexMex Punjabi fusion dishes.

## Prompt and Efficient Service

Understanding the fast-paced nature of street food, we prioritize quick and efficient service without compromising quality. We manage orders carefully to minimize wait times while maintaining the authenticity and taste of our offerings.

## Customer Feedback and Continuous Improvement

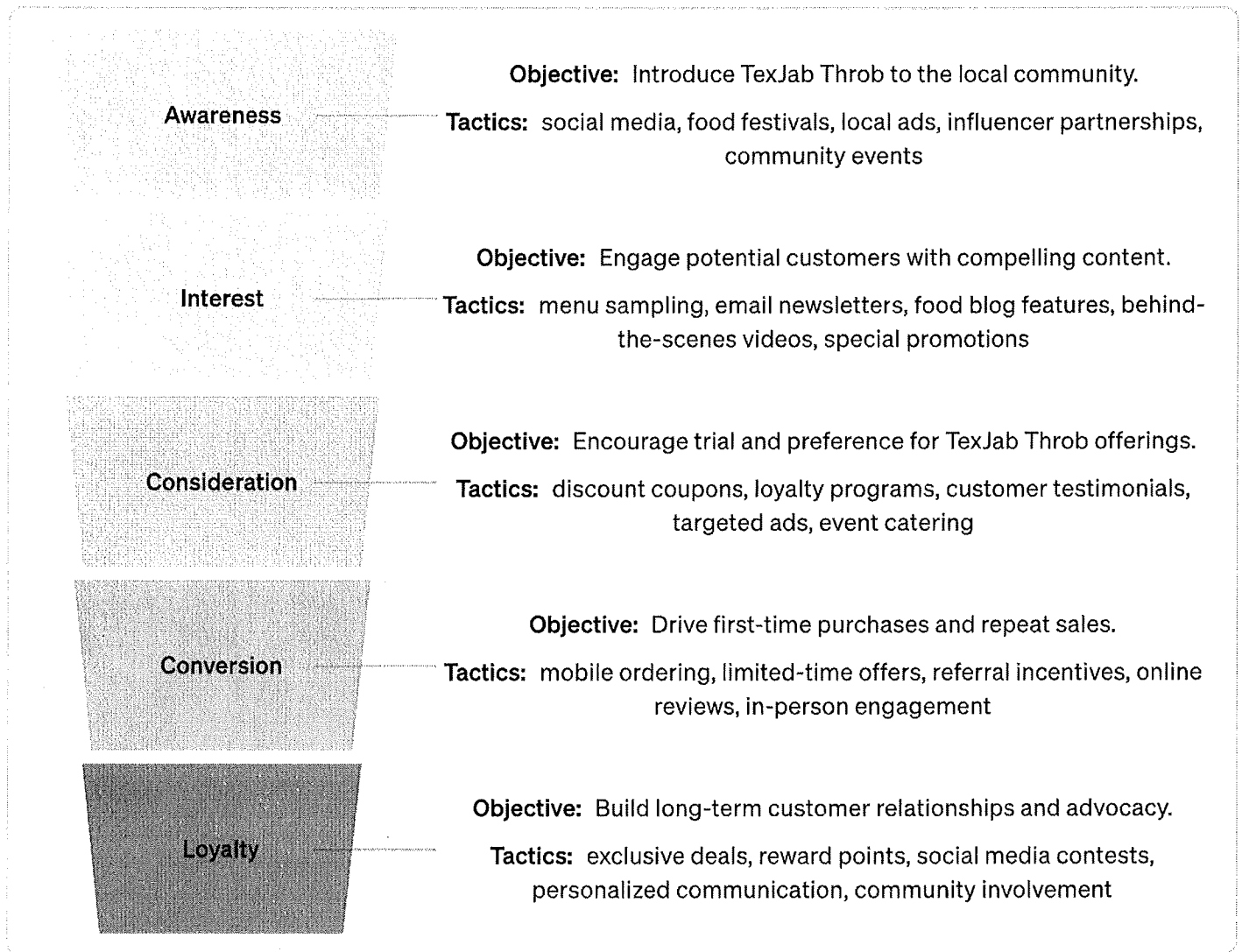
We actively seek customer feedback to continually refine our menu and service. Whether through direct conversations, comment cards, or social media, we listen to our customers' experiences and suggestions, using their insights to enhance our food truck operations.

## Cleanliness and Safety

Maintaining high standards of cleanliness and food safety is a non-negotiable aspect of our customer service. We ensure that our food truck is spotless and that all health regulations are strictly followed, giving our customers confidence in the quality and safety of their meals.

By combining warm hospitality with efficient service and a commitment to quality, TexJab Throb aims to build strong relationships with our community and create loyal customers who appreciate the exciting tastes of our cultural fusion.

# Marketing Overview

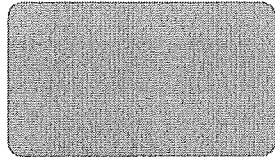


TexJab Throb's marketing strategy is designed to establish a strong presence in the Alvarado, Texas area by highlighting its unique TexMex Punjabi fusion cuisine. The approach focuses on creating awareness and engagement through digital and community channels, targeting food enthusiasts who are eager to explore innovative flavor combinations. The primary goals include building brand recognition, attracting a loyal customer base, and driving steady food truck sales. Key channels for marketing efforts are social media platforms, local events and festivals, partnerships with influencers, and targeted advertising. The budget is allocated to maximize reach and impact within the local market, ensuring efficient use of resources to generate interest and sustained patronage.

## Branding & Identity



**Scarlet**  
#d0001c



**Neon Carrot**  
#F9A825



**White**  
#ffffff



**Green**  
#08650d



**Purple Heart**  
#130ed0

A warm and vibrant color palette that reflects the fusion of bold TexMex and rich Punjabi flavors

## Imagery & Photography

Imagery focuses on vibrant, close-up shots of fusion dishes highlighting bold colors and textures, street food scenes from the food truck, and cultural elements that blend TexMex and Punjabi aesthetics. Photography uses natural lighting to evoke warmth and authenticity, emphasizing the fresh, hearty, and exotic appeal of the cuisine.

## Brand Voice

Friendly, enthusiastic, and culturally inclusive with a touch of casual fun. The voice invites customers to explore new flavors with confidence and delight, communicating the unique fusion experience in an accessible and engaging manner.

## Brand Values

Innovation in culinary fusion, authenticity in flavor, community connection, inclusivity, and quality service.

## Customer Promise

TexJab Throb promises to deliver a uniquely flavorful and authentic fusion dining experience that excites the palate and celebrates cultural diversity in every bite.

# Customer Retention

Customer retention is crucial for TexJab Throb to build a loyal customer base and ensure steady revenue. By implementing targeted strategies that encourage repeat visits and enhance customer satisfaction, the food truck can foster strong relationships with its community. Below are six innovative customer retention ideas tailored to TexJab Throb's unique TexMex Punjabi fusion concept.

## Loyalty Rewards Program

Develop a loyalty program that rewards customers for frequent visits and purchases, encouraging repeat business and brand loyalty.

## Exclusive Menu Previews and Tastings

Offer exclusive sneak peeks and tasting events of new menu items to loyal customers to make them feel valued and involved in the innovation process.

## Personalized Communication and Offers

Use customer data to send personalized messages, promotions, and recommendations that resonate with individual preferences and past behaviors.

## Community Engagement Initiatives

Engage with the local community through sponsorships, partnerships, and participation in local events to build brand awareness and customer loyalty.

## Customer Feedback and Improvement Loop

Implement a system to actively gather customer feedback and visibly act on it to improve service and offerings, demonstrating that customer opinions matter.

## Seasonal and Themed Promotions

Create limited-time offers tied to seasons, holidays, or cultural festivals that resonate with the fusion theme, encouraging customers to visit frequently to try new dishes.

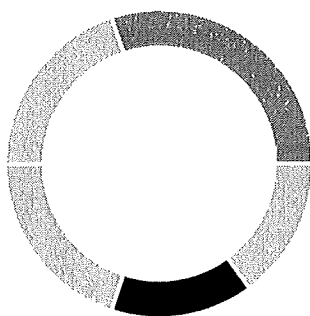
# Online Presence

Listing on these platforms will help TexJab Throb increase its visibility among the target market, build a strong reputation through reviews, and facilitate customer engagement through ordering and events.

Platform	Description	Importance
Website	A dedicated website for TexJab Throb showcasing the menu, story, location schedule, contact info, and online ordering options. Essential for brand identity, customer engagement.	High - serves as the primary online presence and information hub.
Google My Business	Listing on Google My Business allows the food truck to appear in local search results and Google Maps, facilitating customer discovery and reviews.	High - critical for local visibility and customer feedback.
Yelp	Popular review platform where customers can rate and review, influencing dining decisions of residents and visitors.	High - builds reputation and attracts food enthusiasts.
TripAdvisor	Travel and dining review site that helps attract tourists and visitors looking for unique local dining experiences.	Medium - broadens reach to travelers and tourists.
Instagram	Social media platform focusing on visual content; perfect for sharing photos of dishes, daily locations, and promotions.	High - engages foodies through visual storytelling.
Facebook	A widely used social media platform for community engagement, event announcements, customer interaction, and sharing updates about the food truck.	High - connects with local community and loyal customers.
X	Social media platform for quick updates, location announcements, and interactions with customers and local food communities.	Medium - useful for timely communication and trend participation.
FoodTruckEmpire	A niche platform dedicated to food trucks, allowing listing, event promotion, and connection with food truck enthusiasts.	Medium - targets food truck fans and event planners specifically.
Doordash/Uber Eats/Postmates	Online food delivery platforms that allow customers to order TexJab Throb's fusion dishes for delivery, expanding market reach beyond physical location.	High - increases sales opportunities through delivery.

