

Application Highlights

Current Mailing Address:

332 N.W. 10th Ave
Delray Beach, Florida 33444

Current/Proposed Business Address:

37 Southwest 5th Avenue
Delray Beach, Florida 33444

Lease term:

Ceasar's Catering and More has a five-year lease with the property owner
Effective until October 1, 2022

Square footage of space:

Approximately 800 square feet.

Monthly Base Rental Rate:

The monthly base rent is \$3,300 per month

Total Monthly Rental Rate (including CAM, taxes, fees, if applicable):

\$3,530.00 per month

Summary of proposed improvement project or business establishment and value of investment.

The business location will undergo a total buildout to be retrofitted for a takeout restaurant. The contractor's total buildout cost will be \$61,130.00, including the required commercial suppression hood system at a cost of \$14,000.00. The appliances (commercial refrigeration, stove, and freezer) is estimated at \$18,450.00 to be covered by the owner. The breakdown of the buildout is provided in the Project Overview. The Architect and Engineering cost are an estimate \$5,000.00 The business owner is requesting assistance towards the buildout cost and the Architect and Engineering cost for a total of \$66,130.00.

Summary of jobs being created and/or relocated

Ceasar's Catering and More will create 4 new FTE positions upon opening. The FTE's will be residents of Delray Beach, Florida. By the beginning of the 3rd year, they expect to have 6 FTE's.

Executive Summary

Ceasar's Catering and More operated by Bill Ceasar is requesting assistance towards the build-out cost of \$66,130.00 from the Community Redevelopment Agency. The restaurant is located in a historical district within the boundaries of the CRA. Bill is located just off Atlantic Avenue and this location and establishment will be another Beacon of Delray Beach. No doubt this will be the first and last stop when entering and exiting Delray Beach – First and Last impression.

Ceasar's Catering and More now has a business plan to open their first restaurant in Delray Beach, Florida and to make this flagship location perhaps the first of many in a restaurant chain. Bill Ceasar has worked hard to build a clientele base of over 700 familiar faces over the years. Bill has the support of these clients, especially those in the home base here in Delray Beach, who have encouraged him to open this restaurant and have committed to come to the flagship location for their support. The restaurant will create three new jobs upon opening and the new employees will be City of Delray residents. The restaurant will be open daily with extended weekend hours. The restaurant will be a benefit to the façade of the CRA district and an establishment to be a positive testimonial for the community of Delray Beach. The opening of this restaurant will eliminate blight as the structure is currently a vacant building.

History

Ceasar's catering was created at an early stage in Bill Ceasar's life as this has been a long-time endeavor of the Ceasar family. Both of his grandmothers were cooks; his grandma Ellen Stroud and his grandma Flora Dobard. They would cook delicious meals every day and he would watch the passion and love that they put into each meal. They found joy in feeding everyone. This is where Bill developed his passion for cooking. He tried to put that same love and passion into every meal he prepared and cooked. In 1994 Bill decided to open Ceasar's Catering. The business immediately took off and Bill stayed busy with weddings, dinner parties, BBQs, private parties, birthday parties, business luncheons and many other events. Ceasar's catering has catered in many different venues from parties in mansions on South Beach to simple family back yard BBQ's. Although the venues changed one thing remained a constant... Bill's famous ribs were always a hit!

In 2010 Bill Ceasar opened Ceasar's Catering and More. He started selling food at his home church, Restoration House Empowerment Ministries International, in Boynton Beach. He began on Dec. 10, 2010, a Friday night, with only two really small grills, one case of chicken, 6 slabs of ribs and Bill's famous BBQ sauce. It would take Bill and his wife every hour they were open to get that food sold. They would text friends, call friends, flag down cars and do whatever they could do to get that one case and those 6 slabs sold each night. After the first year of operations they decided to move to the front of the church and totally trust God. They started tithing and praying consistently

and they asked God to bless their business. Ceasar's catering has taken off and Bill says he gives God all the glory. He moved Ceasar's Famous Ribs from the back to the front in everything.

