

AN ORDINANCE AUTHORIZING THE CITY MANAGER TO ENTER INTO A MEMORANDUM OF UNDERSTANDING WITH CLAY AND PLATTE COUNTIES TO DEVELOP A COLLABORATIVE DIGITAL PLATFORM TO PROMOTE REGIONAL TOURISM AND ECONOMIC DEVELOPMENT WITHIN THE TWO-COUNTY REGION.

WHEREAS, Clay and Platte County, MO have created a joint marketing venture to develop a website entitled GoNorthKC.com that promotes regional tourism and economic development within the Kansas City northland region; and

WHEREAS, Clay and Platte County have encouraged municipalities within the northland area to enter into a Memorandum of Understanding (MOU) to partner in the development of the GoNorthKC.com website; and


WHEREAS, once established, the City of Gladstone will be able to use the digital platform to promote special events and economic development opportunities in Gladstone; and

WHEREAS, the City of Gladstone has a desire to work collaboratively with other partners to promote tourism, special events, and economic development opportunities in the area, specifically in light of the upcoming FIFA World Cup Soccer event in 2026.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF GLADSTONE, MISSOURI, AS FOLLOWS:

THAT, the City Manager is hereby authorized to enter into the proposed Memorandum of Understanding, in substantially the form attached hereto and incorporated herein, with Clay and Platte County for the development of a collaborative digital platform to promote regional tourism and economic development, and to take any other such measures as may be required to ensure the execution of the agreement.

INTRODUCED, READ, PASSED, AND ADOPTED BY THE COUNCIL OF THE CITY OF GLADSTONE, MISSOURI, THIS 14TH DAY OF JULY 2025.



Mayor Les Smith

ATTEST:



Kris Keller, City Clerk

First Reading: July 14, 2025

Second Reading: July 14, 2025



Request for Council Action

RES ☐ #

BILL ☒ # 25-22

ORD ☒ # 4.706

Date: 6/27/2025

Department: General Administration

Meeting Date Requested 7/14/2025

Public Hearing: Yes ☐ Date: Click here to enter a date.

Subject: An Ordinance authorizing the City Manager to enter into a Memorandum of Understanding with Clay and Platte Counties to develop a collaborative digital platform to promote regional tourism and economic development within the two-county region.

Background: Clay and Platte Counties have partnered to launch a joint initiative focused on promoting regional tourism and economic development through the creation of a new website, GoNorthKC.com. This collaborative platform aims to highlight attractions, events, and business opportunities north of the river, showcasing the region as a vibrant destination. The City of Gladstone has the opportunity to join this regional effort by contributing \$5,000.00 toward the project. Participation would grant Gladstone the ability to feature local events and economic development initiatives on the site, helping to draw visitors and investment to the community. This partnership is especially timely and strategic as the region prepares for increased national and international attention with the upcoming FIFA World Cup Soccer event in 2026.

Budget Discussion: Gladstone's investment to assist in the development of the website is \$5,000.00.

Public/Board/Staff Input: Staff recommends approval of the proposed Ordinance.

Provide Original Contracts, Leases, Agreements, etc. to: City Clerk, Legal.

Bob Baer
Department Director/Administrator

CW
City Attorney

BB
City Manager

CLAY-PLATTE JOINT MARKETING AND WEB DEVELOPMENT COOPERATIVE AGREEMENT

1. Parties and Purpose

Parties: Clay County Missouri and Platte County Missouri together with any subsequent partners who adopt the agreement. Collectively referred to as “the Parties.”

Purpose: The purpose of this Agreement is to establish a shared framework under which Clay County will manage the strategy, design, development, and coordination of the GoNorthKC.com website, a collaborative digital platform promoting regional tourism and economic development in Clay and Platte County, with the goal of enhancing regional visibility and supporting tourism-driven collaboration across participating entities.

2. Scope of Work

Clay County shall:

- Develop a website strategy including architecture, branding, user experience, and functionality.
- Oversee design and technical development of the website.
- Serve as project manager throughout the planning and implementation phases.
- Coordinate collection and display of regional content, images, and listings from each partner.
- Enter into an agreement with a vendor to host and maintain the website infrastructure and provide quarterly performance reporting.