# Social Media

## Content Types



### **30% - Promotional**

Posts highlighting special offers, menu items, events, and new launches.

### **20% - Educational**

Content explaining the fusion of TexMex and Punjabi cuisines and cooking techniques.

### **20% - Engagement**

Interactive posts such as polls, Q&A, and customer feedback to build community.

### **15% - Behind-the-Scenes**

Sneak peeks into food preparation, truck life, and team stories.

### **15% - User-Generated Content**

Sharing customer photos, reviews, and testimonials to build trust and social proof.

TexJob Throb will leverage social media strategically to deepen customer engagement, increase brand visibility, and drive foot traffic to our food truck. By creating a vibrant online community around our unique TexMex Punjabi fusion cuisine, we'll not only attract local food lovers but also establish ourselves as a must-try culinary experience in Alvarado. Our approach will blend storytelling, customer interaction, visual appeal, and timely promotions to convert online followers into loyal customers.

# TexJab Throb

## Platforms & Strategies

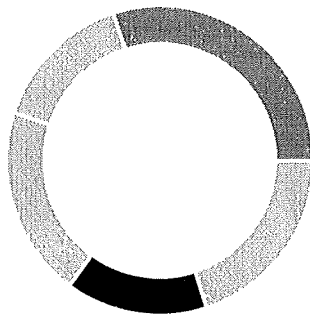
Platform	Strategy
Facebook	Share engaging posts with photos and customer reviews to build a local community following.
Instagram	Post vibrant images and short videos of fusion dishes to attract food enthusiasts visually.
X	Use timely updates and interact with customers through polls and quick replies to increase engagement.
TikTok	Create short videos showcasing food preparation and unique flavors to reach younger audiences.
Pinterest	Pin high-quality images of menu items and recipes to inspire food lovers and drive website traffic.
Yelp	Encourage satisfied customers to leave reviews and respond promptly to feedback to build reputation.

## 10 Creative and Specific Social Media Marketing Ideas

- Flavor Fusion Stories:** Weekly posts featuring the history and cultural significance of a particular TexMex or Punjabi ingredient used in our dishes, paired with a mouth-watering photo.
- Interactive Recipe Polls:** Launch polls asking followers to vote on new dish ideas or spice level preferences.
- Behind-the-Scenes Live Streams:** Host Facebook or Instagram Live sessions showing the food truck prepping for service, answering viewer questions in real-time.
- Customer Spotlight:** Feature a weekly post highlighting a customer's favorite dish and their story or review.
- Fusion Food Challenges:** Create TikTok challenges encouraging followers to share their own fusion food creations inspired by TexJab Throb.
- Themed Days:** Establish themed social media days, such as "Spice it Up Sundays" showcasing spicy Punjabi-inspired TexMex dishes.
- Food Truck Tracker:** Regularly update followers with the exact location of the truck using Instagram Stories and X for convenience.
- Cultural Celebration Posts:** Share posts tied to Punjabi festivals or TexMex cultural holidays, explaining traditions and offering special menu items.
- Customer Feedback Surveys:** Post interactive Instagram Stories asking for feedback on new dishes or service improvements.
- Seasonal Menu Teasers:** Preview upcoming seasonal dishes to stir anticipation and encourage early visits.

## SEO & Content

### Topic Clusters



#### **30% - Fusion Cuisine Recipes**

Exploring creative recipes that blend TexMex and Punjabi flavors.

#### **15% - Cultural Food Stories**

Sharing stories about the history and traditions behind TexMex and Punjabi cuisines.

#### **20% - Food Truck Life and Events**

Insights and updates about running a food truck and participating in local events.

#### **15% - Local Ingredients and Sourcing**

Highlighting the fresh, local ingredients used in our fusion dishes and their origins.

#### **20% - Customer Experiences and Testimonials**

Featuring reviews, stories, and photos from customers enjoying TexJab Throb meals.

TexJab Throb's unique blend of TexMex and Punjabi cuisine opens many interesting angles for content creation and backlinking opportunities. By focusing on the distinct fusion of these culinary traditions, the blog and backlink strategies can attract food enthusiasts curious about cultural fusion dishes, local foodies in Texas, and fans of street food culture.

# TexJab Throb

## Keyword Strategy

Keyword	Difficulty	Monthly Searches
TexMex Punjabi fusion	Medium	1,200
TexMex food truck	High	3,500
Punjabi fusion cuisine	Medium	900
fusion food truck Texas	Medium	1,000
TexMex street food	High	4,200
Punjabi street food Texas	Medium	800
TexMex fusion recipes	Medium	2,100
Punjabi food truck	High	3,000
Alvarado food truck	Low	500
fusion food truck near me	High	5,000
TexMex fusion restaurant	Medium	3,200
Punjabi spices	Medium	2,500
TexMex catering truck	Medium	1,800
fusion tacos	High	4,800
TexMex fusion dishes	Medium	2,300
Punjabi tacos	Medium	1,400
fusion cuisine Texas	Medium	1,600
TexMex food Alvarado	Low	400
Punjabi street food	High	3,600
cultural fusion food	Medium	1,200

# TexJab Throb

## Blog Post Ideas

- The Story Behind TexMex and Punjabi Fusion: How TexJab Throb Was Born
- Top 5 Must-Try Dishes at TexJab Throb: A Flavor Journey
- Exploring Punjabi Spices in TexMex Classics: A Culinary Experiment
- Behind the Scenes: A Day in the Life of a TexMex Punjabi Fusion Food Truck
- How TexJab Throb Sources Local Ingredients for Authentic Flavors
- Customer Favorites: Real Stories and Reviews from TexJab Throb Fans
- The Health Benefits of Combining TexMex and Punjabi Ingredients
- Fusion Food Festivals: Where You Can Find TexJab Throb in Texas
- Pairing TexJab Throb Dishes with Local Texas Beverages
- TexJab Throb's Guide to Hosting a Fusion Food Truck Event

## Back-Linking Ideas

- Collaborate with Texas-based food bloggers specializing in street food or fusion cuisines.
- Partner with local event organizers to feature TexJab Throb at food festivals and get backlinks from their websites.
- Guest post on cultural cuisine websites about the uniqueness of TexMex Punjabi fusion.
- Get listed on local Texas food directories and fusion food truck listings.
- Reach out to tourism websites promoting Alvarado and highlight TexJab Throb as a local culinary attraction.
- Connect with Punjabi cultural organizations in Texas to feature TexJab Throb on their community pages.
- Collaborate with TexMex and Indian cooking schools for recipe exchanges and backlink opportunities.
- Engage with social media influencers in the food niche to share content and link back to TexJab Throb's site.
- Submit stories to local news outlets covering innovative small businesses and food trucks.
- Register with national and regional food truck associations that offer directory links.

# Digital Marketing

Digital marketing is essential for TexJab Throb to effectively reach and engage its target audience, build brand awareness, and drive food truck visits. Leveraging a multi-channel approach allows the food truck to maximize its exposure in both local and online communities, highlight its unique TexMex Punjabi fusion cuisine, and build a loyal customer base through consistent, targeted messaging.

## Email Marketing

**High-Level Strategy:** Build and nurture an email subscriber list to keep customers informed about menu updates, special promotions, events, and food truck locations.

- Collect emails via the food truck, website signup forms, and social media.
- Send a monthly newsletter featuring new menu items, behind-the-scenes stories, and upcoming events.
- Offer exclusive discounts or loyalty rewards to email subscribers.

## Public Relations (PR)

**High-Level Strategy:** Generate positive media coverage and community buzz to build credibility and attract new customers.

- Write and distribute press releases announcing the launch, special events, or new menu items.
- Invite local media and food critics for tasting events.
- Participate in community events and food festivals to increase visibility.
- Share customer testimonials and success stories on social media and website.

## Online Advertising

**High-Level Strategy:** Utilize targeted online ads on social media platforms and local websites to raise awareness and drive engagement.

- Run Facebook and Instagram ads targeting demographics interested in fusion food.
- Use geotargeting features to reach users near Alvarado.
- Create engaging video content showcasing the cooking process and dishes.
- Test different ad creatives and messaging to identify what resonates best.
- Retarget website visitors and previous customers with special offers to encourage repeat visits.

# Community Engagement

TexJab Throb is committed to actively engaging with the Alvarado community by participating in local events, supporting neighborhood initiatives, and collaborating with other small businesses. By offering a unique fusion of TexMex and Punjabi cuisines, the food truck aims to not only satisfy appetites but also foster cultural appreciation and connection through food. The company plans to host tasting events and cooking demonstrations that invite customers to learn about the ingredients, techniques, and traditions behind its dishes, thereby encouraging community interaction and education.

## Supporting Local Events

TexJab Throb will regularly participate in farmers' markets, street fairs, and cultural festivals throughout Alvarado and surrounding areas. This presence helps build relationships with residents and other vendors, enhancing the local economy and strengthening community bonds.

## Collaborations and Partnerships

Forming partnerships with local businesses and organizations is a priority. TexJab Throb intends to collaborate on community projects, charity fundraisers, and cross-promotional activities that highlight the vibrancy of Alvarado's culinary scene.

