Rogue BBQ

Business Development Plan

A 24-month plan to grow catering, fix the basics and build the next stage.

Location: 601 Amity Street, Homestead, PA 15120

Prepared by Aristeia Innovations | November 10, 2026

Independent sample prepared from public sources. Rogue BBQ is not a client of Aristeia Innovations and has not reviewed or endorsed this plan. Goals and financial figures are illustrative. They are Aristeia estimates built from public benchmarks, not Rogue BBQ's own numbers, and are labeled as such. Where the owners' real numbers are needed, the plan says "fill in." Public sources were accessed November 10, 2026 and are listed at the end.

Executive summary

Where Rogue BBQ is today. A family-owned BBQ business founded in 2012 by Zach and Amanda Steiner. It began in catering and grew into a food truck, a stand at Kennywood and, since mid-2024, a full-service restaurant and bar in Homestead, across the tracks from The Waterfront. Guests love the smoked wings, the bar staff, the craft beer and the fun room. But the Google rating is 3.8★, with most complaints about inconsistent meat, slow service and takeout. The website's online ordering is currently switched off.

2012
FOUNDED (CATERING)

4
WAYS TO SELL: RESTAURANT, TRUCK, KENNYWOOD, CATERING

3.8★
GOOGLE, 178 REVIEWS

$14–$30
HANDHELDS TO 4-MEAT SAMPLER

Suggested vision. Make Rogue the Mon Valley's go-to BBQ for events and gatherings, with a restaurant whose food is as consistent as its hospitality.

Horizon	Top goal (suggested)
3 months	Fix the basics: working online ordering, correct contact info, consistent meat, every review answered.
12 months	Grow catering and truck sales 30% and lift the Google rating to 4.2★.
24+ months	Make catering 35%+ of sales, add a manager, and decide on a second outlet.

Investment (illustrative). About $37,000 in year 1 (range $15,400–$73,050), mostly a part-time catering coordinator. In the expected case, added gross profit (about $36,459) roughly covers year-1 spending: each quarter turns positive from the third quarter, and year 1 ends close to break-even. Bigger 24-month investments (catering capacity, a possible second outlet) would be loan-funded only after year-1 results prove demand.

> **First three steps:** (1) Turn online ordering back on and fix the website's contact details. (2) Write and train meat holding and takeout standards. (3) Put three priced catering packages online.

1. Starting point

Item	Details
Owners	Zach Steiner (founder and pitmaster) and Amanda Steiner (front of house), of West Mifflin.
History	2012: catering with one smoker (4 events). 2014: mobile pop-ups. 2015–16: two more smokers. 2017: porch trailer. 2018: food truck. 2020: Kennywood stand. Catering ran out of Westwood Golf Club (West Mifflin) for about 12 years. Mid-2024: restaurant opened at 601 Amity St. in the former Blue Dust space. A 4-year lease for the Kennywood location was signed in 2024.
Today	Restaurant and bar (about 60 seats, 20+ craft drafts, cocktails), food truck, BBQ shack at Kennywood, catering (weddings, tailgates, parties, corporate) and a tow-behind smoker rental. The site says it runs four smokers and uses Gerber chicken, grass-fed beef and Berkshire pork.
Hours	Tue 2–10 PM; Wed–Sat 11 AM–midnight; Sun 11 AM–10 PM; closed Monday.
Prices (2026 menu)	Starters $9–$16; handhelds $14–$17; meat plates $14–$16 (full rack of ribs $28); 4-meat sampler $30; by the pound: brisket $26, pulled pork $18. Smoker rental minimums: $800 (Mon–Thu), $1,200 (Fri–Sun) for 3 hours.
Recurring events	Wing Night Wednesday, Friday chef specials, soup of the week, Steelers watch parties, Oyster Fest (May) under the Homestead Grays Bridge, and a holiday Christmas bar starting Nov. 25, 2026.

Online snapshot (Nov. 10, 2026)

Channel	Finding
Website	Clear story and catering page. Issues: "Order Now" leads to a page saying online ordering is not available; the menu is a PDF; the footer lists three phone numbers and old emails, including the former golf club; the Contact link points to the food-truck page; placeholder "New Page" sections; the events page still features the May 9 Oyster Fest.
Google	3.8★ from 178 reviews, $10–20 per person. The owner replied to about 1 of 80 recent reviews.
Instagram	2,077 followers, about 3 posts a week (specials, soups, events); typical posts get 3–30 likes.
Facebook	3.5K followers.

