

ANNUAL REPORT



Prepared by
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About MAEDC

The Moberly Area Economic Development Corporation (MAEDC) is a public-private economic development organization dedicated to advancing sustainable growth and opportunity in Moberly and Randolph County, Missouri. MAEDC works collaboratively with local businesses, community leaders, and regional, state, and federal partners to attract new investment, support the expansion of existing employers, and strengthen the overall economic vitality of the region. Through a focus on business attraction, retention, workforce development, and site readiness, MAEDC serves as a central resource for companies navigating growth, location decisions, and workforce needs.

In addition to project development, MAEDC plays a key role in long-term community competitiveness by advancing infrastructure planning, talent pipeline initiatives, and strategic marketing efforts. The organization administers and coordinates economic development programs, responds to site selector and prospect inquiries, and supports entrepreneurship and workforce alignment through strong education-industry partnerships. Guided by a forward-looking strategic plan and committed to transparency and collaboration, MAEDC works to ensure the Moberly area is positioned for continued economic success.

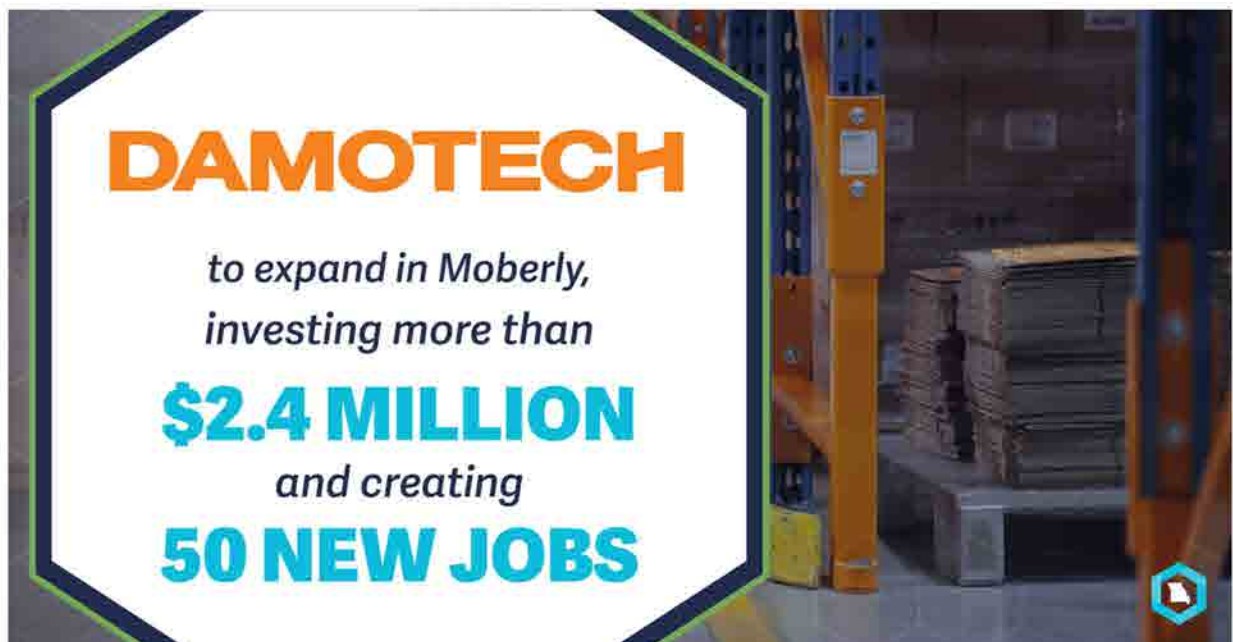


Executive Snapshot



2025 was a year of strong forward momentum for the Moberly Area Economic Development Corporation (MAEDC). Despite a significant structural change in public-sector participation, the organization advanced multiple high-impact business attraction and expansion projects, strengthened site readiness and workforce capacity, expanded private-sector engagement, and positioned the Moberly area for long-term economic competitiveness.

Throughout the year, MAEDC maintained a balanced project pipeline, delivering near-term wins while laying the groundwork for transformational opportunities. The organization demonstrated disciplined financial stewardship, proactive planning, and adaptability, ensuring continuity of service and strategic progress during a year of transition.