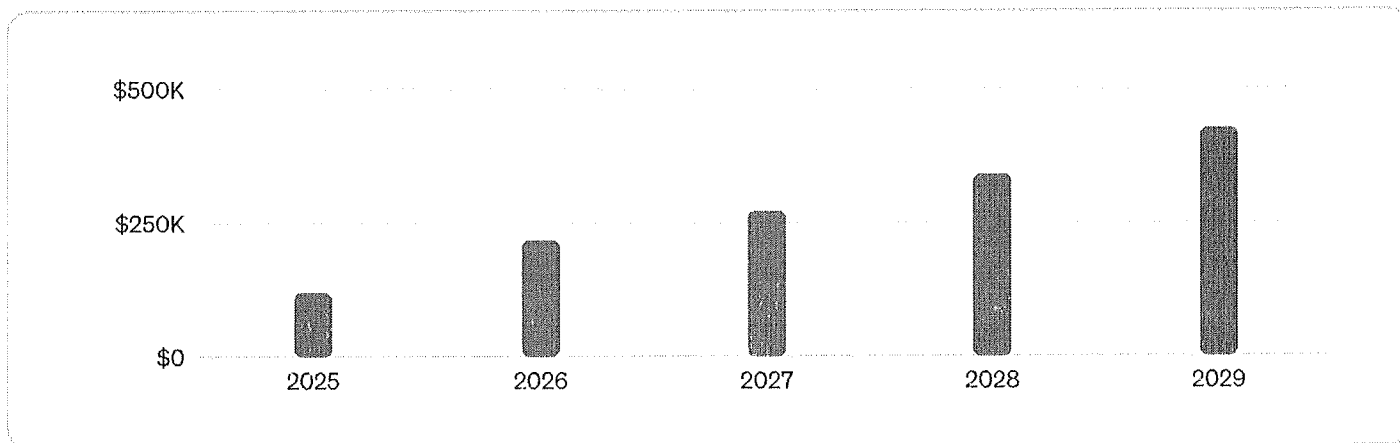
## Educational Engagement

The food truck will organize occasional workshops and pop-up events where customers can engage directly with the chefs, learning about the fusion of TexMex and Punjabi flavors. These events aim to promote cultural exchange and deepen community ties by showcasing the uniqueness of TexJab Throb's offerings.

## Commitment to Sustainability

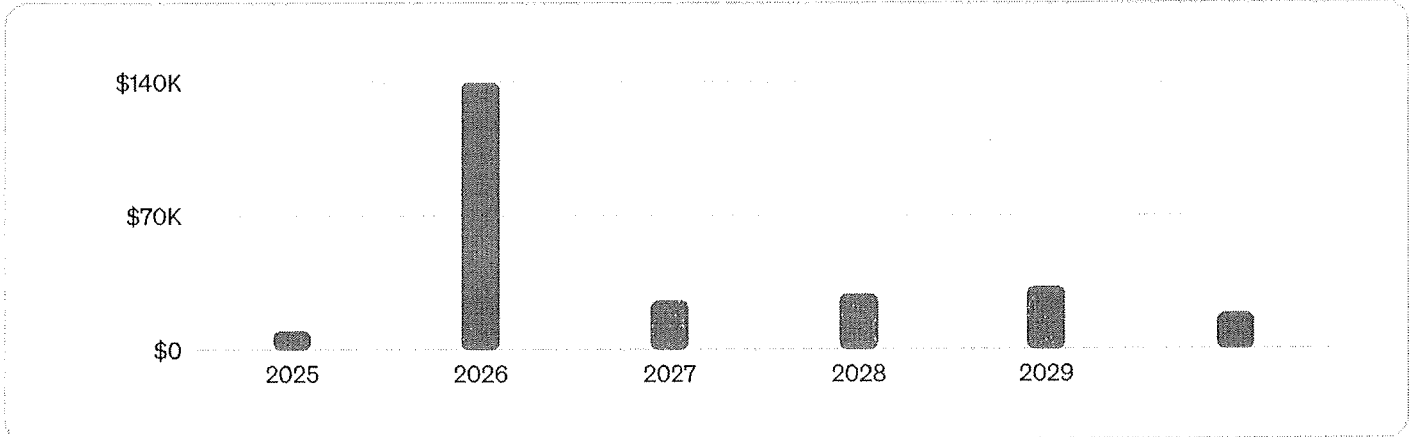
TexJab Throb also emphasizes sustainable practices by sourcing ingredients from local farmers and minimizing waste. This approach demonstrates responsibility toward both the environment and the community's well-being.

# Revenue



Revenue Stream	2025	2026	2027	2028	2029
Food Truck Sales	\$102,996	\$188,573	\$239,156	\$303,308	\$384,667
Catering Services	\$11,600	\$19,227	\$21,665	\$24,413	\$27,509
Merchandise Sales	\$6,214	\$10,300	\$11,606	\$13,078	\$14,737
<b>Total Revenue</b>	<b>\$120,810</b>	<b>\$218,099</b>	<b>\$272,427</b>	<b>\$340,799</b>	<b>\$426,913</b>

# Expenses



Expenses	2025	2026	2027	2028	2029
Cost of Goods Sold	\$9,943	\$16,480	\$18,570	\$20,925	\$23,579
Specialty Spice Mix Procurement	\$9,943	\$16,480	\$18,570	\$20,925	\$23,579
Operating Expenses		\$6,341	\$7,145	\$8,052	\$9,073
Mobile Food Truck Maintenance		\$6,341	\$7,145	\$8,052	\$9,073
Capital Expenses		\$117,000			
Custom Food Truck Vehicle Purchase		\$85,000			
Commercial Kitchen Equipment Upgr...		\$25,000			
Point Of Sale System Installation		\$7,000			
<b>Total Expenses</b>	<b>\$9,943</b>	<b>\$139,821</b>	<b>\$25,716</b>	<b>\$28,977</b>	<b>\$32,652</b>

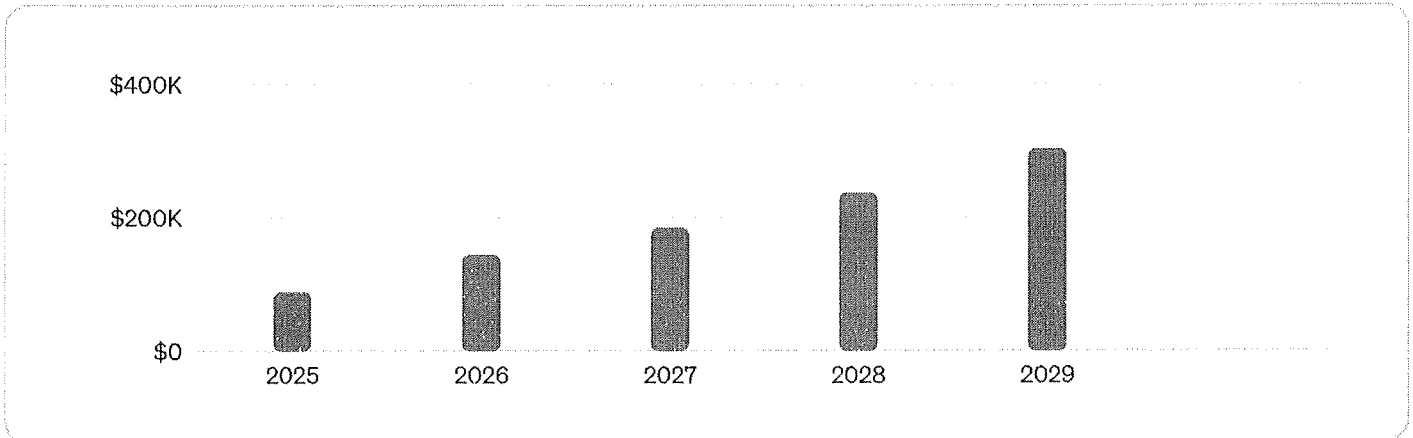
# Financing

Financing	2025	2026	2027	2028	2029
Amount received	\$10,000	\$30,000			
Small Business Loan		\$30,000			
Angel Investment	\$10,000				
Amount paid		\$9,452	\$10,311	\$10,311	\$859
Small Business Loan		\$9,452	\$10,311	\$10,311	\$859
Ending Balance		\$21,023	\$11,041	\$858	
Small Business Loan		\$21,023	\$11,041	\$858	

# Taxes

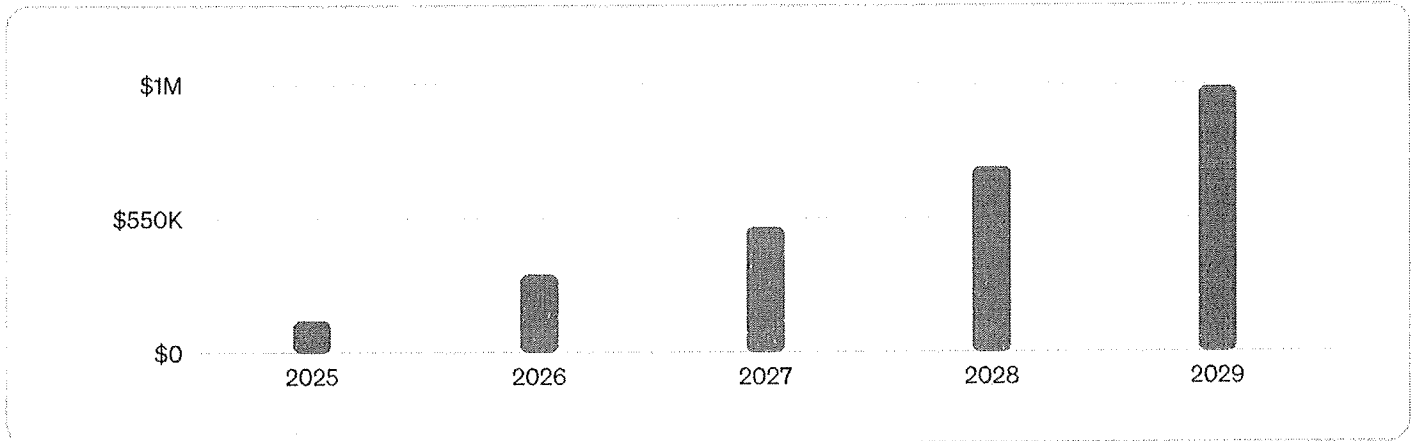
Tax	2025	2026	2027	2028	2029
Tax accrued	\$34,254	\$57,791	\$73,539	\$93,439	\$118,563
Federal Income Tax	\$22,173	\$35,981	\$46,296	\$59,359	\$75,872
State Sales Tax	\$12,081	\$21,810	\$27,243	\$34,080	\$42,691
Tax paid		\$34,254	\$57,791	\$73,539	\$93,439
Federal Income Tax		\$22,173	\$35,981	\$46,296	\$59,359
State Sales Tax		\$12,081	\$21,810	\$27,243	\$34,080