What guests praise	What guests complain about
Smoked wings and Wing Night Wednesday	Dry or tough brisket, ribs and pulled pork
Friendly bartenders and servers, often named	Takeout and delivery quality, missing items
Craft beer, cocktails, a fun and quirky room; watch parties	Long waits and short staffing on busy nights
Big portions; greens and fries	Bland sides (mac and cheese, cornbread)

Local competitors

Competitor	Location	Google	Price / person	Note
Big Rig's BBQ	226 Center Rd.	4.8★ / 1,140	$10–20	Highest-rated BBQ nearby
MISSION BBQ	6541 Steubenville Pike, Robinson	4.7★ / 3,278	$10–20	National chain with a large catering program

Rowdy BBQ	3900 Saw Mill Run Blvd.	4.4★ / 802	$10–20	South Hills BBQ
Showcase Barbeque	6800 Frankstown Ave.	4.4★ / 1,706	$10–20	Smoked meats and wings
The Dream BBQ	7600 N. Braddock Ave.	4.3★ / 441	$10–20	Closest Mon Valley BBQ
Burgatory (Waterfront)	299 W. Bridge St., Homestead	4.4★ / 3,391	$20–30	Neighbor competing for the Waterfront bar-and-grill visit
Hook Fish and Chicken	605 Amity St., Homestead	4.1★ / 236	$10–20	Next door; quick takeout

Google ratings and review counts accessed Nov. 10, 2026. All listed competitors were open as of that date.

SWOT recap

Strengths

- 14 years of catering experience and four smokers
- Four sales channels (restaurant, truck, Kennywood, catering)
- Loved wings, bar team and atmosphere
- Quality sourcing story

Weaknesses (to fix)

- 3.8★ rating; meat consistency
- Online ordering off; website contact errors
- Almost no review replies
- No catering prices online

Opportunities

- Catering growing faster than restaurants
- Kennywood events nearly year-round
- Great Allegheny Passage riders pass the door
- County Main Streets support

Threats

- Costs up 36% since 2019 across restaurants
- Strong BBQ rivals (Big Rig's, MISSION BBQ)
- Winter seasonality
- Reliance on one pitmaster

2. Market opportunity

- **Catering is the growth lane.** U.S. catering is projected to grow 5.3% a year through 2032, versus about 3% growth for restaurants overall in 2025. Brands with real catering programs grew catering sales 10%–20% in early 2026. The average catering order was about $416 in 2025, and 60% of orders come from just 5% of customers, so repeat accounts matter most.
- **Catering marketplaces are rising.** About 36% of catering orders are expected to come through marketplaces in 2026, though those orders run 6%–8% smaller than direct orders. Use marketplaces to be found, then win repeat buyers directly.
- **Kennywood next door.** The park's 2026 season ran from April 18 with new spring weekends, its largest July 4 fireworks, drone shows, Bites and Pints, Phantom Fall Fest and Holiday Lights. The Rogue stand puts the brand in front of park crowds most of the year.
- **Trail traffic.** The Great Allegheny Passage, which runs past The Waterfront, draws over a million visits a year (2019 data). Reviewers mention stopping in while biking the trail.
- **The Waterfront crowd.** Neighbors like Burgatory (3,391 reviews) show the size of the shopping and dining traffic across the tracks.
- **Costs are the headwind.** U.S. restaurant expenses are up 36% since 2019, wages 41% and wholesale food 35%. A typical independent restaurant runs about 33% food, 33% labor and earns about 5% pre-tax, and 42% of operators said they weren't profitable in 2025. Catering, with planned volumes and higher order values, is one of the better ways to improve margins.

Best customer segments to pursue

Segment	Where to reach them	Offer
Offices and employers	Waterfront businesses, West Mifflin and Mon Valley employers, hospitals, schools	Drop-off lunch packages
Weddings and private parties	Local venues, The Knot and WeddingWire listings, Instagram	Smoker-on-site experience
Teams, schools and churches	Athletic boosters, PTAs, parishes, fundraisers	Per-person buffet with fundraiser nights
Game-day and tailgate groups	Steelers, Pitt and Penn State fans; watch parties	Tailgate packs by the pound
Trail riders and visitors	Great Allegheny Passage, Waterfront shoppers, Kennywood guests	Quick-serve specials, bike racks

3. Goals and strategy

Suggested goals based on public information. Rogue's owners would replace "fill in" items and adjust targets to their own numbers.