DAMOTECH

*to expand in Moberly,
investing more than*

\$2.4 MILLION

and creating

50 NEW JOBS



At-a-Glance Performance Metrics



18

Active Projects



5

Projects Announced/Won



4

Projects Completed



\$2.2M

Capital Investment
Influenced



120

Jobs Created/Retained



15

RFIs Responded To



4

Site Visits Hosted



10

BRE Visits/Employer
Meetings

Job Board Performance



13,600

Page Views



2,800

Job Clicks



49

Employers Listed



898

Jobs Posted



Business Attraction, Retention & Expansion (BRE)



MAEDC remained highly active across all lanes of economic development in 2025. The organization supported local employers, responded to state and national requests for information, hosted site visits, and engaged in infrastructure and incentive discussions in coordination with local, regional, and state partners.

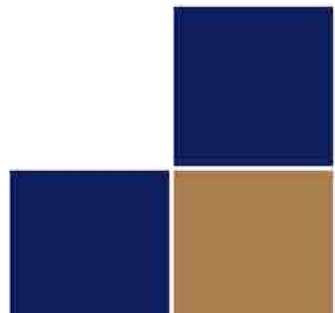
Key Outcomes

- Advanced multiple manufacturing, logistics, and commercial projects
- Supported local expansions and workforce needs
- Maintained a steady flow of RFIs and prospect engagement
- Balanced short-term wins with longer-horizon strategic projects

Highlighted Wins

- Project Big Mac II - \$10.2 million investment; 51 jobs
- Project Cherry - \$1.0 million investment; 35 jobs (Howard County project completed prior to transition)
- Project Moberly Strip - New tenant secured; 5 jobs

MAEDC's ability to manage confidential projects while continuing community-facing engagement remains a core organizational strength.



Strategic Projects & Site Readiness



Raise the Bar – Missouri Partnership

MAEDC actively participated in Missouri Partnership's Raise the Bar program, reinforcing the organization's commitment to continuous improvement and site readiness.

- **Assess Phase:** Workforce system evaluation completed; strengths and improvement areas identified
- **Compete Phase:** Full mock site review conducted
- MAEDC received positive feedback for preparedness, professionalism, and responsiveness

Industrial & Infrastructure Progress

- Continued advancement of infrastructure improvements at the Moberly Area Industrial Park
- Pipeline relocation planning to unlock additional acreage at the CorpTech site
- Ongoing site certification and marketing readiness efforts to strengthen competitiveness



Workforce, Entrepreneurship & Small Business Support

Workforce & Talent Development

- Coordinated and hosted Missouri SBDC Office Hours at MAEDC, providing consistent, on-the-ground support to local entrepreneurs and small businesses. Since June 2024, MAEDC has hosted 17 full-day office hours, working directly with 50+ entrepreneurs across Randolph County.
- Participated in regional workforce gap discussions with education, industry, and workforce partners to address talent shortages and alignment challenges.
- Advanced Registered Youth Apprenticeship (RAISE Randolph) planning, strengthening education-to-industry pathways and long-term workforce pipelines.
- Hosted leadership and culture training initiatives, including VP Culture programming, to support employer retention, engagement, and workforce stability.



Entrepreneurship & Small Business Support

MAEDC provided one-on-one technical assistance, referrals, and training access to entrepreneurs and small businesses through strong partnerships with:

- Missouri SBDC at Mizzou
- Missouri Women's Business Center
- MU Extension

Through the MAEDC-SBDC partnership, seven new small businesses were launched between 2024 and 2025, including downtown, online, and veteran-owned startups. Additionally, 11 free training presentations were delivered with 150+ participants, representing significant value to the local small business ecosystem. These partnerships allow MAEDC to support business formation and growth without duplicating services, while ensuring entrepreneurs have access to high-quality technical assistance and education.



Marketing, Outreach & Community Engagement



Outreach Highlights

- Monthly newsletters and regular investor communications
- Attendance and participation at ICSC, MEDC, the Governor's Conference, and regional convenings
- Continued growth and visibility of the MAEDC Job Board
- Community speaking engagements, ribbon cuttings, and events

Investor Engagement

- Hosted the Investors Club Appreciation Luncheon
- Retained and added Investors Club members
- Implemented a tiered sponsorship engagement model to strengthen private-sector investment

