



LOBECK TAYLOR FAMILY FOUNDATION

2022 IMPACT REPORT



A LOOK BACK

The Lobeck Taylor Family Foundation (LTFF) has been supporting the Tulsa community for 25 years, continually focused on making Tulsa an innovative, collaborative and thriving city.

In 2016, after recognizing that more than 30% of food businesses failed within the first five years, LTFF believed there was a positive correlation between support and success of aspiring food entrepreneurs and created Kitchen 66 to reduce barriers with an emphasis on helping underserved communities. The Kitchen 66 Launch Program kicked off with its first cohort, ready to help start-up entrepreneurs go from recipe to reality by providing a 12-week business training course, equipping students with the skill building and knowledge needed to launch a business.

While the Launch Program gained tremendous interest from the entrepreneurial community in Tulsa, the next void seen by LTFF was the need for a place for these entrepreneurs to test their business concept without the financial risk of opening a full-scale brick-and-mortar business, thus Mother Road Market was opened in November of 2018. Oklahoma's first and only nonprofit food hall decreases barriers by providing entrepreneurs with the opportunity to use a small shop model to test and scale their latest concept. Mother Road Market boasts a community space where Tulsans and travelers alike can eat, sip and shop while supporting more than 20 local food and retail concepts.

In 2020, Shops at Mother Road Market was created to help lower barriers for retail entrepreneurs by providing access to affordable space.

LTFF officially broke ground on a \$7 million Tax Increment Funded project, focused on beautifying the area, increasing safety, creating equitable development opportunities and encouraging walkability.

After celebrating 25 years of LTFF in 2022, the staff and board are excited for what's to come over the next 25 years.

A LETTER FROM THE CEO

If I could describe 2022 in one word, it would be "opportunity". An opportunity to rebuild after the COVID-19 pandemic, an opportunity to reconnect with the community and an opportunity to continue breaking down barriers for entrepreneurs.

The Kitchen 66 Program saw tremendous growth, welcoming two new cohorts of Spanish speaking businessmen and women to the Cocina 66 Launch Program and helping them on their entrepreneurial journey. Additionally, a total of 20 students graduated from the Kitchen 66 Launch Program, opening them up to new avenues within the Tulsa food scene.

Mother Road Market, Oklahoma's first and only nonprofit food hall, welcomed over half a million visitors through its doors and supported a wide range of food entrepreneurs who collectively generated over \$5 million in food sales.

As Tulsa stands proud as the nationally recognized Capital of Route 66 and makes headway in revitalization efforts along the historic Route, Lobeck Taylor Family Foundation continued the building of an equitable destination district known as the Tulsa Market District.

The staff and board at LTFF are excited to continue being champions for advancing equity, supporting entrepreneurs and building generational wealth.



DO GOOD x EAT WELL x SHOP LOCAL,
BRIAN PASCHAL, CEO OF LOBECK TAYLOR FAMILY FOUNDATION

KITCHEN 66

Kitchen 66 is Tulsa's first food incubator and kickstart kitchen, founded in 2016 in an effort to grow Tulsa's local food community, promote entrepreneurial thinking and spur economic opportunity. Kitchen 66 originated in the Sun Building, allowing start-up food entrepreneurs a place to test their business concepts with the downtown lunch crowd. Soon realizing the need for an educational program to help start-up entrepreneurs take their ideas from recipe to reality, Kitchen 66 created the Launch Program, 12-week business training course where a community of industry experts equips students with the skill building and knowledge needed to launch a business. Additionally, the Launch Program walks students through the process of attaining proper licensing and provides opportunities to benefit from rentable commercial kitchen spaces and sales avenues at Mother Road Market. **Kitchen 66 is proud to report that from 2016 to 2021, there have been 110 graduates of the Launch program.**

In addition to the Launch Program, Kitchen 66 offers sales opportunities to members, the perfect testing ground for restaurant, food truck and consumer packaged goods concepts.

The Kitchen 66 Takeover Cafe and Landmark Food Truck are pop-up restaurant spaces at Mother Road Market where entrepreneurs gain practical experience in developing pricing and profitability, testing recipes, gaining customer feedback, increasing brand exposure and experience running both back and front of house.

The Kitchen 66 General Store gives food entrepreneurs that work on packaged products a sales platform to grow and scale their products alongside other established Oklahoma makers.