# Profit & Loss



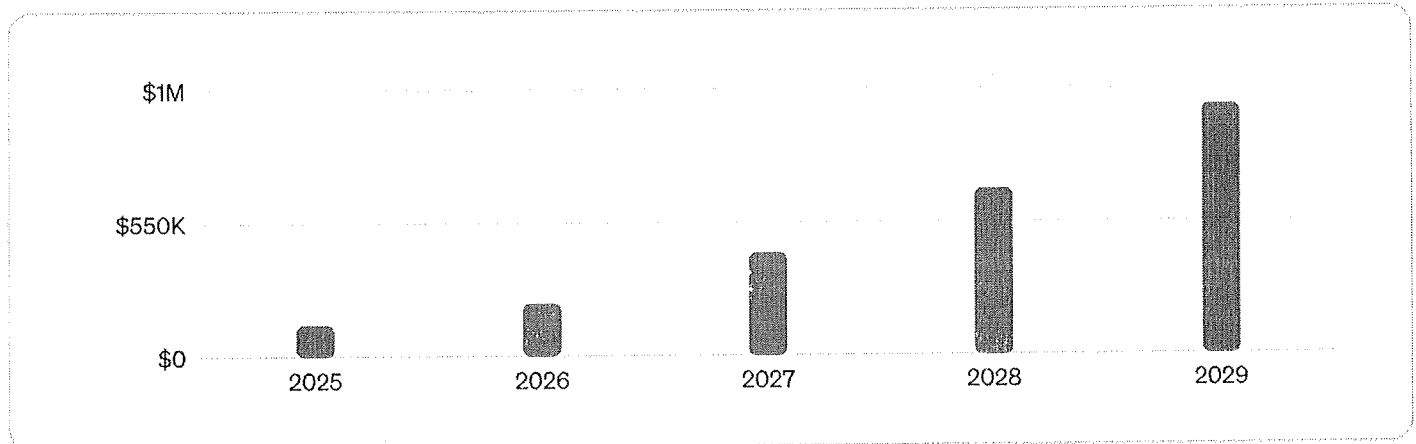
Profit/Loss	2025	2026	2027	2028	2029
Revenue	\$120,810	\$218,099	\$272,427	\$340,799	\$426,913
Cost of Goods Sold	\$9,943	\$16,480	\$18,570	\$20,925	\$23,579
Gross Margin	\$110,867	\$201,619	\$253,857	\$319,873	\$403,334
Gross Margin %	92%	92%	93%	94%	94%
Operating Expenses		\$6,341	\$7,145	\$8,052	\$9,073
<b>EBITDA</b>	<b>\$110,867</b>	<b>\$195,278</b>	<b>\$246,712</b>	<b>\$311,822</b>	<b>\$394,261</b>
Depreciation & Amortization		\$14,900	\$14,900	\$14,900	\$14,900
EBIT	\$110,867	\$180,378	\$231,812	\$296,922	\$379,361
Interest Payments		\$475	\$329	\$128	\$1.43
EBT	\$110,867	\$179,903	\$231,482	\$296,794	\$379,360
Income tax accrued	\$22,173	\$35,981	\$46,296	\$59,359	\$75,872
<b>Net Profit</b>	<b>\$88,694</b>	<b>\$143,922</b>	<b>\$185,186</b>	<b>\$237,435</b>	<b>\$303,488</b>
Net Profit %	73%	66%	68%	70%	71%

# Balance Sheet



Balance Sheet	2025	2026	2027	2028	2029
Current Assets	\$132,948	\$219,330	\$425,182	\$687,233	\$1,029,888
Long-Term Assets		\$102,100	\$87,200	\$72,300	\$57,400
<b>Assets</b>	<b>\$132,948</b>	<b>\$321,430</b>	<b>\$512,382</b>	<b>\$759,533</b>	<b>\$1,087,288</b>
Current Liabilities	\$34,254	\$67,773	\$83,723	\$94,296	\$118,563
Long-Term Liabilities		\$11,041	\$858		
<b>Liabilities</b>	<b>\$34,254</b>	<b>\$78,814</b>	<b>\$84,581</b>	<b>\$94,296</b>	<b>\$118,563</b>
Equity	\$98,694	\$242,616	\$427,802	\$665,237	\$968,725
<b>Liabilities &amp; Equity</b>	<b>\$132,948</b>	<b>\$321,430</b>	<b>\$512,382</b>	<b>\$759,533</b>	<b>\$1,087,288</b>

# Cash Flow



Cash Flow	2025	2026	2027	2028	2029
Operating Cash Flow	\$122,948	\$182,358	\$215,835	\$272,234	\$343,512
Investing Cash Flow		(\$117,000)			
Financing Cash Flow	\$10,000	\$21,023	(\$9,982)	(\$10,184)	(\$858)
Cash at Beginning of Period		\$132,948	\$219,330	\$425,182	\$687,233
Net Change in Cash	\$132,948	\$86,382	\$205,853	\$262,051	\$342,655
Cash at End of Period	\$132,948	\$219,330	\$425,182	\$687,233	\$1,029,888

# Funding Plan

TexJab Throb's funding plan is designed to secure sufficient capital to cover startup costs, operational expenses, and initial growth initiatives, ensuring a solid financial foundation for the food truck's launch and sustainable development. The funding strategy will begin with an initial 6-month agreement with the City of Alvarado to use the city's truck and work with a mentor for growth; then to leverage a mix of equity investment, small business loans, and potential grants, targeted towards supporting the unique fusion cuisine concept and its operational needs after the 6-month initial period. This comprehensive approach will enable TexJab Throb to finance equipment purchases, initial inventory, marketing campaigns, and working capital without as large of an initial investment while maintaining financial flexibility for future expansion.

## Initial Capital Requirements

The initial capital required to launch TexJab Throb is estimated at \$10,000. This amount will cover essential expenditures including rental and insurance of the food truck, initial food inventory, branding and marketing, and initial working capital. A detailed breakdown includes:

- Food truck monthly rental fees: \$3,000
- Initial inventory and supplies: \$1,000
- Permits, licenses, and insurance: \$1,500
- Branding, marketing, and launch events: \$1,000
- Working capital for first 3 months: \$3,500

## Funding Sources

### Owner's Equity

The founders of TexJab Throb will contribute \$10,000 in personal savings and assets to demonstrate commitment and reduce reliance on outside funding. This equity injection will cover part of the initial capital and instill confidence in other investors or lenders.

### Angel Investors or Private Equity

To supplement funding, TexJab Throb will seek up to \$30,000 from angel investors or private equity sources interested in innovative food ventures with cultural fusion themes. These investors will be offered equity stakes or convertible notes, depending on negotiations, providing additional capital to support marketing and growth activities.

### Grants and Community Funding

## **TexJab Throb**

Given TexJab Throb's commitment to cultural diversity and local community engagement, the business will initially pursue an agreement with the City of Alvarado Economic Development Corporation's Food Truck Incubator Program opportunity to reduce financial burden without diluting ownership.

### **Use of Funds**

The funds raised will be deployed strategically to ensure efficient startup operation and market penetration. Priority will be given to acquiring and customizing the food truck to meet health and safety standards, purchasing quality equipment to maintain food consistency, and executing effective marketing campaigns to build brand awareness. Working capital will maintain smooth operation during the initial months, covering staffing, ingredient replenishment, and operational overheads.

### **Financial Projections and Repayment Plan**

TexJab Throb anticipates reaching breakeven within 18 months, supported by targeted sales growth and controlled expenses. The funding plan includes a detailed payment strategy for the small business startup costs, with monthly installments planned based on conservative revenue forecasts. The company projects positive cash flow by the middle of the second year, enabling potential dividends to equity investors.

### **Contingency and Future Funding**

To mitigate risks, TexJab Throb will maintain a contingency reserve within the working capital for unexpected expenses or slower sales periods. As the business scales, future funding rounds may be considered to expand the fleet of food trucks or establish a permanent restaurant location, leveraging initial success and market traction.

In summary, TexJab Throb's funding plan is structured to secure diverse financial resources that balance ownership, cost of capital, and operational needs, thereby positioning the business for a successful launch and sustainable growth in the competitive food truck market.

## TexJab Throb

# Team & Roles

TexJab Throb's team is the backbone of our unique culinary experience, blending the best of TexMex and Punjabi flavors. To deliver exceptional food and service, we have assembled a diverse team with expertise in culinary arts, operations, marketing, and customer engagement. Each role is crucial to maintaining the authenticity, quality, and innovative spirit of our food truck.