3 months: fix the basics (by Feb. 28, 2027)

Goal	Today (baseline)	Target	Initiatives
G1. Make it easy to find, order and contact	Online ordering shows "not available"; the site lists three different phone numbers and old emails; events page still promotes May 9 Oyster Fest.	Online ordering live; one phone number and email everywhere; events current every month.	#1
G2. Answer every review	Owner replied to about 1 of 80 recent Google reviews.	Reply to 90%+ of new reviews within 48 hours; ask happy guests for reviews.	#2
G3. Make the BBQ consistent	Many recent reviews call brisket, ribs or pulled pork dry or tough, especially takeout.	Written hold-time and temperature standards; new reviews average 4.3★+.	#3
G4. Put catering prices online	Catering page has no package prices; smoker rental minimum only.	Three priced packages online; 25 catering leads booked into a tracker.	#4

12 months: grow catering and fill slow days (by Nov. 30, 2027)

Goal	Today (baseline)	Target	Initiatives
G5. Lift the Google rating	3.8★ from 178 reviews.	4.2★ from 350+ reviews.	#2, #3
G6. Grow catering and truck sales by 30%	Owner to fill in 2026 catering and truck sales.	+30% vs. 2026; 40 repeat corporate or group accounts.	#4, #5, #8
G7. Build weekday traffic	Closed Mondays; Tuesday opens at 2 PM; Wing Night Wednesday is a known draw.	+15% weekday guests vs. 2026 (owner baseline).	#6
G8. Grow an audience you own	2,077 Instagram, 3.5K Facebook; email list size unknown.	5,000 Instagram followers; 1,000 email subscribers.	#7

24+ months: build the second engine (by Nov. 30, 2028)

Goal	Today (baseline)	Target	Initiatives
G9. Make catering a pillar	Catering share of sales: owner to fill in.	Catering and truck = 35%+ of total sales, with capacity to match.	#9
G10. Decide on a second outlet	Kennywood stand (4-year lease from 2024) plus one restaurant.	Go/no-go decision by June 2028 with a break-even plan; launch only if it clears.	#10
G11. Give the owners their time back	Owners run front of house and the pit.	A general or kitchen manager in place; owners at 50 hours a week or less.	#11

Initiatives

Initiative	What and why
1. Fix the website and online ordering ★ Top priority	Move the menu from a PDF onto a web page; correct phone numbers and emails; fix the Contact link; switch online ordering back on (or link a working ordering page); remove placeholder "New Page" sections; add a short description for Google. This is the cheapest way to stop losing orders.
2. Review reply and review-request system	Reply to every review, thank the good ones by name and offer a fix on the bad ones. Put a QR code on receipts and takeout bags asking for reviews.
3. Kitchen consistency program ★ Top priority	The biggest complaint is dry or tough meat, not price. Set holding times and temperatures for each meat, check them every shift, and pack takeout so sauces and sides travel separately.
4. Catering packages and sales kit	Publish three packages (drop-off, buffet, smoker on site) with per-person prices; add an online request form; list on a catering marketplace.
5. Part-time catering sales coordinator	Call offices, schools, churches, wedding venues and teams in the Mon Valley and Waterfront area. In catering, a few regular buyers drive most orders, so repeat accounts are the target.
6. Slow-day programming and trail-rider specials	Build on Wing Night Wednesday: add a Tuesday event (trivia or music), trail-rider specials for Great Allegheny Passage cyclists, and bike racks and signage.
7. Social, email and local creator marketing	Post the food, the people and the events; invite local food creators; grow an email list from online orders and the newsletter sign-up.
8. Seasonal pop-ups and festival calendar	Repeat what works: the Christmas bar (from Nov. 25), Oyster Fest under the Homestead Grays Bridge, Steelers watch parties, the truck at festivals.
9. Add catering capacity	Once catering demand is proven, add a second tow-behind smoker or upgrade a prep kitchen so the restaurant doesn't suffer on big catering days.
10. Second outlet	Study a second venue stand or truck (stadium area, events, another park) using real catering and Kennywood numbers; launch only if the numbers clear.
11. Add a general or kitchen manager	Free the owners to sell catering and plan growth.