In 2021, community leader Elian Hurtado, UMA Tulsa and Kitchen 66 collaborated on a new project called Cocina 66. This pilot program was an adapted Spanish version of the Kitchen 66 Launch Program. Participants of the Cocina 66 program learn skills ranging from marketing and public relations to securing business financing and permits. Additionally, participants have access to commercial kitchen space and pop-up spaces inside Mother Road Market. In the spring of 2022, Elian Hurtado and the Kitchen 66 team launched the second Cocina 66 cohort as a full time program of Lobeck Taylor Family Foundation.



2022 KITCHEN 66 PROGRAMS BY THE NUMBERS

TAKEOVER CAFE SALES:

\$364,908

GENERAL STORE REVENUE:

\$127,230

LANDMARK FOOD TRUCK:

\$66,048

COMMERCIAL KITCHEN
HOURS BOOKED:

6,336

20

KITCHEN 66 LAUNCH
PROGRAM PARTICIPANTS

60% FEMALE OR
CO-FEMALE OWNED

15% LATINX OWNED

45% BIPOC OWNED

19

COCINA 66 LAUNCH
PROGRAM PARTICIPANTS

84% FEMALE OWNED

84% LATINX OWNED

66%

OF BUSINESSES THAT
GRADUATED FROM THE
2021 & 2022 KITCHEN 66
LAUNCH PROGRAM
COHORTS ARE STILL IN
OPERATION



As Tulsa's kickstart kitchen, Kitchen 66 (K66) decreases barriers to success for food entrepreneurs by offering access to affordable commercial kitchen space, business training programs like the Launch Program, as well as sales and distribution support through pop-up space at Mother Road Market in K66's Takeover Cafe, Landmark Food Truck and General Store. **Intentionally prioritizing diversity, equity and inclusion since it opened in 2016, Kitchen 66 has served over 200 food entrepreneurs including immigrants from 20 countries.**



LeRoux's Kitchen

LeRoux's Kitchen started with Renauld Porter at 13 years old, learning to cook on his own, tinkering with family recipes and eventually creating his own rules and recipes. Add in partner and co-owner Gabie Casteñada, whose love of scratch cooking matched Renauld's, plus a pandemic and LeRoux's Kitchen was born. Set on bringing a love of Creole food to Tulsa, Renauld and Gabie found the Kitchen 66 Launch Program to help take their business to the next level. After completing the program, LeRoux's became a fan-favorite in the Takeover Cafe, inside Mother Road Market. After an open call for interested food businesses to apply for an available space at MRM, LeRoux's was chosen as a top-five finalist. More pop-ups, business planning and work with the LTF leadership team led to Renauld and Gabie being offered a permanent spot in Spring 2023.

"When your imagination becomes a reality, it's a wonderful feeling," said Gabie and Renauld of LeRoux's Kitchen. "We often remember how it all started, from conversations on the couch to completing the Kitchen 66 Launch Program to now opening a permanent spot inside Mother Road Market. This space represents our hard work and dedication, but certainly would not be possible without the consistent support of the community."



Big Dipper Creamery

Big Dipper Creamery began as an idea in Portland, where Sami Cooper and her husband, Brian, first encountered small-batch ice cream. After working at a local ice cream shop, Sami found inspiration and passion that would turn into Big Dipper Creamery.

Fast forward to 2017, back in Tulsa, Oklahoma, Sami bought a 3-quart batch freezer off the internet and dove into the creative culinary process. Ready to launch her ice cream cart business, Sami rented commercial kitchen space from Kitchen 66's original location in downtown Tulsa. Eventually, Sami and Brian applied for and were accepted into the second cohort of the K66 Launch Program. From there, Big Dipper Creamery was asked to occupy one of the first spots in Mother Road Market (MRM). After successfully running this popular ice cream shop inside MRM for three years, Sami and her team opened a second location in Sand Springs, Oklahoma, in 2022, followed by a third location on Brookside in 2023.

"I love the community and being part of something local. I cut my teeth at Mother Road Market and hold a very special space for this place in my heart. Through our years at MRM, we have learned so much about operating our business, survived a global pandemic, welcomed a second child and have now grown into our second and third locations!"

