JOE'S · A PROPOSAL FOR DELTA ROADHOUSE

TAKING JOE'S TO THE CROWD

A one-Sunday pop-up at the Tipsy Trout Taproom, and how we can make outside events work for both of us. Written so we can talk it through: leave your questions and concerns right on the page.

From: Joe Sutliff For: Miles, TW and the Delta Roadhouse team 11 Nov 2026

A NOTE FROM JOE

Miles, TW: I think best when I put my thinking on paper like this, so here it is, start to finish. A one-page summary and a print-ready PDF are at the top and bottom if you'd rather have the short version.

I've spent thousands of hours on forecasting, research and turning real numbers into action, and I know this community. Everything here comes from our own sales and our own agreement. Where something is an estimate, it says so.

I'm all in on making JOE'S and the Roadhouse succeed together. We have quality food, quality service and fair prices. What we need is **more people experiencing it**. Marketing and reach change week to week now, and the businesses that adapt are the ones that last. This pop-up is one way to reach a new crowd, build the brand and earn on a slow day at the same time.

The Tipsy Trout is **one example of many** opportunities I'd like to pursue. If we can work through this one and get on the same page, the same approach can cover the rest. And if this isn't what you picture for the trailer, I want to hear what you do picture, because we should be working toward the same goal.

Joe

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SUMMARY

THE SHORT VERSION

Yo at the Tipsy Trout Taproom asked JOE'S to join a food-truck pop-up on **Sunday, Nov 22, from 11 AM to 8 PM**, with the trailer on the pavement beside the other food trucks, 50-amp power, fresh water and trash provided, for a flat $75 day rate. I'd like to do it **with the Roadhouse as a partner in it**, not around it. Yo is holding all marketing until we've talked.

Nov 22 is also the **Broncos vs Raiders game** (2:25 PM kickoff). The tavern doesn't open without JOE'S food, so if the trailer goes across town, **the Roadhouse is closed that Sunday**, and we use the pop-up crowd to market the Roadhouse's next game and events. That's why I'm bringing **two ways to do the day**: the trailer at the Tipsy Trout under the Roadhouse name, or the trailer at home for the game and a small JOE'S tent pop-up across town. Your call matters here.

WHY

- Our Roadhouse Sundays average **$341** in sales and aren't growing.
- The one night we had a crowd (the 17 Oct show) did **$1,774** in about 3 hours.
- A food trailer earns by going where people already are.

WHAT THE ROADHOUSE GETS

- Every pop-up sale rings on **your Clover**, so you keep your 20%.
- "Home base: Delta Roadhouse, 215 Ute St" on every sign, bag and menu.
- A Monday recap with sales, new followers and reviews.

WHAT I'M ASKING

- Pick a format for Nov 22, and a written OK (an email is fine).
- A sit-down on simple ground rules for future outside events.
- Help getting the trailer's 3-compartment sink fixed.

TO DECIDE ON THURSDAY, NOV 12

1. **Nov 22 format:** A (trailer at the Tipsy Trout, Roadhouse-presented) or B (trailer home for the Broncos game, JOE'S tent pop-up across town).
2. **Written OK:** an email from you confirming the format and any conditions.
3. **Sink repair:** who fixes the 3-compartment sink, and by when.

4. **Ground rules:** notice, how often, and which dates stay at the Roadhouse.

I know you see the Tipsy Trout as competition. In a town our size, I believe working together grows the pie for everyone, and I'd rather earn your trust on this than ask forgiveness. Tell me what would make you comfortable.