> **If you only do two things:** fix online ordering and the website (#1), and make the meat consistent (#3). Every other goal depends on guests being able to order and liking what arrives.

4. Budget and resource plan

All amounts are **illustrative Aristeia estimates** for the Pittsburgh market, shown as **low / expected / high**. The ranges are driven by DIY vs. hired help, equipment choice and vendor pricing.

Initiative	One-time	Monthly	People and time	Who
0–3 months				
1. Fix the website and online ordering Funding: Cash flow	$500 / **$1,500** / $3,000	$0 / **$50** / $150	~10 owner hours, then 1 hr/week	Owner (Amanda) + web freelancer
2. Review reply and review-request system Funding: Cash flow	$100 / **$200** / $400	$0 / **$0** / $300	2 hrs/week	Amanda
3. Kitchen consistency program Funding: Cash flow	$500 / **$2,000** / $6,000	$0 / **$150** / $300	4 hrs/week training in month 1–2	Zach (pitmaster) + kitchen lead
4. Catering packages and sales kit Funding: Cash flow	$500 / **$1,200** / $2,500	$0 / **$100** / $250	~15 hours set-up	Amanda
Subtotal	**$1,600 / $4,900 / $11,900**	**$0 / $300 / $1,000**		
3–12 months				
5. Part-time catering sales coordinator Funding: Catering margin	$0 / **$0** / $0	$1,000 / **$1,800** / $2,600	15 hrs/week	New part-time hire or commission contractor
6. Slow-day programming and trail-rider specials Funding: Cash flow	$500 / **$1,500** / $3,000	$200 / **$400** / $800	3 hrs/week	Bar manager
7. Social, email and local creator marketing Funding: Cash flow	$0 / **$300** / $800	$150 / **$400** / $900	3 hrs/week	Amanda + freelancer
8. Seasonal pop-ups and festival calendar Funding: Event sales; county event grant (next cycle)	$1,000 / **$3,000** / $6,000	$0 / **$0** / $0	Per event	Owners
Subtotal	**$1,500 / $4,800 / $9,800**	**$1,350 / $2,600 / $4,300**		
12–24+ months				
9. Add catering capacity (smoker or commissary upgrade) Funding: SBA microloan or Progress Fund loan	$15,000 / **$35,000** / $75,000	$0 / **$300** / $800	Install + training	Zach

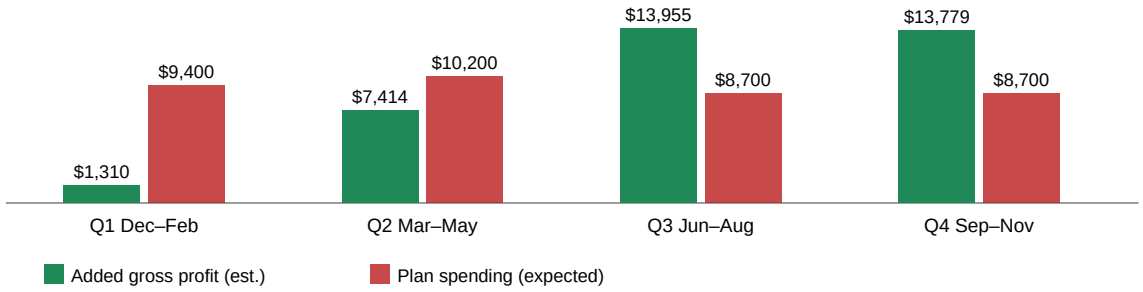
10. Second outlet: study, then launch (venue stand or second truck) Funding: SBA 7(a) or Progress Fund loan	$41,500 / **$93,000** / $180,000	$0 / **$0** / $0	Feasibility, then launch team	Owners
11. Add a general or kitchen manager Funding: Business growth	$0 / **$0** / $0	$3,500 / **$4,500** / $5,500	Full-time	Owners
Subtotal	**$56,500 / $128,000 / $255,000**	**$3,500 / $4,800 / $6,300**		

Year-1 total (Dec. 2026 – Nov. 2027): $15,400 low / **$37,000 expected** / $73,050 high. The 24+ month items (9–11) are not in year 1.

