



Purpose

The Foundation for Regeneration ('FFR') is dedicated to creating meaningful placemaking projects that catalyze economic development and ecological health in Kansas City.

Goal

To create strong industry and quality jobs in a beautiful natural setting.

Placemaking Defined

Placemaking is the process of creating quality places where people want to live, work, play and learn.

Regeneration

Regeneration restores depleted systems, creating new energy, vitality, and conditions for thriving living systems.

Technical Assistance

Unlocking Value in Overlooked Assets

We provide high-impact advisory services to public agencies, developers, and operators tackling complex redevelopment and regeneration challenges. From strategy to capital alignment, we turn vision into execution.



Area-Wide Strategy

Market repositioning for disinvested industrial corridors



Industry Insight

Circular economy, blended finance, and agricultural infrastructure



Site Feasibility

Highest and best use, redevelopment pathways, and risk management



Operator Support

Operational audits, business expansion strategy, and capital stack design

What We Deliver:

- Area-Wide Strategy:**
Market repositioning for disinvested industrial corridors
- Industry Insight:**
Circular economy, blended finance, and agricultural infrastructure
- Site Feasibility:**
Highest and best use, redevelopment pathways, and risk mitigation
- Operator Support:**
Operational audits, business expansion strategy, and capital stack design

Featured Projects:

- Blue River Valley Phase I: Discovery Report**
Repositioned 1,149-acre corridor with regenerative investment roadmap.
- Blue River Valley Phase II: Pilots**
Deployed \$1M → Catalyzed \$20.3M in economic activity.
- KC Metro Circular Economy MFA**
Identified \$250M+ in recoverable waste; 5,000-job potential.
- Circular KC Network**
Instigated regional circular economy hub with 200+ stakeholders.
- KCMO Recycling Infrastructure**
Secured \$5.5M zero-interest loan to scale curbside recycling.
- Kerr-McGee Redevelopment Plan**
Revitalizing 109-acre EPA site with community-focused plans.



HEART FOREST OVERVIEW: **Regenerating the Heart of America**

**Right now, it's just a forest.
But when we're done it will be:**



A project that
spans generations



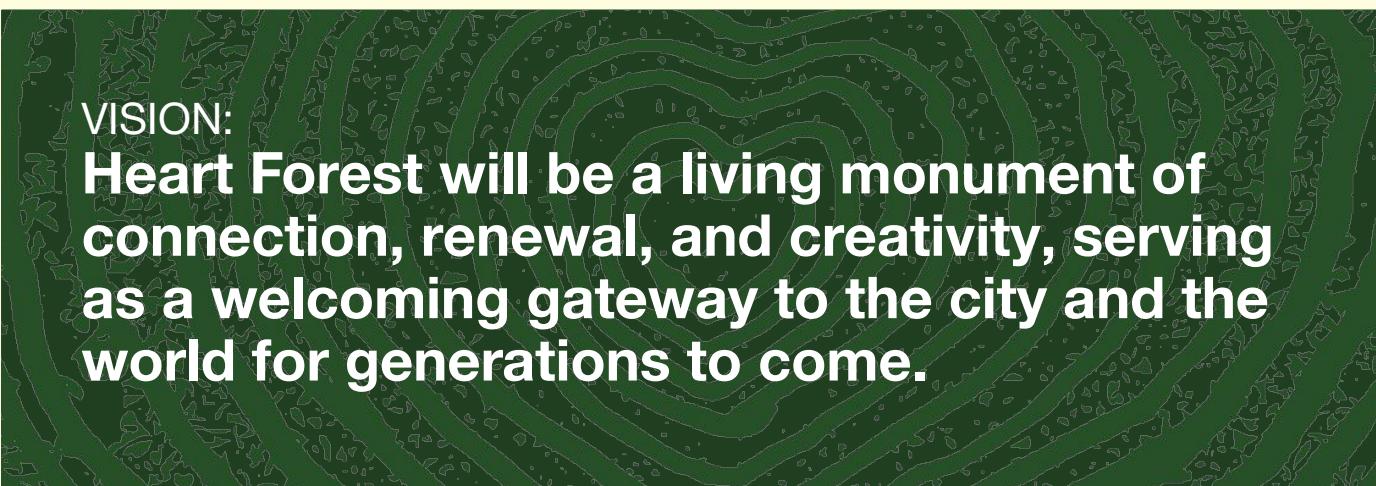
A symbol for the
Heart Of America



A living forest
ecosystem



A sacred
gathering spot



VISION:

Heart Forest will be a living monument of connection, renewal, and creativity, serving as a welcoming gateway to the city and the world for generations to come.

About the Heart Forest:

- Initiated by Chief Leon Shenandoah and UN official Robert Muller at a 1987 Peace Conference, the Heart Forest was planted in April 1990 at Kansas City International Airport by volunteers led by architect Bob Berkebile.
- Now fully grown, the forest spans **8 acres with 1,674 trees reaching 50 feet tall** at 14569 NW 104th St, Kansas City.
- Planted to become the world's largest heart-shaped forest, it gained wide attention in the 1990s through magazines, newspapers, billboards, city council declarations, involvement from Boy/Girl Scouts and Garden Clubs, etc. —well before the era of social media and the internet.
- The Heart of America Forest is stewarded by the Kansas City based 501c3 Foundation for Regeneration, Inc (EIN 92-1473069).



These aerial photos were taken nearly 30 years apart. If you look closely, you can see people holding hands around the heart.