### Head Chef

Leads the kitchen operations and crafts the unique TexMex-Punjabi fusion menu, ensuring high quality and authentic flavors.

### Operations Manager

Oversees daily food truck operations ensuring smooth running, inventory management, and compliance with regulations.

### Marketing and Social Media Coordinator

Drives brand awareness and customer engagement through targeted marketing and social media campaigns.

### Food Truck Service Lead

Leads the front-line customer service team ensuring excellent guest experiences and efficient service.

### Supply Chain and Inventory Specialist

Manages procurement and inventory control to ensure consistent availability of fresh ingredients and supplies.

### Financial Analyst / Bookkeeper

Handles financial tracking, budgeting, and reporting to support business decisions and sustainability.

At TexJab Throb, we foster a vibrant, collaborative culture built on respect, creativity, and open communication. This environment inspires innovation in our kitchen, service, and operations, helping us deliver a unique TexMex-Punjabi fusion. By supporting growth and teamwork, we build a dedicated team committed to excellence and authenticity.

## **TexJab Throb**

# **Operations Plan**

TexJab Throb is a mobile food truck in Alvarado, Texas, serving high-quality food with efficient, health-compliant service. It adapts to local events and peak times, emphasizing reliable supplies, staff training, and truck maintenance for consistent quality and customer satisfaction.

## **Food Preparation and Service**

The food truck is fully equipped to prepare fresh dishes using locally sourced ingredients. Efficient workflow and multitasking staff ensure quick, quality service with friendly customer interaction in a compact space.

## **Staffing**

TexJab Throb's small team is cross trained in food preparation, safety, and customer service to ensure flexibility and quality. Staffing schedules align with peak hours and events to balance coverage and costs.

## **Supply Chain Management**

Reliable supply chain management is key to success. TexJab Throb partners with local markets and suppliers, uses a digital system to track inventory and forecast orders, and schedules weekly procurement with flexibility. Backup suppliers ensure supply risks are managed.

## **Maintenance and Compliance**

Regular maintenance of the food truck and equipment prevents breakdowns and ensures safety. The business follows health regulations and complies with Alvarado's zoning and sanitation laws.

## **Location and Scheduling**

TexJab Throb's mobility lets it serve busy Alvarado spots like downtown, parks, events, and business centers. Its schedule, guided by market research and event calendars, optimizes location. Festivals, community events, and private catering increase visibility and revenue.

## **Technology and Payment Systems**

The food truck uses modern POS systems with multiple payment options and inventory integration for efficient sales tracking. Its online presence with social media updates and location tracking keeps customers engaged and informed.

# Risk Analysis

Risk analysis is a critical component for TexJab Throb as it navigates the competitive and dynamic food truck industry. Identifying and mitigating potential risks can help ensure the stability and growth of the business. Given the unique fusion concept, location, and operational model, several categories of risks must be thoroughly considered and addressed.

## Market Risks

TexJab Throb faces market risks related to consumer acceptance and demand for its unique TexMex-Punjabi fusion cuisine. While fusion food is popular among adventurous eaters, there is a chance that the broader local market may prefer traditional offerings. Consumer preferences can also shift due to seasonal trends or economic conditions, potentially impacting sales. Competition from other food trucks, restaurants, and fast-casual dining options in the Alvarado area also poses a risk to capturing and retaining market share.

## Operational Risks

Operating a food truck involves logistical challenges such as vehicle maintenance, compliance with health and safety regulations, and securing parking permits in high-traffic locations. Mechanical breakdowns or delays can disrupt service schedules, leading to lost revenue and customer dissatisfaction. Managing consistent food quality and supply chain reliability for unique ingredients necessary to blend Punjabi and TexMex flavors can be complex. There is also the risk of staff shortages or turnover, which could affect service quality and operational efficiency.

## Financial Risks

Initial investment and ongoing operational costs need to be closely monitored to maintain profitability. Unexpected expenses, such as equipment repairs or price fluctuations in ingredients, could strain cash flow. Additionally, the food truck's revenue can be highly variable due to weather conditions, local events, and economic downturns. Insufficient financial reserves might limit the company's ability to adapt or expand.

## Regulatory and Legal Risks

TexJab Throb must comply with local, state, and federal regulations governing food safety, health codes, business licensing, and labor laws. Non-compliance can lead to fines, forced closures, or reputational damage. Changes in regulations around mobile food vendors or zoning laws in Alvarado could restrict operating locations or hours. Intellectual property concerns may also arise if the fusion recipes or branding are challenged.

# TexJab Throb

## Health and Safety Risks

Foodborne illnesses and contamination are critical risks in the food service industry. Rigorous hygiene practices and employee training are imperative to minimize this risk. Additionally, safety concerns related to operating a mobile kitchen, including fire hazards, vehicle accidents, or injuries to staff and customers, must be proactively managed.

## Strategic Risks

TexJab Throb's fusion concept, while unique, carries the risk of being perceived as a novelty rather than a sustainable long-term business model. Misjudging pricing strategies or marketing approaches could limit brand growth. Additionally, reliance on a single location or limited route coverage may restrict market reach and revenue potential.

## Environmental Risks

As a mobile food operation, TexJab Throb is vulnerable to adverse weather conditions such as heavy rain, extreme heat, or storms that can reduce customer turnout or force temporary closures. Environmental regulations regarding waste disposal and emissions must also be adhered to avoid penalties.

By proactively identifying these risks and developing comprehensive mitigation strategies—including diversifying menu options, maintaining strict operational protocols, securing appropriate insurance, and engaging in continuous market research—TexJab Throb can better position itself to overcome challenges and capitalize on its unique market opportunity.

# Regulatory Compliance

Operating TexJab Throb, a TexMex Punjabi fusion food truck in Alvarado, Texas, requires strict adherence to a variety of local, state, and federal regulations to ensure food safety, business legality, and customer satisfaction. Compliance not only protects the health of customers but also safeguards the business from legal penalties and establishes a trustworthy reputation in the community. The regulatory landscape for food trucks encompasses health codes, food handling standards, licensing requirements, labor laws, and vehicle regulations. This section outlines the critical compliance areas TexJab Throb must address to operate smoothly and lawfully.

## Health and Food Safety Regulations

TexJab Throb must comply with the Texas Department of State Health Services (DSHS) regulations, which include obtaining a food establishment permit specific to mobile food units. The food truck must pass regular health inspections that assess cleanliness, food storage temperatures, pest control, and employee hygiene practices. Employees must be trained in food safety, and at least one person should possess a Food Manager Certification from an accredited program recognized by the Texas DSHS.

Food preparation must follow the Texas Food Establishment Rules (TFER), ensuring that all ingredients—whether TexMex or Punjabi—are handled safely to prevent contamination. This includes proper washing of vegetables, safe cooking temperatures for meats, and sanitary conditions for spice and sauce storage. Regular cleaning schedules for the truck and equipment must be documented and adhered to.

## Business Licensing and Permits

Operating a food truck in Alvarado requires several permits and licenses. TexJab Throb must secure a Mobile Food Vendor Permit from the City of Alvarado, which regulates where and when the truck can operate. Obtaining a general business license is mandatory to legally conduct commerce within the city.

Additional permits may include a Sales Tax Permit from the Texas Comptroller's Office, enabling the collection and remittance of sales tax on food sales. If alcohol is served or sold (if applicable in future expansion plans), a TABC (Texas Alcoholic Beverage Commission) license must be acquired.

## Vehicle and Safety Compliance

The food truck itself must meet all vehicle safety regulations dictated by the Texas Department of Motor Vehicles. This includes proper registration, insurance, and adherence to inspection requirements. Because the truck operates in public spaces, it must comply with local zoning laws, parking restrictions, and fire safety codes.

Fire safety is particularly critical; the truck should be equipped with appropriate fire suppression systems, fire extinguishers, and clear emergency exit protocols. Regular inspections ensure that cooking equipment such as

## **TexJab Throb**

deep fryers or grills meet safety standards and do not pose risks to staff or customers.

### **Labor and Employment Laws**

TexJab Throb must adhere to all applicable labor laws under the Fair Labor Standards Act (FLSA) and Texas state labor regulations. This includes properly classifying workers, paying minimum wage, providing overtime compensation when necessary, and ensuring a safe work environment free from discrimination and harassment.

Employment eligibility verification through the federal E-Verify system is recommended to confirm legal work status of employees. Additionally, workplace safety training and compliance with OSHA (Occupational Safety and Health Administration) standards are essential to minimize workplace injuries.

### **Environmental Compliance**

Proper waste management is necessary to comply with environmental regulations. TexJab Throb must dispose of grease, cooking oil, and other waste materials according to guidelines set by local environmental agencies to prevent pollution and avoid fines.

Water supply and wastewater disposal must comply with health codes to ensure no contamination of local water resources. The truck should use environmentally friendly cleaning agents when possible to reduce chemical runoff.

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By meticulously observing these regulatory requirements, TexJab Throb not only ensures legal operation but also demonstrates a commitment to public health, employee welfare, and environmental stewardship. Ongoing monitoring of regulatory updates and proactive engagement with local authorities will be crucial as the business grows and evolves its offerings.

# TexJob Throb

## Pre-Launch

Launching TexJob Throb marks the beginning of an exciting journey to bring the unique TexMex Punjabi fusion experience to the Alvarado community. The post-launch phase is critical to establish operational efficiency, build customer loyalty, and refine the business model based on real-world feedback. Below is a comprehensive checklist to guide the immediate actions needed after launch to ensure a smooth and successful start.