MOTHER ROAD MARKET

Mother Road Market (MRM) is a community space located on Route 66 where Tulsans and travelers alike can eat, sip and shop while supporting more than 20 local food and retail concepts. Mother Road Market is committed to giving entrepreneurs the opportunity to use the shop small model to pilot test their latest concept without the burdensome financial investment of opening a full scale restaurant or retail space.

Within one year after its grand opening in 2018, MRM surpassed \$7.5 million in overall sales and created more than 250 new jobs, generating millions of dollars in economic impact annually.

Aside from housing local food and retail businesses, MRM is also home to a full service bar, nine holes of Route 66 themed mini golf, a sprawling, enclosed patio, murals by local artists and additional shopping next door at the Shops at Mother Road Market.

In 2020, Shops at Mother Road Market was created to help lower barriers for retail entrepreneurs by providing access to affordable brick-and-mortar retail locations, marketing and communications support and more. Today, Tulsans and travelers can find everything from a popular t-shirt shop to Visit Tulsa's Visitors Center to a home and garden store and more.



2022 MOTHER ROAD MARKET BY THE NUMBERS

544,000

VISITORS

VISITORS FROM

ALL 50

STATES

THREE

NEW FOOD AND
RETAIL CONCEPTS

\$5,804,000

IN FOOD SALES AND

\$610,263

IN RETAIL SALES

BIPOC OWNED
BUSINESSES MAKE
UP **34%** OF MRM'S
OVERALL SALES

51

COMMUNITY EVENTS
HOSTED BY MOTHER
ROAD MARKET

75%

OF MERCHANTS GREW
OR MAINTAINED THEIR
EMPLOYMENT COUNT

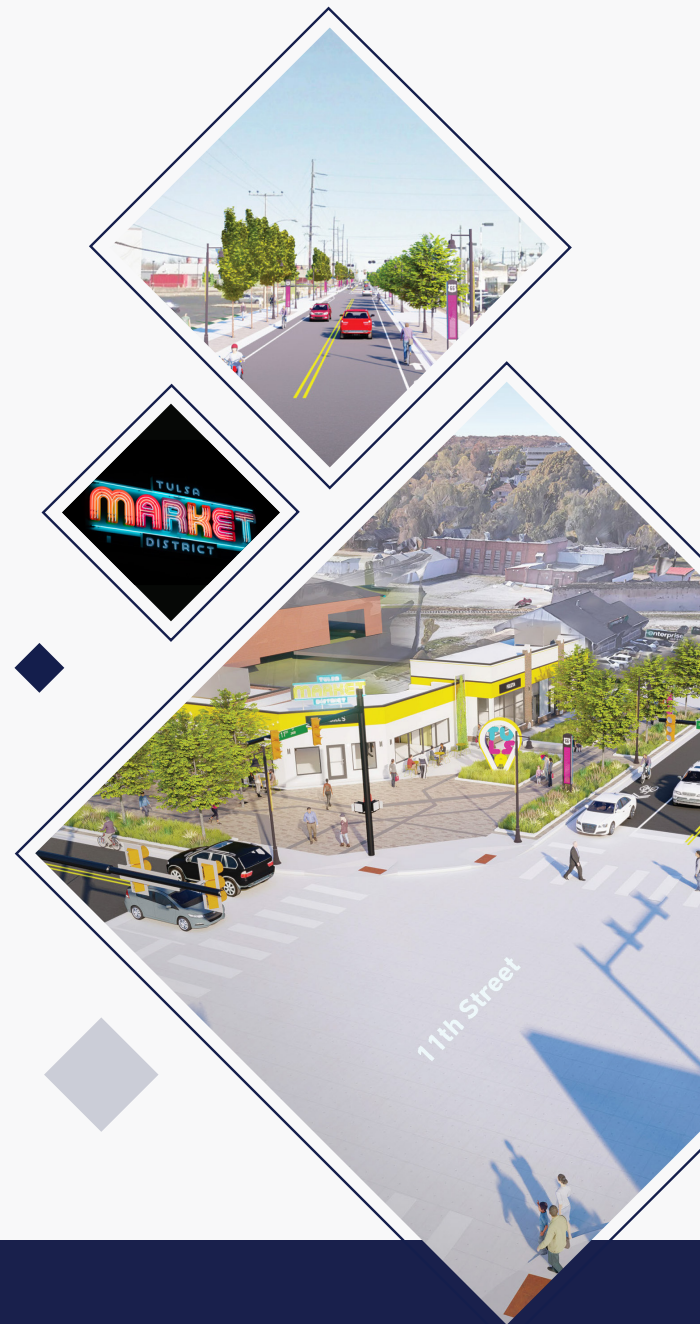
\$481,933

IN WEL BAR SALES



TULSA MARKET DISTRICT

Tulsa Market District is a wildly diverse area known as the hot-bed for things that are distinctly Tulsa: local food, entrepreneurs and makers. Tulsa Market District complements the equitable placemaking activations the Lobeck Taylor Family Foundation committed to implementing through grants along 11th street over the next five years. This kicked off in 2021 with the beginning of a Tax Increment Funded streetscape project between LTFF and City of Tulsa. This comprehensive project focused on enhancing the District, making it a true destination with brighter streets, beautiful trees, native plants, and wider sidewalks. We will celebrate the substantial completion of this project later this year.



LOOKING AHEAD