1 · THE NUMBERS

WHERE OUR SUNDAYS ARE

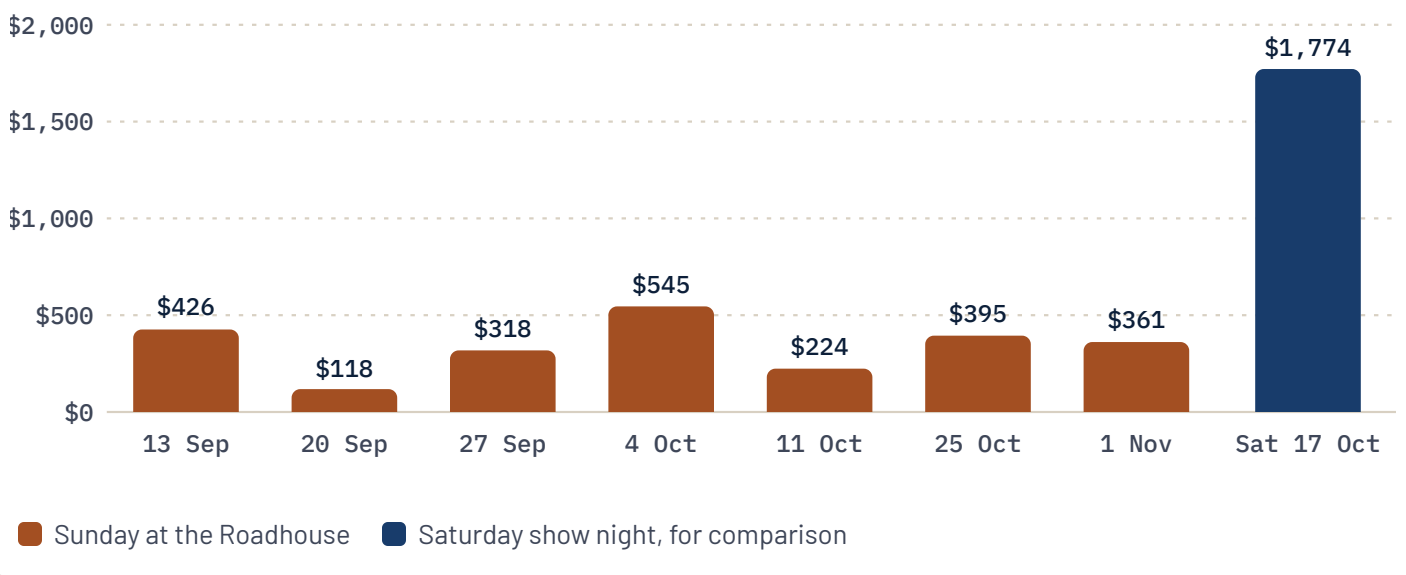
JOE'S sales from the Roadhouse Clover, our items only, paid orders, after discounts and before tips. The Roadhouse's share is the 20% in our agreement.

$341
average sales per Sunday (7 Sundays)

12
orders per Sunday, on average

$68
Roadhouse 20% share per Sunday, on average

$1,774
Saturday 17 Oct show night, about 3 hours, 61 orders



SUNDAY	ORDERS	ITEMS	SALES	ROADHOUSE 20%
13 Sep (opening)	17	36	$426.49	$85.30
20 Sep	6	10	$118.21	$23.64
27 Sep	9	26	$317.68	$63.54
4 Oct	21	45	$544.75	$108.95
11 Oct	7	17	$223.75	$44.75
25 Oct	17	32	$394.55	$78.91
1 Nov	9	23	$361.25	$72.25
7 Sundays	**86**	**189**	**$2,386.68**	**$477.34**

I'm proud of the food and the reviews, but the Sunday numbers are flat. They swing from about $120 to $545 with no upward trend. When football ends and the weather turns, I expect them to soften. Sitting in the same spot and hoping isn't a plan for either of us.

2 · HOUR FOR HOUR

WHAT A CROWD DOES

The 17 Oct show night was about **3 hours of service**: 48 of the 61 orders landed between 6 and 9 PM. A Roadhouse Sunday runs about 8 hours (11 to 7) and spreads 12 orders across the day.



What it tells me: JOE'S sells when people are already gathered, at a show, a game, a taproom or a fundraiser. The model I want to grow with you: **a partner brings the crowd, JOE'S brings the kitchen, and the Roadhouse gets credit and its share.**

