

GoNorthKC

Go North KC: Uniting Clay & Platte Counties Under One Regional Brand

Go North KC is a bold, collaborative initiative between Clay County and Platte County, Missouri, designed to showcase the best of the Northland to residents, visitors, and a global audience ahead of the 2026 FIFA World Cup—and long after it. By combining resources, talent, and vision, the project aims to elevate the entire Northland as a vibrant destination for tourism, business, and community pride.

At the heart of the project is a new, expansive website that will serve as the region's digital front door. The site will feature:

- A comprehensive regional events calendar
- A searchable directory of restaurants, hotels, and points of interest
- Unique landing pages highlighting each city and community across both counties
- A robust marketing strategy, supported through state-level grant matches and jointly funded by Clay and Platte Counties, ensuring regional impact and sustainability

To generate excitement now, Go North KC has launched the Tap Into Local digital pass—a gamified mobile passport that encourages exploration of local breweries, wineries, and other businesses. .

More than a World Cup project, Go North KC is a legacy effort—uniting two counties under one brand to drive economic development, strengthen community pride, and increase visibility of the Northland on a national and international scale.

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