Where We Are Today:

2024 WORK COMPLETED: Community-driven Restoration

- 12 year lease by the Foundation for Regeneration with KCAD.
- 1 mile trail around and through the heart built by 500 volunteers.
- Tree inventory performed by forester Molly Gosnell.
- Donations from Hallmark and Barkley.
- Recent press: The heartland really does have a heart.
<https://www.deseret.com/faith/2024/06/16/heart-forest-kansas-city-restoration-latter-day-saints/>

2025 PRIORITIES: Momentum toward Transformation

- Integrate concept with KC Aviation Solar Array Developers.
- Site Initial Artist Installation & Operationality.
- Public Opening Evening Ceremony.
- Material Fundraising Traction.
- Finalize Heart Forest's site plan and engineer rendering for Aviation Department Notice to Proceed for Construction.
- Finalize Partnership and in-kind donations with KC Parks, Missouri Department of Conservation, and University of Missouri Extension.

Learn how to support the Heart Forest on page 6.



CIRCULAR ECONOMY CAMPUS: **Kerr-McGee, A First of Its Kind Campus**

**Turning waste into value,
Restoring land into legacy.**



Revitalize Land

Turning a 40 year brownfield into a productive site.



Reimagine Waste

Diverting food waste into energy, protein, and compost, merging industry with nature.



Sustainable Jobs

Generates lasting 'green collar' jobs in organics manufacturing.



Market Leadership

Establishes KC as a circular economy leader

VISION:

Transform a remediated industrial site into an \$80M Circular Economy Campus that diverts waste, creates jobs in organics manufacturing, and conserves land through innovative, regenerative industry.

About Circular Economy Campus:

On 109 acres of remediated industrial land, we are building a \$80M Circular Economy Campus—a national model where waste becomes opportunity. By combining three proven technologies in one location, we create new value, protect ecosystems, and spark sustainable growth.

Organics Manufacturing: Food waste is collected and “depackaged” to feed three processes:

1. Black Soldier Flies turn waste into protein, oil, and organic fertilizer (Phase 2)
2. Anaerobic Digestion converts organics into renewable natural gas (Phase 1)
3. Composting recycles material into nutrient-rich soil (Phase 1).

Together, these processes **reduce landfill waste, lower emissions, and create good local jobs.**

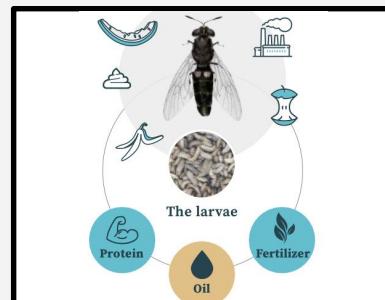
Conservation Agriculture

While advancing industry, we are also restoring nature:

- **Tree Nursery:** Supplying native and food-producing trees for restoration across the region on 5 acres.
- **Agroforestry:** Planting nearly 2,000 elderberry, pecan, and walnut trees to stabilize the floodplain, capture carbon, and provide food on 22 acres.
- **Forest Preservation:** Protecting nearly 50 acres of valuable hardwood forest.

Where We Are Today:

- **Completed:** Site Redevelopment Plan.
- **In Progress:** Long-term lease with purchase option pending final agreement and DNR approval.
- **Next Step:** Finalize Anchor Tenant Partnership.



Depackaging food waste, anaerobic digestion to renewable natural gas, black soldier fly to insect oil, composting, agroforestry, tree nursery, forest restoration

Learn how to support the Circular Economy on page 10.



ROUND GROVE OVERVIEW:

A Place Worth Building, Together

**New life for once-forgotten site.
Where community, health & opportunity thrive!**



Inclusive Living

Build 200–400 quality, affordable homes for all generations.



Land Renewal

Transform a brownfield into a regenerative farm and green space.



Wellness Focus

Create a hub for health, fitness, and Blue Zone-inspired living.



Economic Vitality

Support local businesses, artisans, and eco-tourism.

VISION:

Round Grove transforms overlooked land into a thriving, wellness-focused community, restoring nature, supporting entrepreneurs, and families, and inspiring sustainable living.

About Round Grove:

Just south of Arrowhead Stadium, a once-overlooked site is being reborn. Round Grove is a bold experiment in how we live, grow, and care for one another.

This \$100 million, 200-acre development transforms the Municipal Farm into a wellness-focused community where families thrive, entrepreneurs grow, and the land is restored. Inspired by Blue Zones, Round Grove combines housing, agriculture, trails, and wellness amenities.



Greenhouses, sustainable livestock & aquaculture produces nutrient-rich food for local area

Site Features:

- 200–400 high-quality, affordable homes
- 25-acre farm regenerative farm campus
- Main lodge and wellness hub
- Regional trailhead and outfitter
- Mixed-use community center
- Craft cidery and woodshop
- Light industrial and maker space

Economic Drivers:

- Local vendors, sawmill, and on-site management create jobs
- Trailhead, wellness, eco-tourism, and Arrowhead events attract visitors and education

Mobility & Recreation:

- Regional trailhead, sidewalks, and KCATA transit connections
- Pool, gym, horseback riding, and community gathering spaces

Safety & Preparedness:

- Security cameras, monitored boundaries, storm shelter, first aid, and safety teams

Sustainability & Resilience:

- Regenerative farm with food storage
- Renewable, redundant energy systems
- Off-grid, non-toxic, efficient buildings

A Site with History:

- **Early Uses (1900s–1960s):** TB hospital, prison, potters' fields, and farmland
- **Later Uses:** Industrial and municipal activities including concrete plant, mining, and hazardous waste storage
- **Today:** Brownfield site with community gardens and adjacent military and municipal facilities

Where We Are Today:

- **April 2014:** KC Council adopts Sustainable Reuse Plan with input from community, industry, and environmental groups
- **April 2022:** FFR releases Discovery Report, identifies Municipal Farm as key urban renewal site
- **June 2024:** City issues RFP; FFR and Community Builders selected as co-developers
- **Current:** Finalizing term sheet with KCMO City Manager.

Learn how to support the Round Grove on **page 14**.