3 · THE OPPORTUNITY

THE TIPSY TROUT POP-UP

HOST	Yo, owner of the Tipsy Trout Taproom, 1064 Main St, Delta
WHEN	Sunday, Nov 22, 11 AM to 8 PM. Yo is holding marketing until we've talked on Thu, Nov 12.
SAME DAY AT THE ROADHOUSE	Closed if the trailer goes to the Tipsy Trout, because the tavern doesn't open without JOE'S food. That's the Broncos vs Raiders game (2:25 PM), so we'd use the pop-up to promote the Roadhouse's next game and events.
SETUP	On the pavement right next to the other food trucks, a few steps from the bar's tables, so guests can eat with a drink in hand
DAY RATE	$75 flat. No percentage of sales.
PROVIDED	Fresh water, 50-amp electrical and trash service
NOT PROVIDED	A grey-water dump. We haul our grey water out and dispose of it properly.
DRINKS	Food trucks don't sell drinks. Drinks come from the bar.
TERMS	Open the full 11 AM to 8 PM. Yo has a vendor contract to sign. No social posts from anyone until everyone has confirmed, then Yo builds the event post.

Two ways to do Nov 22

FORMAT A

The trailer at the Tipsy Trout, Roadhouse-presented

The JOE'S trailer goes across town for the day under the Roadhouse name. Every sale rings on the Roadhouse Clover, and the Roadhouse is credited on the trailer, menu and bags. **Tradeoff:** the Roadhouse is closed that Sunday, since the tavern doesn't open without the food, so we'd skip the Broncos game there. We'd take down the tailgate-special notice and use the crowd across town to promote the Roadhouse's next game and events.

FORMAT B

The trailer stays home, and a JOE'S tent pop-up goes across town

The trailer stays at the Roadhouse, so the tavern opens for the Broncos game with the tailgate specials. JOE'S does a small smash-burger pop-up at the Tipsy Trout on its own setup, under the JOE'S name only, with no Roadhouse trailer or branding. **Tradeoff:** we staff two places on one day, Yo's spot is set up for food trucks so I'd confirm a tent works for him, the Roadhouse gets no credit across town, and those sales stay off the Roadhouse POS, which our agreement asks us to agree on in writing. I'd handle the event health approval for the tent setup.

What a 9-hour pop-up would need to do:

GOAL	ORDERS	SALES	ROADHOUSE 20%
Match an average Roadhouse Sunday	13	$341	$68
A steady 3 orders an hour	27	$749	$150
Show-night pace for 3 of the 9 hours	~61	~$1,774	~$355

These are targets, not promises. The result depends on the Tipsy Trout's Sunday crowd, the other trucks there and how well we all promote it. Yo's $75 day rate is the only cost of the spot. Several food trucks together tend to draw a bigger crowd than one alone.

4 · THE PATHWAY

BIGGER THAN ONE SUNDAY

Nov 22 is the first test of a simple idea: **take JOE'S to where people already are, with the Roadhouse credited and earning its share.** If we agree on how to handle this one, the same rules can cover these:

PARTNERS

Partner pop-ups

Taprooms, breweries, wineries and farm stands with their own crowd and no kitchen.

COMMUNITY

Community events

High-school games, farmers markets, fairs, fundraisers and town events.

CATERING

Catering drops

Offices, crews, schools and groups. Our City of Delta order (28 meals) shows the demand.

HOME BASE

More Roadhouse nights

Every show night and big game at the Roadhouse. That's where JOE'S has done best.

REACH

Delivery apps

DoorDash, Uber Eats and Grubhub through the Roadhouse Clover, already planned and waiting on a go-ahead.

Are we on the same page?

If this isn't what you picture for the trailer, then let's name the goal together:

- What does a good month for the trailer look like to you, in sales, events or visibility?
- Where do you see the trailer earning most by spring?
- What's off-limits, and what would you want me to bring to you first?
- How should we measure whether it's working?

5 · TWO POINTS OF VIEW

YOUR CONCERN, AND HOW I SEE IT

> You told me you're not comfortable with the trailer going to the Tipsy Trout because they're competition. I take that seriously. You've invested in this trailer and this partnership, and you don't want JOE'S building someone else's business.

Here's how I see it, and I'd like to hear where you disagree:

Different crowd, different side of town

The Tipsy Trout's Sunday regulars aren't Roadhouse regulars yet. If they meet JOE'S there and learn our home base is the Roadhouse, that's a path back to 215 Ute St, not away from it.

The Roadhouse still earns

If the pop-up rings on your Clover, the Roadhouse takes its 20% on a day that, for the Sunday trailer, is averaging $68.