In 2023, Kitchen 66 (K66) is continuing its commitment to education through the Launch Program with one cohort running over the summer and two Cocina 66 cohorts running in Spring and Fall. Mother Road Market has already opened a new food concept in 2023 with LeRoux's Kitchen and is welcoming three more businesses this summer with pure food + juice, Southwood Home & Garden and the Visit Tulsa Visitor's Center. Mother Road Market is looking forward to strengthening their partnership with University of Tulsa as an extension of their meal program by accepting Hurricane dollars. With the substantial completion of construction along 11th & Lewis, MRM should see increased visitors to the market and Route 66. Mother Road Market, along with all the businesses in the Tulsa Market District, are gearing up for the Route 66 centennial in 2026! LTFF and all its programs are currently working with AAA Road Fest and the Route 66 Commission to make Tulsa the spot for travel fans to celebrate 100 years of innovation and entrepreneurship along with Mother Road.

THANK YOU

Leadership

BRIAN PASCHAL
KATY HALL
CINDY D. ROECKER

CHIEF EXECUTIVE OFFICER
CHIEF COMMUNICATIONS OFFICER
CHIEF FINANCIAL OFFICER

Communications & Events

CARLY FUSSELL
CLAIRE LEMASTER
CORY ROSS

PUBLIC AFFAIRS STRATEGIST
BRAND DIRECTOR
EVENTS & HOSPITALITY MANAGER

Finance & Administration

KAREN ELZEA
ANNE GADDIS
ANDREA ROBINSON
ALI WARNER

EXECUTIVE ADMINISTRATIVE ASSISTANT
HUMAN RESOURCES SPECIALIST
OFFICE ADMINISTRATOR
DIRECTOR OF FINANCE & ADMINISTRATION

LT Operating Foundation Programs

ABEL AGUILAR
ALLISON BRIDGER
DEVIN CURRIER
DAINA PAUL
KARISSA SMITH
TAMARA THOMAS
JEFF THOMPSON

KITCHEN & PROGRAM MANAGER
PROGRAM & MEMBERSHIP MANAGER
OPERATIONS MANAGER
THE WEL BAR MANAGER
KITCHEN 66 PROGRAM DIRECTOR
MARKET MANAGER
STRATEGIC OPERATIONS MANAGER

Board

ELIZABETH FRAME ELLISON
WILLIAM LOBECK
KATHY TAYLOR
MARGARET L. PELLEGRINI
THOMAS C. KENNEDY

CHAIR OF THE BOARD
CO-FOUNDER & BOARD MEMBER
CO-FOUNDER & BOARD MEMBER
BOARD MEMBER
BOARD MEMBER

FOLLOW US ON SOCIALS



[FACEBOOK.COM/MOTHERROADMARKET](https://www.facebook.com/motherroadmarket)



[INSTAGRAM.COM/MOTHERROADMARKET](https://www.instagram.com/motherroadmarket)



[FACEBOOK.COM/KITCHEN66TULSA](https://www.facebook.com/kitchen66tulsa)



[INSTAGRAM.COM/KITCHEN66TULSA](https://www.instagram.com/kitchen66tulsa)



[FACEBOOK.COM/LOBECKTAYLOR](https://www.facebook.com/lobecktaylor)



[LINKEDIN.COM/COMPANY/LOBECK-TAYLOR-FAMILY-FOUNDATION](https://www.linkedin.com/company/lobeck-taylor-family-foundation)