In 2012, Bill Ceasar was invited to enter WIRK's 107.9 Annual Rib Round Up. 17,000 people attended and over 10 BBQ restaurants entered the contest. But when the votes were tallied Ceasar's Famous Ribs won hands down, Bill took home the trophy for "BEST RIBS and BEST SAUCE." Ceasar's Famous Ribs has also had the opportunity to cater at the Delray Affair, the South Florida Chamber of Commerce luncheon, and a private party for Antoine Winfield of the Minnesota Vikings and Kansas City Chief Brandon Flowers' football camp. Ceasar's Famous Ribs has been featured on a local TV show and on 940 am Miami Dolphins sports radio show.

The mission of Ceasar's Catering and More has been the statement that has made them successful. "We can provide anything and everything you need at your next event. Catering is not just about Great Food and Great Service, it's about all those little things we make look easy, all within a tasteful budget. From back yard BBQs to your Daughters Dream Wedding, Ceasar's Catering is there for you".

Core Products & Services

Ceasar's Catering and More will continue to provide the tasteful menu at this location that customers are accustomed to having. Ceasar's can customize any menu to fit your specific style, taste preference, and budget. They mainly specialize and barbeque ribs, chicken of various styles (grilled, smoked, or jerked), beef brisket, turkey, ham, and of course hamburgers and hotdogs. Their menu includes a variety of side orders such as collard greens, green beans, macaroni and cheese, roasted corn on the cob, and much more. They have a variety of homemade dessert such as pies and cakes.

Ceasar's Catering and More has also created their own barbeque sauced which can be purchased by the bottle.

From back yard BBQs to your Daughters Dream Wedding, Ceasar's Catering is there for you. At Ceasar's, you can walk in and discover that the menu will appeal to a wide variety of clientele with very different tastes in food, style, and budget. The items will be cook to order; however, during peak periods they will know what to have prepared for those lunch and weekend specials.

Ceasar's Catering and More has the Staff, the Expertise, and the experience to create a walk-in to order atmosphere that will be pleasing. Ceasar's Catering and More will be able to execute any style of order you place and will never run out of food.

Products & Services Vision

In the next year Ceasar's Catering More will established a well-known flagship restaurant that will continue to serve many of their customer base as well as new customers who enjoy an establishment where they call ahead and have a carryout. Ceasar's Catering More would like to sponsor an annual event where free food is provided for Thanksgiving.

Over the next 2-3 years, Ceasar's Catering and More hopes to have a constant and consistent customer base wherein they can continue to expand their services by preparing on site for large events and parties. This will allow them to hire more FTE who are residents of Delray Beach. Ceasar's Catering and More wants to provide free meals to not-for-profit groups to assist those in need during the holidays. Our goal is to have a larger service target wherein we can hire our own deliverers to serve those in the office downtown Delray Beach area.

By year 5, Ceasar's Catering and More plans to work with a culinary college by opening his restaurant as a training location for those entering the business. Cesar's Catering and More plans to expand their services by purchasing a few food trucks to be used at local special events. They would like to provide outside covered seating for those who would like to eat on the spot. The business will continue to be corporate friendly, especially to local non-profit and faith-based groups.

Our long-term vision and mission for Ceasar's Catering and More is to open other franchise locations. Within 5 years Ceasar's Catering and More plans to open a full-service restaurant within the City of Delray Beach. After establishing the restaurant, Bill will offer franchise businesses and will expand the menu that is conducive for dine in yet while maintaining the original ribs and famous sides.

Target Customers

The ideal customer for Ceasar's Catering and More has always and will continue to be barbeque lovers – basically that is everyone. During the week, we expect to have an average of 75 daily customers with the average meal being \$10.00. The ideal customer will be the working class who wants to pick up or have delivered to the office a tasty and affordable lunch. During the weekend we expect our customer flow to increase as a result of being a stationary takeout restaurant. This will be an average of 200 customers during Saturday and Sundays with the average meal being \$15.00. The ideal customer is everyone who simply loves barbeque. The walk-in traffic will be those in the area who are within walking distance or those driving home who just want to relax from the kitchen and treat the family.