Resource gaps and how to fill them

Gap	Fill it by
Catering sales time	Part-time or commission coordinator (#5); the owners handle the largest accounts.
A second pit cook	Train an existing cook with written recipes and smoke logs by month 6.
Web and marketing skills	Short freelancer projects (#1, #7); free help through Main Streets Allegheny's Open for Business program.
Financial tracking	Monthly scorecard (Section 7) and a simple catering profit check per event.
Team pay as the business grows	Model base pay, commission and owner draw before hiring. Optional next step: Aristeia's Pay & Profit Planner add-on.

Year-1 cash view (expected case, illustrative)



Quarter	Added sales (est.)	Added gross profit (est.)	Plan spending	Net	Running total
Q1 Dec–Feb	$3,744	$1,310	$9,400	−$8,090	−$8,090
Q2 Mar–May	$21,184	$7,414	$10,200	−$2,786	−$10,875
Q3 Jun–Aug	$39,872	$13,955	$8,700	$5,255	−$5,620
Q4 Sep–Nov	$39,368	$13,779	$8,700	$5,079	−$541
Year 1	**$104,168**	**$36,459**	**$37,000**	**−$541**	

Assumptions: extra catering drop-off orders per month of 3, 8, 14, 16 by quarter at $416 (2025 national average order); extra full-service events per month of 0, 2, 4, 3 at $1,000 (between Rogue's $800 and $1,200 smoker minimums); extra weekday guests per week of 0, 20, 40, 40 at a $20 check; 35% gross profit after food and direct labor (about 33% each, per National Restaurant Association benchmarks). Calculated in code. Replace with Rogue's own numbers.

What it takes to pay back

Investment	Cost (expected)	Break-even
Catering sales coordinator	$1,800/month	About 12 extra drop-off orders a month (at $146 gross profit each) or about 5 extra full-service events (at $350 each) cover the cost.
Catering capacity (smoker or commissary)	$35,000	Pays back after about 100 extra full-service events. At 4 extra events a month, that's about 25 months.
Second outlet	$93,000	To repay the launch cost in 3 years, the outlet needs about $15,952 in monthly sales (assumes $3,000/month in fees and fixed costs). Treat as a stretch goal until the study confirms it.
General or kitchen manager	$4,500/month	Covered by about $12,857 in added monthly sales, or by freeing 20+ owner hours a week for catering sales.

5. Milestones and owners

Milestone	Target date	Owner	Depends on	Proof it's done
Website fixed: menu page, one phone number, Contact link, events current	Dec. 31, 2026	Amanda Steiner	Web freelancer	Site live; menu searchable
Online ordering working again	Dec. 31, 2026	Amanda Steiner	Ordering provider	Test order completed
Review reply routine started; QR review cards on receipts	Dec. 15, 2026	Amanda Steiner	None	Every new review answered
Meat holding and takeout standards written and trained	Jan. 31, 2027	Zach Steiner	Kitchen lead	Checklist signed each shift
Three catering packages priced and online	Jan. 31, 2027	Amanda Steiner	Food cost check	Packages page live
25 catering leads in tracker	Feb. 28, 2027	Amanda Steiner	Packages online	Lead tracker
Catering coordinator hired (part-time or commission)	Mar. 31, 2027	Owners	Packages and tracker	Signed agreement
Tuesday event and trail-rider specials launched	Apr. 30, 2027	Bar manager	Bike racks, signage	First 4 events held
Summer catering season fully booked on weekends	May 31, 2027	Catering coordinator	Coordinator in place	Calendar
Google rating 4.0★	Jun. 30, 2027	Amanda Steiner	Consistency program	Google listing
1,000 email subscribers; 5,000 Instagram followers	Nov. 30, 2027	Amanda + freelancer	Ordering and sign-up live	Platform reports
Catering +30% vs. 2026	Nov. 30, 2027	Catering coordinator	Packages, coordinator	Sales report
Catering capacity added (smoker or commissary)	Mar. 31, 2028	Zach Steiner	Loan approved	Equipment in service
Manager hired	Mar. 31, 2028	Owners	Year-1 profit	Owner hours log
Second-outlet go/no-go decision	Jun. 30, 2028	Owners	Study complete; Kennywood lease review	Written decision with break-even plan
Catering and truck at 35%+ of sales	Nov. 30, 2028	Owners	All of the above	Sales report

6. Timeline and 90-day starter checklist

24-month timeline

Initiative	Q1 Dec–Feb	Q2 Mar–May	Q3 Jun–Aug	Q4 Sep–Nov	Q5 Dec–Feb	Q6 Mar–May	Q7 Jun–Aug	Q8 Sep–Nov
1. Website and ordering								
2. Reviews								
3. Kitchen consistency								
4. Catering packages								
5. Catering coordinator								
6. Slow-day programs								
7. Social and email								
8. Pop-ups and festivals								
9. Catering capacity								
10. Second outlet study								
11. Manager								

Quarters run Dec. 2026 – Nov. 2028. Blue = 3-month basics, orange = 12-month growth, red = 24+ month investments.