Organizational Leadership & Capacity



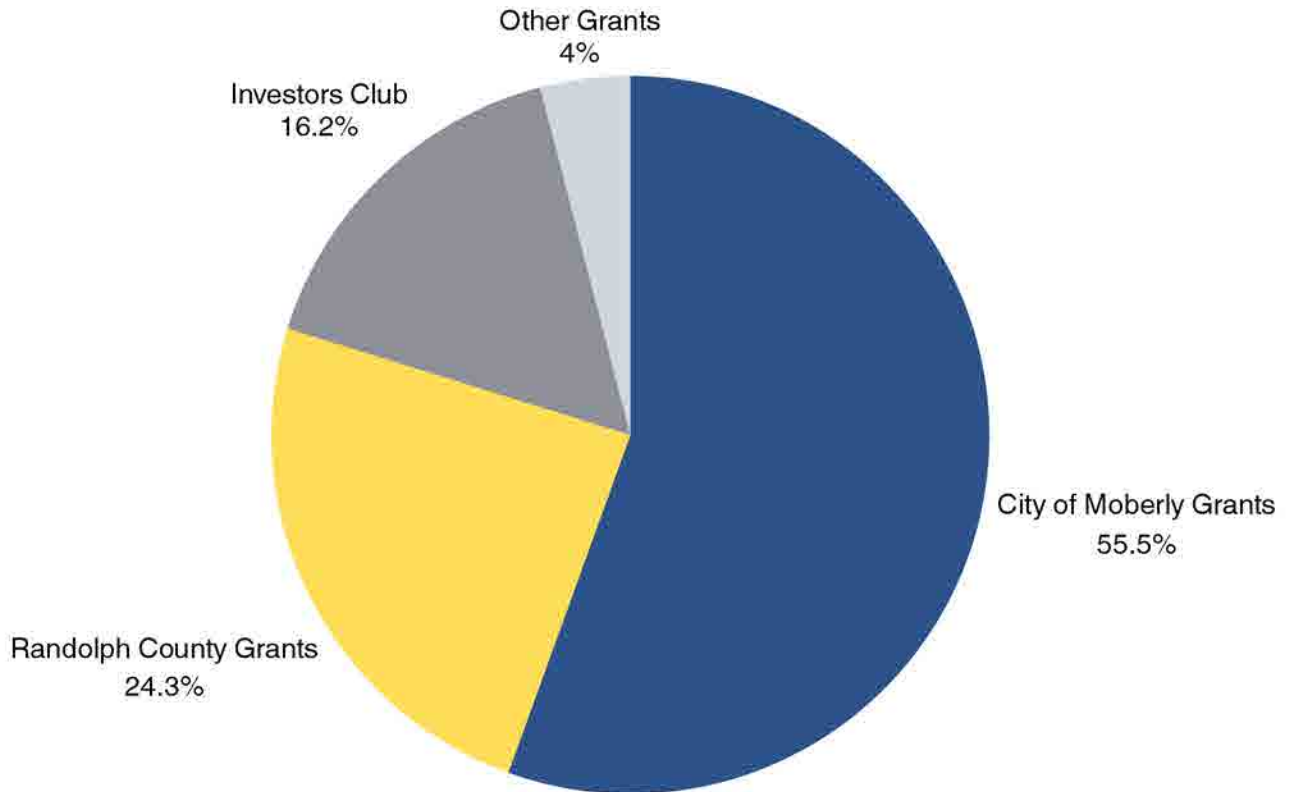
2025 marked continued growth in organizational leadership and regional influence.

- President/CEO role expanded to President of Missouri Northeast
- Completion of the Project Management Leadership Institute
- Active participation in:
 - MEDC Communications Committee
 - Regional economic development coalitions
 - Statewide policy and economic development discussions

These efforts increased MAEDC's visibility, credibility, and effectiveness at the regional and state levels.

Financial Stewardship & Organizational Sustainability

Revenue Structure & Mix



MAEDC's 2025 operating revenue totaled **\$247,203.34** and was supported by a diversified funding model. This mix reflects MAEDC's continued emphasis on balancing public-sector support with growing private-sector investment.



Financial Stewardship & Organizational Sustainability

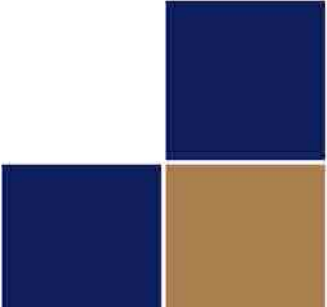
Transition from Partner County Funding (Howard County)

In 2024, the MAEDC Board voted to end the partner county agreement with Howard County, with the transition becoming effective April 1, 2025. This decision reduced recurring public-sector revenue beginning in the second quarter of 2025 and required thoughtful financial planning.

When preparing the 2025 budget, MAEDC was directed to budget as if Howard County remained a partner for the full year. This conservative approach was intentional, as several projects and coordination efforts were still underway and required responsible closure. Budgeting in this manner ensured continuity and avoided disruption to projects already in progress.