Geographical area

Cesar's Catering and More has established a strong following in Delray Beach. Upon being a stationary establishment, they expect to attract many additional patrons to the Delray Beach Area. The owner is well-known because he provided pick-up orders for patrons as far south as Miami to all the way north to West Palm Beach for sporting events and homecomings. Many, who are within these locations have annual events wherein Cesar's Catering is called upon every year. The summer time weekends are very full as many have placed orders for pick-up in advance for annual events.

Demographical information

The average customer is those in the middle-income bracket; however, the price is affordable for his customer base with financial challenges and the flavor is addictive enough to make his customer base who travel in yachts, want to catch an Uber for a carryout. The customer's backgrounds vary and are all those who enjoy barbeque. The customer profile is consistent with the demographics of Delray Beach as everyone in Delray is familiar with Bill's ribs.

Cesar's Catering and More has customers who order every weekend they are open who spend an average of \$15.00 for a full meal including, dessert, and soft drink. As a result of being at a stationary brick and mortar establishment, adding weekdays with a \$10 menu, we expect to generate approximately \$25,000 per month.

Market Analysis

Cesar's Catering and More specializes in barbeque using an authentic barrel grill wherein the cook is able to smoke the meat, grill the meat, and roast the meat. This technique requires a skill in order to have a perfect acquired taste. This is what make the product a delicacy and is what draws those who love barbeque to a perfection. Cesar's Catering and More is a neighborhood style establishment that will serve locals who appreciate the home-style atmosphere and home cook taste.

The restaurant business is a very large industry; however, what makes one different from another is the ability to be unique. This is what places restaurants in categories such as commercial, fast food, and hometown neighborhood establishments. According to Google, there are approximately 45 private-own restaurants in the City of Delray Beach. When it comes to having a barbeque menu such as Cesar's Catering and More – there is no competition in the area because this will be the only restaurant having a full barbeque menu. This is a menu with a flavor added to the collage of other restaurants. Other commercial and fast food restaurants cannot duplicate because of their processed food menu.

As such, Ceasar's Catering and More considers itself as a major player in the categories of neighborhood establishments and is the only major player in Delray Beach having a smoked barbeque menu.

Our local and regional competition are other hometown neighborhood establishments such as 32 East, Park Tavern, 50 Ocean, Ziree Thai & Sushi, Tramonti, Olio, Salt7, City Oyster, El Camino, The Grove, 3rd & 3rd, Dada, Mussel Beach, Johnnie Brown, Rocco's Tacos, Doc's All American, Bru's Room, to just name a few. However, the success of those establishments is important to the success of Ceasar's Catering and More. When people are drawn to the vicinity to eat, they often take notice of the next establishment for the next outing.

Within the next 3 years, Ceasar's Catering and More expects to attract company employees whom are in the area by offering free delivery during lunch hours. They will also concentrate on people coming into the area for other related business and purchases. This is called the feeder concept which has proven to be successful. Again, we expect to become a popular choice of those who work in the offices on downtown main street.

Marketing & Promotion Plan

Ceasar's Catering and More has provided promotional interviews on local mainstream radio stations during which time he has highlighted the menu of the restaurant as well as the affordable price for a high price taste and service. Ceasar's Catering and More will also co-sponsor charitable events wherein he can market the brand. Upon opening, this will continue for the first several months, and during special events and holidays.

Ceasar's Catering and More will utilize their Face Book Page and other social media platforms to market the restaurant. Ceasar's Catering and More will also advertise their specials in local media outlets. Getting the price right is the first order of business for Ceasar's catering and More. In the face of this overwhelming need to fulfill the consumer's demand for affordability, it's essential to meet or beat the competition's pricing. The price trend of other restaurants will be monitored in order to be competitive allowing Ceasar's Catering and More to initiate promotions throughout the year and during special seasons and holidays.

It is important to Ceasar's Catering and More *to be patient*. Yes, this seems like the opposite of innovation, but if you are working too fast, you risk putting out a product that does not represent your hard-built brand. We believe in maintaining the integrity of every food item we prepare to keep our customer's trust and continued loyalty.