90-day starter checklist

Everything here can start this week, and most of it costs nothing but time.

- ☐ Order a test meal online; write down every step that fails.
- ☐ Pick one phone number and one email; update the website footer, Google, Facebook and Instagram.
- ☐ Replace the Oyster Fest banner with the Nov. 25 Christmas bar and December events.
- ☐ Reply to the 10 most recent Google reviews.
- ☐ Print QR review cards for receipts and takeout bags.
- ☐ Write holding times and temperatures for brisket, ribs, pulled pork and wings; post them in the kitchen.
- ☐ Pack takeout sauces and slaw separately; check every takeout order before it leaves.
- ☐ Price three catering packages per person; check food cost on each.
- ☐ Turn the PDF menu into a web page.
- ☐ Start a catering lead tracker (spreadsheet is fine).
- ☐ List 30 local offices, schools, churches and venues to call in January.
- ☐ Add an email sign-up to online orders and the website.
- ☐ Plan a Tuesday event for March.
- ☐ Book a free SBDC or SCORE session to review this plan.
- ☐ Fill in the baseline numbers in the scorecard (Section 7).

7. Measures of success

Measure	Today	3 mo	12 mo	24 mo	Source	How often	Who
Google rating Average star rating, Google listing	3.8★	3.9★	4.2★	4.4★	Google	Monthly	Amanda
Google reviews Total review count	178	230	350	550	Google	Monthly	Amanda
Review reply rate Share of new reviews with an owner reply	~1%	90%	95%	95%	Google	Weekly	Amanda
New-review average Average stars of reviews posted this month	Fill in	4.3★	4.4★	4.5★	Google	Monthly	Zach
Catering leads New inquiries per month	Fill in	+8	+20	+30	Lead tracker	Weekly	Coordinator
Catering orders Orders and events per month	Fill in	+3	+16	+25	POS / tracker	Monthly	Coordinator
Catering share of sales Catering + truck ÷ total sales	Fill in	—	25%	35%	POS / books	Monthly	Owners
Weekday guests Tue–Thu guest count	Fill in	+5%	+15%	+20%	POS	Weekly	Bar manager
Online orders Online orders per week	0 (ordering off)	25	75	120	Ordering platform	Weekly	Amanda
Email subscribers List size	Fill in	300	1,000	2,500	Email tool	Monthly	Amanda
Instagram followers Followers	2,077	2,800	5,000	8,000	Instagram	Monthly	Amanda
Food cost Food purchases ÷ food sales	Fill in	≤33%	≤33%	≤32%	Books	Monthly	Zach

"Fill in" = owner's own number, not public. Catering and weekday targets are increases over that baseline.

Review rhythm

- **Weekly (15 min):** review replies, leads, online orders, weekday guests.
- **Monthly (1 hour):** fill in the scorecard below; compare to targets.
- **Quarterly (half day):** review the plan; move money between initiatives.
- **Change course if:** the new-review average stays under 4.0★ for two months (pause growth, fix quality); catering leads are under half the target for a quarter (change channels); or cash runs below a 2-month reserve (pause initiatives 5–8).

Monthly scorecard (year 1)

Print and fill in, or ask for the spreadsheet version.

Measure	Target	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Google rating	4.2★												
Google reviews	350												
Review reply rate	95%												
New-review average	4.4★												
Catering leads	+20												
Catering orders	+16												
Catering share of sales	25%												
Weekday guests	+15%												
Online orders	75												
Email subscribers	1,000												
Instagram followers	5,000												
Food cost	≤33%												