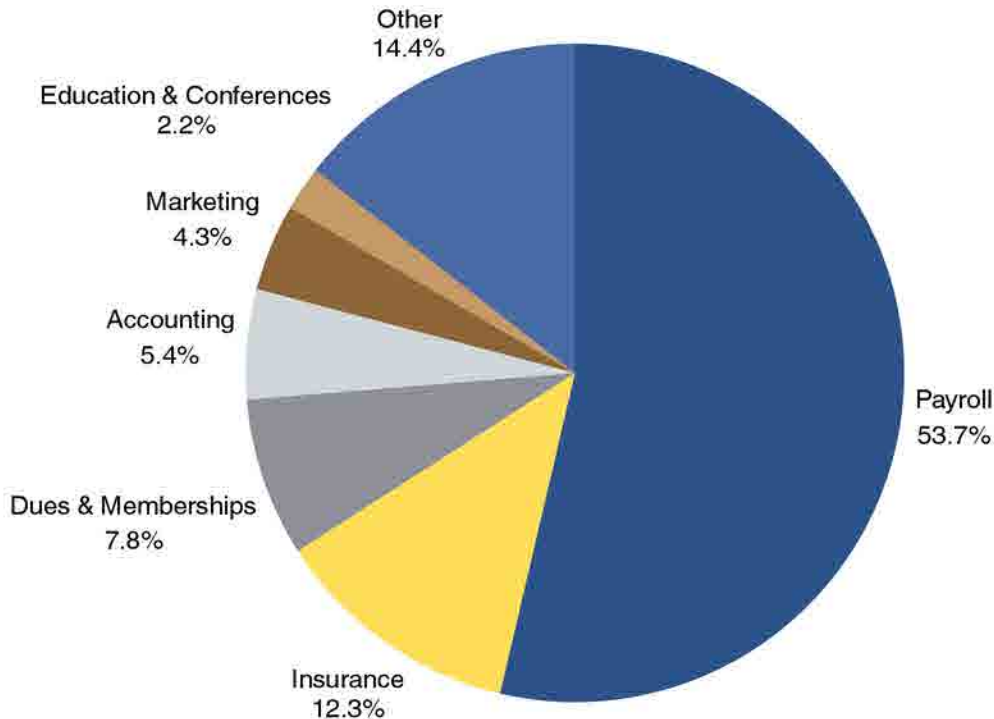
Following the April 1 transition, MAEDC adjusted operations to reflect the updated revenue reality. The organization remained financially stable by maintaining discipline in operating expenses and continuing to diversify revenue through grants and private-sector investment.

Looking ahead to 2026, MAEDC's budget aligns with its ongoing revenue base, without Howard County partner funding, while maintaining flexibility to pursue strategic opportunities.



Financial Stewardship & Organizational Sustainability

Expenditures & Expense Mix



MAEDC's 2025 operating expenses reflect a lean, staff-driven organization, with payroll comprising the largest share to support delivery of core economic development services. Remaining expenses focus on organizational stability, regional engagement, marketing visibility, and professional development, with smaller administrative and operational costs carefully managed across multiple categories.*

** Total expenses exceeded the originally approved budget due to the mid-year transition away from partner county funding. The 2025 budget was maintained to ensure continuity of services and completion of projects already underway, with 2026 operations aligned to the updated revenue structure.*

Financial Stewardship & Organizational Sustainability

Understanding MAEDC's Account Structure

MAEDC's financial activity includes both:

1. **Core Operating Activity (Unrestricted)** - Day-to-day operations and service delivery
2. **Project & Pass-Through Activity (Restricted)** - Grants, reimbursements, and project-specific funds

As a result, total revenue and expense figures can fluctuate based on timing and project activity. Increased cash flow does not necessarily reflect increased discretionary spending capacity. For governance purposes, MAEDC emphasizes the operating picture first, with project activity contextualized separately.





Looking Ahead: 2026 Priorities

Building on 2025 momentum, MAEDC enters 2026 with a strong pipeline, improved site readiness, and a clear strategic direction.

Key Priorities Include:

- Advancing the 2026–2028 Strategic Plan
- Converting active prospects to announcements
- Expanding workforce and talent solutions
- Deepening private-sector investor engagement
- Aggressively marketing priority sites

Thank You to Our Board of Directors

MAEDC extends its sincere gratitude to our Board of Directors for their leadership, guidance, and commitment throughout 2025. Your time, expertise, and thoughtful stewardship have been instrumental in navigating a year of transition while continuing to advance economic development priorities for the Moberly area and Randolph County.

We thank Brad Goessling, Dr. Cliff Miller, Maranda Dollich, Michael Bugalski, Ray Stewart, Shane Adrian, Sid Conklin, Stanley Hulett, and Suzanne McGarvey for their continued service and dedication. Your support, insight, and partnership are vital to MAEDC's success and to building a strong, resilient economic future for our community.