Convenience for the customer is key to the operation of Ceasar's catering and More.

Customers want and expect convenience, which attracts people to carryout. Ceasar's Catering and More has conducted customer surveys to ensure that hours of operation, as well as checkout wait times and staffing to ensure a speedy and convenient experience. Based upon the survey results our customers wanted to see a brick and mortar establishment, in addition to the weekends - hours of operation to include weekdays during lunch and dinner hours, to maintain the affordable price and to create an affordable weekday lunch carryout.

Ceasar's Catering and More will be built on Trust. We realized that customers are careful to spend their limited dollars wisely and are scrutinizing each purchase to make sure they're eating a product that is safe to digest. Increasingly, consumers are looking at business owners' backgrounds, the company history and even staff bios, and they want to learn what other customers have experienced. Recommendations from friends and peers, including consumer opinions posted online are among the most trusted and can have the greatest influence on where one decides to dine. Ceasar's Catering and More will include testimonials, reviews on their website that helps customers understand why they should believe in our restaurant and trust what we cook.

Being *conscience minded* has always been the heart of the owners of Cesar's Catering and More. Increasingly, consumers want to know you're *a good corporate citizen*. Businesses with a conscience care for their communities, others who are less fortunate and the world around them. Ceasar's Catering and More have participated with charitable affiliations such as Faith-based organizations and providing Thanksgiving dinner plates for the homeless and those in need. We plan to detail our involvement on our website, in our social media newsletter and through restaurant promotions. It has been the practice of Ceasar's Catering and More to participate in food or clothing drives. Upon opening they will continue this campaign on site during special holidays. Our goal is to establish a positive relationship with customers that sets us apart from our competition and motivates like-minded customers to buy from us.

Management Team

Willie Ceasar, Owner - President

The Owner/Head Chef is responsible for assigning work in the kitchen, preparing meals for our customers, interviewing and training staff, kitchen inventory management. Manages and organize work flow and decide which tasks need to be done. Manage kitchen staff and delegate tasks related to meal prep, cooking and delivering food to customers in a timely fashion. Maintain the schedule for kitchen staff, monitor food and labor costs, and ensure safety and sanitation practices in the kitchen

Support Team

Customer Service Concierge

This is an immediate full-time position and will be the face of the business overseeing customer services management. The concierge will interact with the customers and ensure their order is properly prepared and will address other customer related issues and concerns. The concierge understands the value of excellent customer service and will provide professional service to all our guests.

Cashier

The full-time cashier enjoys working with the public and has a friendly, outgoing personality. The cashier position is dedicated to providing exceptional customer service and displays a positive attitude when interacting with customers and employees. The cashier knows basic math functions to collect payments and make change. Operate registers, scanners, scales and credit card/debit card terminals.

Kitchen Service

This is a full-time position who will have the responsibility of ensuring all cooking utensils, cook-ware, kitchen and restaurant floors, waiting area, bathrooms, and overall kitchen are clean, sanitized, and prepared for service.

Cook

This is a full-time position who will cook and prepare all orders. The cook will manage all inventory of supplies and food, will be authorized to make all purchases to ensure proper levels of stock, and will manage the overall operations during their shift.

Business Model

Ceasar's has managed to transcend grilled barbeque food while keeping some of its cost structure in place. It has also been able to take a very limited menu and give consumers the feeling of variety.

Unlike many of the barbeque menu serve rivals, Ceasar's Catering and More has managed to deliver the appearance of value without coming off as simply cheap. Ordering from Ceasar's Catering and More has become an affordable indulgence rather than a compromise over eating at a fancier establishment.

Ceasar's Catering and More has crafted its image and has managed to avoid the dollar menus and discounts which cut into the margins experienced by other similar style establishments. Ceasar's Catering and More also "tracks the favorite orders" and knows how to adequately plan for specific days and seasons. This method allows them to make their preparations to maximize on the profit while also maintaining customer satisfaction.

The major expenses will be will be for food and personnel. However, by tracking peak periods, favorite menu items, and other relevant data; the management will continue to

conduct cost feasibility meetings in order to control cost and other operating expenses. Below is a list of reoccurring expenses.

