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FOR IMMEDIATE RELEASE
September 5, 2025

Clay and Platte Counties Unite to Launch “Go North KC” Tourism Collaboration

Clay County, MO – The Clay County Commission has officially approved a contract with Platte County, marking a new era of collaboration under the emerging **Go North KC** brand. This partnership signifies a deliberate and strategic step toward uniting the Northland’s communities, attractions, and experiences under one voice to elevate tourism in the region.

While the decision was finalized at last evening’s Commission meeting, its impact promises to be far-reaching. The agreement reflects a shared commitment by both counties to showcase the Northland as a destination in its own right—one that is rich in history, culture, recreation, and Midwest hospitality.

“Go North KC isn’t just a brand—it’s a movement,” said **Megan Sahlfeld, Clay County Marketing and Tourism Manager**. “By working together, we can shine a brighter spotlight on all that the Northland has to offer, from our festivals and parks to our local businesses and hidden gems.”

Jennifer Goering, Platte County Convention & Visitors Bureau Director, added: “The Northland is stronger when we work together. This partnership reflects the shared vision of our communities to create opportunities for growth, welcome new visitors, and celebrate the character that makes this region truly unique.”

The collaboration brings together the strengths of both counties to create a unified tourism identity, made possible through grants provided by the Missouri Division of Tourism and the support of local municipalities, chambers of commerce, and dedicated community stakeholders. Plans are already underway for a new regional tourism website, enhanced digital tools, and joint promotional campaigns designed to connect visitors and residents with the diverse offerings north of the river.

This milestone builds upon the growing momentum of the Northland’s communities as they prepare for significant opportunities ahead, including the 2026 FIFA World Cup and other large-scale events expected to draw international attention.

The “Go North KC” brand embodies the quiet confidence of a region that has long welcomed visitors with open arms and is now stepping forward with a stronger, more unified message.