Small towns run on collaboration

In Delta, businesses that work together bring more people downtown and keep them spending locally. Treating every neighbor as competition is how small-town businesses slowly lose foot traffic. I want JOE'S and the Roadhouse known as the ones who show up for the community.

It's a trial, on your terms

One Sunday. Your branding. Your POS. A full recap the next day. If it hurts the Roadhouse, we'll see it in the numbers and I'll own it.

6 · OUR CATERING AGREEMENT

OUR AGREEMENT, AS I READ IT

Our Catering Agreement (effective 1 Oct 2026, Delta Roadhouse, LLC and Mimi's Sweet Treats, LLC) is the frame we're working in. I went through it so we're on the same page. If you read any of this differently, please say so in a note.

SCOPE

Services for Roadhouse events, as requested

We provide services *"for Company events, functions, and operations as requested by Company"*. I don't see language limiting work with other venues, and nothing about exclusivity or distance. Any change would be a written amendment we both sign, which I'm open to.

OFFSITE

Offsite events are already contemplated

The fee section names *"a) 215 Ute Street b) the Food Trailer located at Company's River Park c) offsite events"*. The trailer is approved, licensed and insured through the Roadhouse for offsite use. That's why I'm asking you first.

I'LL HONOR IT

Your POS is the record

Sales are tracked on the Roadhouse POS as *"the sole version of the truth"*, and anything outside it needs us both to agree in writing. My proposal keeps every pop-up sale on your Clover.

I'LL HONOR IT

Communications

Within Roadhouse operations, the Roadhouse has the final say on communications. I'll send you every pop-up post, sign and flyer before it goes out.

SHARED

The trailer and equipment

The Roadhouse provides the trailer and kitchen equipment, and damage beyond normal wear is our cost to fix. The trailer comes back clean, and anything that happens on the day is on us.

SHARED

Working in good faith

We agreed to *"work in good faith to achieve mutually agreeable outcomes"*. That's what this report is for.

7 · COMPROMISE

WHAT I CAN OFFER

Pick the ones that matter to you, or tell me what's missing:

Ring every sale on the Roadhouse Clover

The Roadhouse keeps its 20%, and the POS stays the one record.

Roadhouse front and center

"JOE'S · home base Delta Roadhouse, 215 Ute St" on the trailer, menu and every bag, plus a card with a Roadhouse offer for the next visit.

A one-Sunday trial and a Monday recap

Sales, orders, new followers, QR scans and reviews, shared with you the next day.

Ground rules for future events

For example: at least 7 days' notice, at most one outside event a month, Roadhouse show nights and big game days come first (the trailer stays home unless we both agree otherwise), and the Roadhouse gets first pick of dates.

Make up the Sunday

Add a Saturday show night at the Roadhouse in exchange. Show nights are where JOE'S has done best.

Run your posts first

You see and approve the promotion before it goes out.

Bring the Roadhouse to the event

Your flyers, game and show schedule, or merch at our window, plus a "next Sunday at the Roadhouse" offer. A way to reach a new crowd at no cost to you.

8 · READINESS

GETTING THE TRAILER READY

NEEDS A FIX

3-compartment sink

It has a leak. Right now the hand-wash sink and pump are the only working water. The 3-compartment sink has to work, with hot and cold water, for the trailer to meet health code anywhere, including at the Roadhouse. I'd like to get this repaired this week and work out who covers it with you.

COVERED BY THE HOST

Power, water and trash

Yo provides a 50-amp hookup, fresh water and trash service, so no generator is needed for Nov 22.

ON US

Grey water

The site has no grey-water dump, so we bring ours back and dispose of it properly after service.

READY

Approvals

The trailer is already approved, licensed and insured through the Roadhouse for offsite use.

9 · FORECAST

LOOKING AHEAD

Three ways the next 8 Sundays could go. Sales are rung on the Roadhouse Clover in every case.

PATH	WHAT IT ASSUMES	SALES	ROADHOUSE 20%
1 · Stay put	8 Roadhouse Sundays at today's $341 average	$2,728	$546
2 · Adapt	4 Roadhouse Sundays + 4 partner pop-ups at about 25 orders each	$4,140	$828
3 · Grow	Path 2, plus 2 catering jobs and 2 show nights over the same weeks	$8,652	$1,730

Estimates, not promises. Pop-ups use our $27.75 average ticket and carry a host day rate (Yo's is $75). Catering and show nights use real figures (the City of Delta order and the 17 Oct show). Path 1 likely softens after football season.