- a. Monthly Rent – \$3,530.00, This will be a monthly reoccurring cost for the lease of the space.
- b. Monthly Personnel – \$6,400.00, There will be 4FTE whose hours will be scheduled to maximize resources.
- c. Monthly Food Inventory – \$7,800.00, Purchases will be based upon customer demand and menu favorites
- d. Monthly Operational Cost – \$1,400.00, Insurance, utility cost, maintenance, and other related business expenses are inevitable; however, routine and preventive maintenance will be key in order to keep this category manageable.

Risk Factors

Challenges that will face the business

A 2005 article in the "Cornell Hotel & Restaurant Administration Quarterly" by Ohio State University professor H.G. Parsa estimated approximately one in four new restaurants fail in the first year, with the number increasing to three in five over the course of three years. With such statistics, restaurateurs should carefully evaluate the risks prior to planning. Some of the 60 percent failure rate can be attributed to not being able to keep up with the demands of the industry.

Strategies used to mitigate the risks

The owner is a full-time faculty member for public education. The owner will train staff regarding the operations and will be present after school on weekdays and full-time on weekends. The owner is on school break during the summer time and will continue to be fully engaged. In order to mitigate the risks, the business has carefully selected a location that can be easily located, visible, and accessible from the main street. From the business planning stage to opening and running the restaurant, the owner/manager will work overtime hours. There are other business mentors who will initially assist with the opening phase. The prices on the menu has been carefully devised based upon experience and has been positive for the business yet affordable for the consumer. Fluctuating food cost can be a risk. Nonetheless, in order to mitigate this risk and to control food cost, we have established relationships with food and service providers.

Financial Summary 3-Year Financial Projection

2018 Financial Projection		2019 Financial Projection		2020 Financial Projection	
Annual Expenses		Annual Expenses		Annual Expenses	
Rent	\$42,360.00	Rent	\$42,360.00	Rent	\$42,360.00
4 FTE	\$76,800.00	4 FTE	\$84,480.00	6 FTE	\$138,240.00
Utilities	\$14,400.00	Utilities	\$15,840.00	Utilities	\$17,400.00
Insurance/Taxes/Licenses/Legal	\$14,200.00	Ins/Taxes/License/Legal	\$14,200.00	Ins/Taxes/License/Legal	\$14,200.00
Food Cost	\$93,600.00	Food Cost	\$110,400.00	Food Cost	\$127,200.00
Total Annual Expenses	\$241,360.00	Total Annual Expenses	\$267,280.00	Total Annual Expenses	\$339,400.00
Annual Revenues		Annual Revenues		Annual Revenues	
Annual Sales	\$300,000.00	Annual Sales	\$360,000.00	Annual Sales	\$450,000.00
Annual Sales Revenue	\$300,000.00	Annual Sales Revenue	\$360,000.00	Annual Sales Revenue	\$450,000.00
Net Annual Revenue	\$58,640.00	Net Annual Revenue	\$92,720.00	Net Annual Revenue	\$110,600.00

Note 2018:

The Monthly Lease is fixed according to the lease agreement. The 4 full time employees will be paid \$10.00 per hour. The utilities are based upon other establishments having the same square footage and operation. The liability insurance will be fixed based upon contract.

Note 2019:

The Monthly Lease is fixed according to the lease agreement. The 4 full time employees will be paid \$11.00 per hour. The utilities reflect a project increase based upon the consumer price index (CPI). The liability insurance will be fixed based upon contract. There is a project increase in both expenses and revenue for this category as we anticipate expanding the menu and delivery services – both of which will increase the overall projected revenue.

Note 2020:

The Monthly Lease is fixed according to the lease agreement. The 6 full time employees will be paid \$12.00 per hour. The utilities reflect a project increase based upon the consumer price index (CPI). The liability insurance will be fixed based upon contract. There is a project increase in both expenses and revenue for this category as we anticipate expanding the menu and delivery services – both of which will increase the overall projected revenue.

Contact Information

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