### Operations Management

- Monitor daily sales and inventory levels closely
  - Track popular menu items and adjust stock accordingly
  - Record any waste or spoilage to fine-tune ordering
- Review food preparation and service times
  - Ensure consistency in taste and presentation
  - Identify bottlenecks during peak hours and implement solutions
- Maintain equipment and cleanliness standards
  - Schedule routine cleaning and maintenance of kitchen equipment and truck
  - Perform daily sanitation checks

### Customer Experience

- Engage customers directly to gather immediate feedback
  - Use informal conversations and comment cards
  - Offer small incentives for feedback
- Monitor social media and online reviews
  - Respond promptly to both positive and negative feedback
  - Highlight customer testimonials and share user-generated content
- Implement a loyalty program or promotions to encourage repeat business

### Marketing and Promotion

- Launch targeted social media campaigns highlighting signature dishes and customer experience
- Partner with local community events or businesses to expand visibility
- Distribute flyers and place signage around high-traffic areas in Alvarado
- Track effectiveness of promotional activities using sales data and customer feedback

# TexJob Throb

## Financial Tracking

- ❖ Record daily revenue and expenses meticulously
- ❖ Analyze profit margins on each menu item
- ❖ Adjust pricing or portion sizes as needed based on cost and customer response

## Staff Management

- ❖ Conduct brief daily team meetings to discuss challenges and opportunities
- ❖ Provide ongoing training and motivation to maintain high service standards
- ❖ Monitor employee hours and scheduling for optimal coverage

## Compliance and Legal

- ❖ Ensure all health and safety regulations are consistently met
- ❖ Keep all required permits and licenses up to date
- ❖ Document any incidents or customer complaints for legal protection

## Continuous Improvement

- ❖ Schedule weekly reviews of operations and financials
- ❖ Plan monthly strategy sessions to adapt menu, marketing, or operations based on collected data
- ❖ Explore partnerships or new locations based on demand and growth opportunities

Executing this checklist methodically after launch will help TexJob Throb establish a strong operational foundation, build a loyal customer base, and position itself for sustainable growth in the competitive food truck market.

# Post-Launch

Launching TexJab Throb is an exciting milestone, marking the beginning of sharing our unique TexMex-Punjabi fusion cuisine with the Alvarado community. To ensure a smooth start and set a foundation for sustainable growth, there are several important tasks to complete immediately post-launch. This checklist covers operational, marketing, financial, and customer engagement activities to solidify our presence and optimize performance.

## Operations

- **Inventory Management**
  - Conduct a full inventory check after the initial launch days to assess stock levels.
  - Adjust orders based on demand trends observed during launch.
  - Establish regular inventory audit schedule.
- **Staffing and Training**
  - Gather feedback from staff on workflow and customer interactions.
  - Provide additional training or support where needed to enhance efficiency.
  - Confirm staff schedules and ensure adequate coverage for busy periods.
- **Equipment Maintenance**
  - Perform routine checks on cooking and service equipment to prevent breakdowns.
  - Schedule any necessary servicing or repairs promptly.

## Marketing and Customer Engagement

- **Customer Feedback Collection**
  - Implement methods such as comment cards, QR code surveys, or direct conversations to gather customer opinions.
  - Monitor social media and review platforms for feedback and respond proactively.
- **Promotional Activities**
  - Launch introductory offers or loyalty programs to encourage repeat visits.
  - Engage with local community events or partnerships to raise visibility.
  - Monitor the effectiveness of marketing channels and adjust strategies accordingly.

## Financial Management

- **Sales Tracking**
  - Record daily sales figures and analyze patterns.
  - Compare actual revenue against projected targets.
- **Expense Monitoring**

## TexJob Throb

- ◊ Track all operating costs including supplies, labor, and overhead.
- ◊ Identify any unexpected expenses and find ways to control costs.
- ◊ **Financial Reporting**
  - ◊ Prepare initial financial statements to assess profitability.
  - ◊ Plan for regular financial reviews moving forward.

## Compliance and Safety

- ◊ **Health and Safety Checks**
  - ◊ Ensure all health regulations are met consistently.
  - ◊ Conduct safety briefings with staff regularly.
- ◊ **Licenses and Permits**
  - ◊ Verify that all necessary permits are up to date.
  - ◊ Address any regulatory requirements promptly.

By following this comprehensive post-launch checklist, TexJob Throb will be well-positioned to stabilize operations, build a loyal customer base, and adapt quickly to the dynamic food truck market.

# 5 Year Plan

Following the successful launch and establishment of TexJab Throb in its first year, the subsequent years will focus on sustainable growth, brand strengthening, operational refinement, and expansion opportunities. The implementation plan for years 2 through 5 outlines strategic initiatives and checkpoints designed to solidify the company's position in the market and enhance overall business performance over time.

## Year 2: Consolidation and Optimization

- ✦ **Customer Experience Enhancement**
  - ✦ Collect and analyze customer feedback systematically.
  - ✦ Implement menu refinements based on popular demand and seasonality.
  - ✦ Enhance food truck ambiance and service speed.
- ✦ **Operational Efficiency**
  - ✦ Invest in training programs for staff to improve service quality.
  - ✦ Optimize supply chain logistics to reduce costs and improve ingredient freshness.
  - ✦ Develop maintenance schedules for the truck to minimize downtime.
- ✦ **Brand Development**
  - ✦ Increase social media presence and engagement.
  - ✦ Participate in local food festivals and community events to boost visibility.
  - ✦ Launch a loyalty/rewards program to encourage repeat customers.
- ✦ **Financial Management**
  - ✦ Conduct a comprehensive financial review to adjust pricing strategies.
  - ✦ Begin building a financial reserve fund for future expansion.

## Year 3: Expansion and Diversification

- ✦ **Menu Expansion**
  - ✦ Introduce limited-time seasonal fusion dishes to test new concepts.
  - ✦ Explore vegetarian and vegan options to widen customer base.
- ✦ **New Locations and Markets**
  - ✦ Conduct feasibility studies for a second food truck placement.
  - ✦ Explore catering opportunities for private and corporate events.
- ✦ **Technology Integration**
  - ✦ Implement mobile ordering and payment solutions.
  - ✦ Use data analytics to track sales trends and customer preferences.
- ✦ **Marketing and Partnerships**

## TexJab Throb

- ✦ Collaborate with local businesses and cultural organizations for cross-promotions.
- ✦ Develop a referral program to expand customer reach.

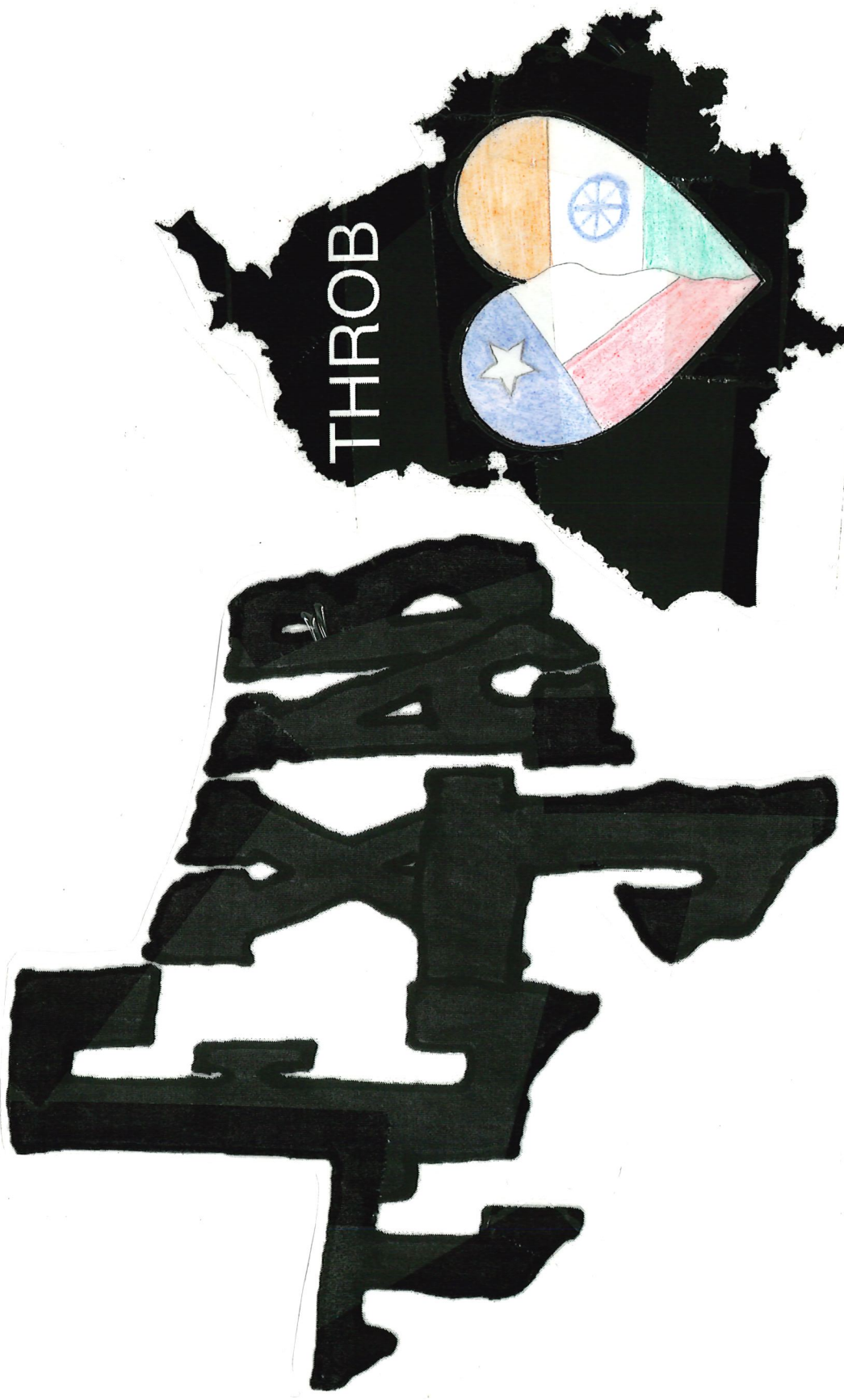
### Year 4: Brand Maturation and Infrastructure Development