8. Risks and plan B

Risk	Likelihood	Impact	Why it matters	Plan B
Cash crunch in winter	Medium	High	Kennywood and festivals are seasonal; the plan front-loads small costs and pays for the coordinator from catering margin.	Pause initiatives 5–8; push the holiday bar and catering for holiday parties; keep a 2-month cash reserve.
Food quality stays inconsistent	Medium	High	Reviews already flag dry or tough meat; growth would magnify it.	Hold catering growth until new-review average reaches 4.3★; Zach signs off on standards weekly.
Key person: one pitmaster	High	High	Zach runs the smoke; illness or burnout stops catering and the restaurant.	Train a second pit cook by month 6; write recipes and smoke logs.
Competition for catering	Medium	Medium	Big Rig's (4.8★) and MISSION BBQ (national catering program) compete for the same events.	Lead with the on-site smoker experience, local story and quick quotes.
Food safety or regulation	Low	High	One review alleged an ice-machine issue; a bad inspection would hurt the rating and catering trust.	Monthly self-inspection, ice-machine cleaning schedule, and a written response process.
Kennywood lease renewal	Medium	Medium	The 4-year Kennywood lease signed in 2024 comes up around 2028.	Start renewal talks in early 2028; build the second-outlet study around the answer.

9. Funding and support options

Program	Details	Best use in this plan	Where
SBA Microloan	Up to $50,000; typically 8%–13%; up to 7 years (Bankrate, Mar. 2026)	Equipment, catering capacity (initiative 9)	Through SBA intermediary lenders; ask Bridgeway Capital or the SBDC for referrals
SBA 7(a) loan	Variable max rate 13.25% (≤$50K) to 12.75% ($50K–$250K), prime 6.75% (Mar. 2026)	Second outlet (initiative 10)	Most banks and CDFIs; needs a business plan, which this document supports
The Progress Fund	Loans from $20,000 to $1M+, plus business coaching; focus on trail-town businesses	Equipment or second outlet; Rogue sits next to the Great Allegheny Passage	progressfund.org
Bridgeway Capital	Pittsburgh-area CDFI small-business loans	Working capital or equipment	bridgewaycapital.org
Main Streets Allegheny	County program (more than $5M). Free expert consults (Open for Business) open now; event grants closed Aug. 14, 2026 (watch for next cycle); small-business grants and loans "coming soon"	Pop-ups and festivals (8); marketing and accounting help	alleghenycounty.us; mainstreetsallegheny@alleghenycounty.us

Duquesne University SBDC	Free one-on-one consulting	Plan review, loan packaging, financial projections	sbdc.duq.edu
SCORE Pittsburgh	Free volunteer mentoring	Plan review, marketing	score.org/pittsburgh
Not a fit	URA Pittsburgh programs serve businesses inside City of Pittsburgh limits (Homestead is outside). PIDA loans target manufacturing and industrial projects. PA HDBA micro-grants apply only to historically disadvantaged businesses.		

Program details as published; confirm eligibility, rates and open dates with each program before applying.

10. Sources

All accessed November 10, 2026.

- Rogue BBQ website: home, restaurant and events, catering, 2026 menu (PDF); online ordering page
- Google Maps listings: Rogue BBQ (601 Amity St.), Big Rig's BBQ, MISSION BBQ (Robinson), Rowdy BBQ, Showcase Barbeque, The Dream BBQ, Burgatory (Homestead), Hook Fish and Chicken
- Instagram @roguebbqpgh; Facebook
- TribLive, "Rogue BBQ opens in Homestead" (July 2024)
- WPXI / Pittsburgh Business Times, "Rogue BBQ now open in Homestead" (Aug. 2024)
- Patch, Waterfront area getting new bar and restaurant (July 10, 2024)
- Kennywood, Rogue BBQ dining page; CBS Pittsburgh, what's new at Kennywood in 2026
- Food On Demand, "Catering outpaces restaurant industry growth" (July 15, 2026; Monkey 2026 State of Catering)
- National Restaurant Association, elevated costs and profitability (July 8, 2026)
- American Trails, Great Allegheny Passage economic impact report
- Bankrate, SBA loan rates (Mar. 31, 2026)
- The Progress Fund; Main Streets Allegheny; Allegheny County grant bulletin (Feb. 20, 2026)
- PA DCED, HDBA micro-grants (Feb. 24, 2026); URA Pittsburgh Business Fund
- Duquesne University SBDC; SCORE Pittsburgh

About this plan. Aristeia Innovations' Business Development Plan turns an owner's goals into a step-by-step plan they can follow and measure. Researched with AI, verified and edited by a person. Questions: info@aristeiainnovations.com · (724) 508-3372.