Platte County shall:

- Perform all responsibilities of a Partner as set out below and contribute at least: \$20,000 on or before August 1, 2025.

Each Partner agrees to:

- Appoint a point of contact to collaborate with Clay County.
- Provide content for their respective city/county page, and ensure all information remains accurate and current.
- Participate in promotional opportunities through the website and related marketing.
- Contribute payments toward the development the website. Contributions are voluntary and shall be invoiced upon written commitment.

3. Hosting and Future Costs

Hosting and maintenance costs will be paid by Clay County from contributions provided by Partners, grants, and Clay County funds during the term of the agreement. To the extent that contributions from Partners exceed the costs for the website project contemplated by this agreement, any surplusage shall remain with Clay County to be used in its discretion for the benefit of the GoNorth marketing campaign and related efforts to promote regional tourism.

4. Usage Restrictions

- Each Partner shall not sell advertising space on their designated city/county page without the prior written consent of Clay County and the majority of GoNorthKC partners.
- Partner pages may not be used for political purposes, partisan messaging, or unsanctioned promotions inconsistent with the goals of the GoNorthKC initiative.
- Clay County reserves the right to remove or require changes to any content deemed inappropriate or misaligned with the mission of the site.

5. Intellectual Property and Ownership

Clay County will manage administrative access to the website and ensure technical continuity. The parties acknowledge that images, content, works, information, and other intellectual property will be assembled, sampled, published, and displayed in a public forum, including across multiple media, print, and digital platforms. Each party hereby grants, conveys and assigns an irrevocable right to Clay County to publish such content provided that to the extent that any contributing party has any enforceable rights in or to such intellectual property, then it is understood and agreed that all content and media contributed shall remain the property of such contributing party subject to the license granted herein. The GoNorthKC branding, structure, and shared content shall be collectively owned and used for regional benefit. The license granted herein shall survive the termination of the agreement into perpetuity for any intellectual property published under the license granted herein.

6. Term and Termination

This Agreement will remain in effect for two (2) years from the date of final signature. It may be terminated at any time by mutual written agreement of all Parties or by any individual party with 30 days' written notice.

7. Entire Agreement

This writing contains the entire agreement of the parties. No representations were made or relied upon by either party, other than those expressly set forth herein. No agent, employee, or other representative of either party is empowered to alter any term of this agreement, unless done in writing and signed by the parties.

8. Controlling Law

The validity, interpretation, and performance of this agreement shall be controlled by and construed under the laws of the State of Missouri.

9. Waiver

The failure of either party to object to or take action with respect to any conduct of the other party that violates the terms of this agreement shall not be construed as a waiver of any current or future violation.

10. Notices

All notices pertaining to this agreement shall be in writing and transmitted either by personal delivery or via the United States Postal Service, using certified or registered mail with return receipt requested.

11. Incorporation of Terms and Conditions

Clay County's standard terms and conditions as set forth at

<https://www.claycountymo.gov/DocumentCenter/View/533/GENERAL-TERMS-AND-CONDITIONS-PDF>, are incorporated by reference.

12. Binding Effect

The provisions of this agreement shall be binding upon the parties hereto and their respective successors, assigns, and legal representatives.

13. Signatures

By signing below, the Parties affirm their commitment to the terms outlined in this Memorandum of Understanding.

****Clay County, Missouri****

Name: _____

Title: _____

Signature: _____

Date: _____

****Platte County****

Name: _____

Title: _____

Signature: _____

Date: _____

PARTNERS:

The following municipalities agree to participate in the program as a Partner

****City of Liberty****

Name: _____

Title: _____

Signature: _____

Date: _____

Optional Financial Contribution: _____

****City of Smithville****

Name: _____

Title: _____

Signature: _____

Date: _____

Optional Financial Contribution: _____

****City of Excelsior Springs****

Name: _____

Title: _____

Signature: _____

Date: _____

Optional Financial Contribution: _____

****City of Gladstone****

Name: _____

Title: _____

Signature: _____

Date: _____

Optional Financial Contribution: _____

****City of North Kansas City****

Name: _____

Title: _____

Signature: _____

Date: _____

Date: _____

Optional Financial Contribution: _____

****City of Kearney****

Name: _____

Title: _____

Signature: _____

Date: _____

Optional Financial Contribution: _____