10 · PLAN

PROPOSED NEXT STEPS

1. **Talk it through, Thu Nov 12**
   Miles, TW and me. Read this first and leave your notes so we can spend the time on answers. Yo is holding his marketing until we've decided.

2. **Pick the format for Nov 22**
   Format A (trailer at the Tipsy Trout, Roadhouse-presented) or Format B (trailer home for the Broncos game, JOE'S tent pop-up across town). I'll tell Yo the same day.

3. **Fix the sink**
   Get the 3-compartment sink repaired and agree who covers it.

4. **Confirm the details with Yo**
   Yo has confirmed the setup: $75 day rate, a pavement spot beside the other food trucks, 50-amp power, fresh water and trash. He has a vendor contract for me to sign. I'll share it with you before I sign, and nobody posts until we've all confirmed.

5. **Your written OK**
   An email agreeing to the one-Sunday trial and whichever conditions we settle on.

6. **Promote it together**
   Posts and signs that credit the Roadhouse, sent to you for approval first.

7. **Run it and report back**
   Sales on your Clover, the trailer back clean, and a full recap Monday.

8. **Set the ground rules**
   If it works, put a simple outside-event policy in writing so we don't have to negotiate each one.

11 · YOUR SIDE

QUESTIONS FOR YOU

I want your point of view as much as I want a yes. Anything here you can answer, or push back on, helps:

- What's your goal for the trailer, and is this pathway part of it?
- For Nov 22: Format A or Format B? If A, the Roadhouse is closed that Sunday. Which next game or event should we promote at the pop-up?
- Yo has a vendor contract. If we go with Format A, do you want to review or co-sign it?
- What worries you most about JOE'S at another venue: sales, brand, the trailer, or something else?
- Would ringing sales on your Clover and Roadhouse branding change how you see it?

- Are there dates or events where the trailer must stay at the Roadhouse?
- What notice and how many outside events a month would you be comfortable with?
- How would you like the Roadhouse credited at outside events?
- What ideas do you have for building Sundays at the Roadhouse itself?
- How do you want to handle the sink repair?

12 · REFERENCE

REFERENCE MATERIALS

Agreement wording quoted above

Catering Agreement, Delta Roadhouse, LLC and Mimi's Sweet Treats, LLC, effective 1 Oct 2026. Sections quoted: Scope of Services, Independent Contractor Status, Compensation (Fee Cap), Payment Terms, Communications. Quotes are from the copy I have. If the signed copy differs, the signed copy rules.

How the sales were counted

From the Roadhouse Clover, read-only, pulled 6 Nov 2026: JOE'S items only, paid orders, after discounts, before tips. Sunday 8 Nov wasn't in that pull yet. Roadhouse 20% is calculated on sales after tips, per the agreement's example.

Hourly figures

From order times on the same pull. 17 Oct: 48 of 61 orders between 6 and 9 PM. Sundays: busiest around 1 PM.

Reviews

Chef Joe at Roadhouse holds 5.0 stars on Google. The latest: "Best burger I've ever had! And those fries wow!"

The host

Tipsy Trout Taproom, 1064 Main St, Delta, CO 81416. Contact: Yo, owner. Event: Sunday, Nov 22, 11 AM to 8 PM, with several food trucks. Terms from Yo's message of Nov 11: $75 day rate; 50-amp power, fresh water and trash provided; no grey-water dump; no drink sales by food trucks; open 11 to 8; vendor contract to sign; no posts until confirmed.

Roadhouse that day

Broncos vs Raiders at Empower Field, Sun Nov 22, 2:25 PM MT on CBS. JOE'S tailgate specials are currently advertised for the Roadhouse that day. The tavern doesn't open without JOE'S food, so under Format A the Roadhouse would be closed and the notice updated.

Joe Sutliff · JOE'S Smash Burgers / Chef Joe at Roadhouse · 215 Ute St, Delta, CO · (970) 462-2817 · sutliffjoe@gmail.com