- ✦ **Physical and Digital Infrastructure**
  - ✦ Upgrade food truck equipment for increased capacity.
  - ✦ Develop a professional website with e-commerce features for merchandise or advance bookings.
- ✦ **Staff Development and Culture**
  - ✦ Establish a team leadership development program.
  - ✦ Implement regular team-building activities to enhance morale.
- ✦ **Community Engagement**
  - ✦ Launch community-driven initiatives such as cooking classes or cultural events.
  - ✦ Strengthen brand reputation as a local cultural fusion icon.
- ✦ **Financial Planning**
  - ✦ Seek potential investors or financing for larger expansions.
  - ✦ Reassess business model and profitability metrics.

### Year 5: Scaling and Long-Term Sustainability

- ✦ **Business Expansion**
  - ✦ Launch additional food trucks in neighboring cities or regions.
  - ✦ Explore opportunities for a brick-and-mortar establishment.
- ✦ **Franchising and Licensing**
  - ✦ Develop franchising or licensing frameworks to scale the brand.
- ✦ **Innovation and Product Development**
  - ✦ Invest in R&D for new fusion concepts and product lines.
  - ✦ Implement sustainable and eco-friendly practices throughout operations.
- ✦ **Brand Positioning**
  - ✦ Position TexJab Throb as a recognized leader in fusion street food.
  - ✦ Increase participation in national food competitions and media features.

This long-term implementation plan ensures TexJab Throb not only strengthens its market presence but also prepares for scalable growth and enduring success in the dynamic food truck industry.



**TexMex/Punjabi Fusion Everyone Will Love!**

## Application

Please return the completed application with necessary attachments and signature to Alvarado Economic Development Office, 104 West College Street, Alvarado TX 76009. If you have any application questions, please contact the Director of Economic Development Director at (817) 790-3351, extension 123 or email at [cromerh@cityofalvarado.org](mailto:cromerh@cityofalvarado.org)

<b>Applicant Name(s):</b>	Dermonda Waller
<b>Business Name:</b>	Bar B's Q
<b>Mailing Address:</b>	317 White Tail Ln. Alvarado, Tx. 76009
<b>Contact Phone:</b>	682-966-1113
<b>Email Address:</b>	Sauced and smoked @ gmail.com
<b>Program Requirements</b>	
By applying and checking the boxes below, you acknowledge and agree to complete the following requirements in order to be eligible to use the Alvarado EDC Food Truck:	
<input checked="" type="checkbox"/> Obtain a Food Handler's or Manager's Certificate, as designated by the AEDC	
<input checked="" type="checkbox"/> Develop and present a business concept to the AEDC Board of Directors	
<input checked="" type="checkbox"/> Provide a valid driver's license	
<input checked="" type="checkbox"/> Pass a drug test/screening, as determined by the AEDC	
<input checked="" type="checkbox"/> Enter into a formal agreement with the AEDC regarding the use of the food truck	
<input checked="" type="checkbox"/> Provide proof of working capital sufficient to cover all business-related expenses, including but not limited to: food, paper and plastic goods, uniforms, marketing materials, event entry fees, fuel/propane, etc.	
<input checked="" type="checkbox"/> Consent to a background check and credit check conducted by the City of Alvarado	

Dermonda Waller  
Applicant Signature

6/9/25  
Date

Applicant Signature

Date

# Alvarado Food Truck Incubator Program

## 1. Business Name & Theme

- Bar B's Q
- Cuisine-BBQ
- Backyard BBQ Theme-Laid-back, rustic, and summery with a focus on smoky flavors, comfort food, and outdoor fun.

## 2. Menu Overview



**GRILL MENU**  
GIVE US A CHANCE TO MAKE YOUR TASTEBUD DANCE!!

**Bar B's Q**

*During your short wait follow us on social media*

[BAR BSQ](#)      [@BAR.BS.Q](#)

Chicken Plates ..... \$15	Basket Sandwich ..... \$12	2 Meat Plate ..... \$25
Rib Plates ..... \$20	Wr 1 side ..... \$14	3 Meat Plate ..... \$30
Pull Pork Sand ..... \$10	Wr 2 sides ..... \$15	1 Pc Rib ..... \$2
With 1 side ..... \$12	Hot Dogs ..... \$2.50	1 pc Chicken ..... \$5
With 2 sides ..... \$14	Sausage Dogs ..... \$3.50	Can Soda ..... \$1.50
	Water ..... \$1	
Add a side to either dog for :2.00		
<b>Sides</b>		
Cole Slaw ..... \$2.50	Baked Beans ..... \$2.50	

- Smoked Ribs are our signature dish and customer's favorite!
- Homemade Rubs and BBQ sauces

### **3. Target Market**

- Our target Market are families of all walks of life; Families love hearty, familiar food at fair prices.
- We will offer family meal deals, kids' menus, and promote weekend specials. We will also cater local events, offer discounts for large orders, and build relationships with community leaders.

### **4. Competitive Edge**

- We emphasize generational recipes, homemade rubs, slow-smoked meats, and sauces made from scratch.
- We are working to find more local farm and butchers for our produce and meats.
- We also are pushing to get more involved in local events, school fundraisers, and sports games to connect more with our community all while serving delicious food.

### **5. Owner's Background & Passion**

- I'm just a country guy from a small town in Mississippi that loves to chill with family. I have always been around BBQ in some compacity weather it was my uncle Mevin, my dad, or grandpa, I was always learning the craft. I worked in the oil field and drove truck for most of my adult life

until I couldn't anymore. This gave me the chance to really perfect my craft of BBQ and inspire me to share this love with the world.

- "I've spent years perfecting the art of low and slow BBQ — from backyard pits to catering events and now with the possibility of running my own food truck, I get to expand my experience. What started as a family tradition turned into hands-on experience in smoking meats, crafting homemade sauces, and serving up BBQ with heart. Every brisket, rib, and pulled pork sandwich reflects the time, care, and flavor I've built through years of doing what I love."
- "BBQ has always been more than food for me — it's about family, tradition, and bringing people together. I grew up around the smoker, learning from my parents and grandparents, and those moments shaped who I am. Starting this food truck let me turn a lifelong passion into something I can share with my community. Every meal we serve comes with a little piece of our family history and a whole lot of love."

## **6. Visual Branding**

- Black and gold truck with white logo
- A consistent, memorable brand makes people feel like they know you — even before trying the food.

Great branding builds repeat customers who say, *“Let’s go back to that place with the killer ribs and funny signs!”*

We will use our brand tone (friendly, family-first, slightly funny?) in everything — menus, social media, chalkboard specials.

- Even in a small town, solid branding makes our truck look established and trustworthy, not like a weekend hobby.

From our menu board to our uniforms and website, a strong brand helps us look like the real deal.

## **7. Community Connection**

### **We Plan On:**

#### **1. BBQ For A Cause**

- Pick one day/month where a portion of our sales goes to a local charity, school, or family in need.
- Promote it with posters, social media, and word of mouth. Customers love knowing their meal makes a difference.

#### **2. Use Local Ingredients and Vendor**

- Buy from local farms, butchers, and bakeries, and give them a shoutout on our menu or social media.
- “Farm-to-smoker” BBQ shows that we care about keeping business in the community.

### 3. Participate in Community Events

- Be present at town fairs, farmers markets, fundraisers, and parades.
- Bring a “fun” truck setup and hand out samples or freebies.

These are just some of the ways we plan to connect with our community!

## 8. Future Goals

- While our BBQ journey started with a humble food truck and a whole lot of smoke, our dream doesn’t stop there. Our goal is to one day open a brick-and-mortar location where folks can sit down, stay awhile, and enjoy our family recipes fresh off the pit. A place where the community can gather, celebrate, and feel right at home — just like they do around our own family table. Until then, we’re bringing the flavor to the streets, one slab of ribs at a time!

## 9. Operational Readiness

- We have a team of 3 and we all have our food handler’s license and are ready to obtain any other ones needed for operations on the food truck.

- 250-gallon trailer smoker

## 10. Operations plans

- **Truck Hours of Operation**

Day	Lunch Hours	Dinner Hours
Tuesday,	10:00 AM – 1:00 PM,	5:00 PM – 8:00 PM
Wednesday,	10:00 AM – 1:00 PM,	5:00 PM – 8:00 PM
Thursday,	Closed,	
Friday,	10:00 AM – 1:00 PM,	5:00 PM – 8:00 PM
Saturday,	10:00 AM – 1:00 PM,	5:00 PM – 8:00 PM
Sunday,	Closed,	
Monday,	Closed,	

- We plan on attending all events here in Alvarado and will plan according, we also would like to source out local events happening in the DFW to be a part of to expand our brand.

- **Prep Process:**

We start each day early by seasoning our meats with our signature rubs and prepping fresh sides from scratch. Meats are slow smoked for hours over hardwood to achieve that deep, smoky flavor. All sauces are house-made, and sides are prepared fresh daily to ensure quality and taste.

- **After-Service Cleaning:**

Once service ends, we thoroughly clean all prep surfaces, sanitize utensils, and properly store any remaining food according to health code standards. The smoker is cleaned and emptied safely, and all waste is disposed of responsibly. We take extra steps to ensure our food truck is spotless, safe, and ready to serve you again the next day.

## **11. Marketing & Promotion Strategy**

### **1. Social Media Presence**

- We will post daily specials, mouthwatering photos, and behind-the-scenes videos.
- We will use Facebook and Instagram to post our location schedule and tag local landmarks or events.
- Run polls, contests, and giveaways (e.g., “Name our next BBQ sauce and win a free meal!”).

### **2. Attend Local Events & Festivals**

- We will be present at farmers markets, local fairs, sports games, and block parties.
- Offer sample bites or small plates to draw in curious new customers.

### **3. Community Involvement:**

- Partner with local schools, churches, or charities for fundraisers or “BBQ Nights.”
- Support local causes and advertise when a portion of sales supports the community.

## 6. Strong Branding & Merch

- We will make sure our food truck design is eye-catching, and our logo is memorable.
- We will sell branded merch like T-shirts, hats, or bottled sauces to spread awareness.

Just to name a few....

## 12. Financial Plan

### **Start-Up Costs (One-Time)**

Item, Estimated Cost

Used Food Truck (with kitchen), \$35,000 – \$60,000

Truck Wrap/Branding, \$2,000 – \$4,000

Permits & Licenses, \$1,000 – \$3,000

Commercial Insurance (annual), \$2,000 – \$4,000

Initial Food & Supply Inventory, \$2,000 – \$4,000

Kitchen Equipment (extras), \$2,000 – \$5,000

POS System & Tech, \$1,000

Initial Marketing Materials, \$500 – \$1,000

Misc. / Emergency Fund, \$2,000

Total Estimated Startup Cost, \$47,500 – \$84,000

### **Monthly Operating Expenses**

#### 1. Ingredients & Food Supplies

BBQ meats, sides, sauces, packaging, etc.

Estimate: \$3,000 – \$6,000/month depending on volume

#### 2. Labor Costs

1 employee @ \$10/hr., 6 hrs./day, 4 days/week = \$240/week

Monthly = \$960

(Double it if you need 2 employees)

#### 3. Fuel & Propane

Estimate: \$300 – \$500/month

#### 4. Insurance (if paid monthly)

Approx: \$200 – \$400/month

#### 5. Marketing & Promotions

Social media ads, flyers, etc.: \$100 – \$300/month

#### 6. Maintenance & Supplies

Cleaning, paper products, misc.: \$200 – \$400/month

Category, Estimated Monthly Cost

Ingredients & Food, \$3,000 – \$6,000

Labor, \$960 – \$1,920

Fuel/Propane, \$300 – \$500

Insurance, \$200 – \$400

Marketing, \$100 – \$300

Maintenance & Supplies, \$200 – \$400

Total Monthly Costs, \$4,760 – \$9,520

### **Revenue Goal (Break-Even Estimate)**

Let's say our average ticket is \$12 and we serve 60 customers/day.

$\$12 \times 60 = \$720/\text{day}$

4 days/week = \$2,880/week

Monthly: ~\$11,520 gross revenue

That gives us potential profit of about:

\$2,000 – \$6,000/month, depending on food/labor costs, weather, and sales volume.



**FOOD TRUCK INCUBATOR PROGRAM AGREEMENT  
ALVARADO, TEXAS**

This Food Truck Incubator Program Agreement (the “Agreement”) is made and entered into this \_\_\_\_ day of \_\_\_\_\_, 2025, by and between the Alvarado Economic Development Corporation (“AEDC”) and \_\_\_\_\_ (“Business”), (name and describe business and/or business owner), relating to Business’ participation in the AEDC’s Food Truck Incubator Program (the “Program”). AEDC and Business may be referred to individually as “Party,” and collectively, the “Parties.”

**Recitals**

**WHEREAS**, the AEDC desires to provide aspiring food entrepreneurs an opportunity to test and develop their business concepts without the high upfront costs associated with purchasing a food truck; and

**WHEREAS**, the AEDC has determined that the Program supports the AEDC’s goals of growing small business within the City of Alvarado (the “City”), economic development, community engagement, and enhancement of the City’s local dining infrastructure; and

**WHEREAS**, the Program is funded at the AEDC’s sole cost, to promote tourism and commerce in the City, and to enhance the community; and

**WHEREAS**, the Parties desire to document their agreement relating to Business’ participation in the Program, and the rights, duties and obligations of the Parties with respect to the Program.

**NOW, THEREFORE**, for and in consideration of the mutual covenants contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

**Agreements**

1. AEDC shall provide Business with a food truck vehicle for operations. The food truck is the property of the AEDC and shall be returned by Business upon completion of its participation in the Program.

2. Business hereby agrees that, as part of its participation in the Program, it will pay the AEDC five hundred dollars (\$500.00) per month for the duration of the Program to utilize the food truck vehicle. Business’ participation in the Program may not exceed one hundred and eighty (180) days with an initial ninety (90) day minimum trial period.

3. Business must operate the food truck exclusively within the limits of the City for the duration of the Program. Specifically, Business shall be stationed and operating at the following dates and times within the City:

(insert required dates and times for operation)

Additionally, Business agrees to station and serve food from the food truck at the following City events:

(insert required City events)

4. As a prerequisite for participation in the Program, Business agrees to secure liability insurance with coverage of up to one million dollars (\$1,000,000.00). Business also agrees to participate in a criminal background check and credit history check prior to participating in the Program.

5. Business agrees to follow all local and state health and safety regulations during its participation in the Program.

6. Upon completion of its participation, Business shall submit a final report to the AEDC outlining its experience as part of the Program.

**7. The Business agrees to indemnify and hold the AEDC and its boards, commissions, officers, agents, employees, representatives, contractors or subcontractors harmless from all liabilities, third party claims, causes of action, judgments, damages, losses, and expenses (including reasonable attorney's fees) arising out of any breach of Business' representations and promises and performance of obligations under this Agreement.**

8. Binding Effect. This Agreement binds, benefits and may be enforced by the Parties and their respective heirs, successors, and assigns.

9. Choice of Law. This Agreement will be construed under the laws of the State of Texas, without regard to choice-of-law rules in any jurisdiction. Venue for any dispute arising out of this Agreement shall be in Johnson County, Texas.

10. Attorney's Fees. If any Party retains an attorney to enforce this Agreement, the Party prevailing in litigation will be entitled to recover reasonable attorneys' fees, and court and other costs.

11. Severability. If a provision in this Agreement is unenforceable for any reason, to the extent the unenforceability does not destroy the basis of the understanding agreement among the Parties, the unenforceability does not affect any other provision of this Agreement, and this Agreement will be construed as if the unenforceable provision had never been a part of the Agreement.

12. Remedies Cumulative. Except as otherwise provided herein, all rights, privileges and remedies afforded the Parties to this Agreement will be deemed cumulative and not exclusive, and the exercise of any remedy will not be deemed to be a waiver of any other right, remedy or privilege provided for herein or available at law or in equity.

13. Notices. Any notice required or permitted under this Agreement must be in writing. Any notice required by this Agreement will be deemed to be delivered when deposited

with the United States Postal Service, postage prepaid, certified mail, return receipt requested, and addressed to the intended recipient at the address shown below in this Agreement. Notice may also be given by personal delivery, courier delivery, facsimile transmission or other commercially reasonable means, and will be effective when actually received. Any address for notice may be changed by written notice to the other Party and delivered as provided herein.

14. No Third-Party Beneficiaries. Nothing in this Agreement, expressed or implied, is intended or may be construed to confer on any person or entity, other than the Parties and their respective heirs, successors, and assigns, any right, remedy, or claim by reason of this Agreement. This Agreement is intended for the sole and exclusive benefit of the Parties and their respective heirs, successors, and assigns.

**EXECUTED** this \_\_\_\_ day of \_\_\_\_\_, 2025.

**Business**

\_\_\_\_\_

**ACKNOWLEDGMENT**

**STATE OF TEXAS**            )

**COUNTY OF** \_\_\_\_\_ )

BEFORE ME, the undersigned authority, on this day personally appeared \_\_\_\_\_ who, after being by me duly sworn on his/her oath, stated that he/she is the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he/she executed same for the purposes and in the capacity therein expressed.

SUBSCRIBED AND SWORN TO before me on this \_\_\_\_ day of \_\_\_\_\_, 2025.

\_\_\_\_\_  
Notary Public, State of Texas

**AEDC OF ALVARADO, TEXAS**

By: \_\_\_\_\_  
\_\_\_\_\_, AEDC President

**ACKNOWLEDGMENT**

**STATE OF TEXAS            )**

**COUNTY OF JOHNSON    )**

BEFORE ME, the undersigned authority, on this day personally appeared \_\_\_\_\_ who, after being by me duly sworn on his oath, deposed and stated that he is the President of the AEDC Board of Directors, authorized representative of the AEDC, that he is the person whose name is subscribed to the foregoing instrument, and acknowledged to me that he executed same for the purposes and in the capacity therein expressed.

SUBSCRIBED AND SWORN TO before me on this \_\_\_ day of \_\_\_\_\_, 2025.

\_\_\_\_\_  
Notary Public in and for  
The State of Texas