

# MONTHLY REPORT

OCTOBER 10, 2025 - NOVEMBER 13, 2025

**PREPARED BY:**  
Kaylee Paffrath



# TAKE A LOOK INSIDE

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Upcoming Events & Priorities (October)

Investors Club Appreciation Luncheon — Thank you to our incredible community partners for your continued support.



# EXECUTIVE SUMMARY

The MAEDC Board of Directors held their annual retreat on October 21, where they established strategic goals through 2028. The Board will continue this work at the November meeting with the completion of the updated MAEDC Strategic Plan.

The past month has been marked by strong organizational visibility, meaningful project movement, and continued alignment with regional and state partners. Key priorities advanced in Business Attraction and Expansion—including significant progress on Project Spyros—along with targeted industry support and workforce alignment initiatives. MAEDC continued its role as a regional connector, strengthening collaboration among government, education, industry, and community partners while reinforcing our strategic lanes of activity for Randolph County and the greater Moberly region.

Notable activities during this reporting period include ongoing negotiations for Project Spyros, major community and regional convenings, marketing and outreach efforts, and sustained momentum on site readiness and industrial park improvements. MAEDC also dedicated time to statewide conferences, partner events, and direct engagement with industry stakeholders.

Overall, MAEDC remains well-positioned heading into the final months of 2025, with several major opportunities progressing into early 2026.

Sincerely,



Kaylee J. Paffrath, MBA, MoCED  
President/CEO  
Moberly Area Economic Development Corporation



MAEDC Board Retreat with guest speaker Maggie Strong of Strong Consulting – “Champions of Growth.”

## **Business Attraction, Retention & Expansion**

### **Project Activity**

- Project Spyros
  - Offer letter submitted; negotiations ongoing.
  - Continued coordination on key elements ahead of stakeholder meeting scheduled for November 19 in Clark.
  - Land-related steps advancing toward preliminary closing discussions.
- Retail Recruitment – Truck Wash
  - Conducted retail location work for new service development interest.
  - Supporting market data compilation and site review.
- RCHS – Resource Coordination
  - Worked with Randolph County Historical Society on connecting with resources and planning support.
- Suites on Reed – RLF Assistance
  - Supported project team through RLF questions and process navigation.
- BRE Meetings, Visits & Support
  - Mid-Am Building Supply
  - Everlast Worldwide
- Continued support for local businesses through Coffee Chat connections and follow-up.
- Ongoing conversations with LDRL regarding business needs and activity.

### **RFIs & Leads**

- Retail & Service Development (C-Store campaign and Truck Wash evaluation)
- Continued marketing of 24/63 corridor areas.
- Updated data and demographics shared with interested parties.
- Site Readiness
  - Corptech Property
    - Continued integration of Raise the Bar – Compete data.
    - Used updated materials in ongoing project conversations.
- MAIP (Moberly Area Industrial Park)
  - Maps updated and coordination with Arcturis continues for Wayfinding Signage development.
  - Updated site materials distributed during partner engagements.

## **Workforce Development & Entrepreneurship**

- Bridge the Gap – STEM Education Meeting
  - Supporting future technical workforce pipeline development aligned with MAEDC's Workforce Development lane.
- Registered Youth Apprenticeship (RYA) Meeting with Angie
  - Ongoing partnership with youth/apprenticeship organizations to align opportunities for Randolph County employers.

## Marketing & Outreach

### Campaigns & Materials

- Moberly Community Profile Magazine
  - Final updates and content coordination underway.
- C-Store Marketing Campaign
  - Continued outreach targeting retail/service operators for priority corridors.
- Leveraged updated demographic, labor, and mobility data.

### Events, Panels & Conferences

- Governor's Conference on Agriculture
  - Served as a panelist, promoting Randolph County and highlighting ag-adjacent workforce and industrial competitiveness.
- Data Center Roundtable – Macon
  - Participated in regional discussions around data center infrastructure and Missouri's positioning.
- Maintained visibility with regional partners, reinforcing collaboration around workforce and transportation.
- Engaged with regional leadership regarding infrastructure and taxation issues affecting development.
- MEDC Communications Committee
  - Participated in statewide communications alignment and messaging planning.
- IC Luncheon Preparation
  - Continued planning for investor and community engagement event.

## Community Development

- Continued support for LDRL, RCHS, and local organizations seeking resources and technical guidance.
- Support for local planning activities including economic vitality initiatives and business district support.
- Ongoing work with community and civic partners to align long-term strategic projects such as wayfinding and placemaking.

## Regional & State Engagement

- MONE (Missouri Northeast) November Meeting
- Ongoing coordination with Missouri Partnership and DED on current projects and strategic planning.
- Participation in regional partner convenings, maintaining Randolph County's visibility within state networks.



## 2025 YEAR IN REVIEW

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### CONNECTIONS

MAEDC strengthened partnerships with **696+ new connections** and logged **7,469.4+ miles** traveling across the state and region to support employers, recruit new businesses, and expand Moberly's visibility.

2

### ECONOMIC GROWTH

More than **\$2.2 million** in new investment and **120+ jobs** were created through expansion and attraction projects in 2025.

MAEDC continued to lead capacity-building initiatives including:

- Raise the Bar – Assess
- Raise the Bar – Compete
- REDI Sites collaboration with Norfolk Southern and the Site Selectors Guild.

3

### COMMUNITY DEVELOPMENT

In 2025, MAEDC helped secure **\$498,560+ in grants** supporting five local non-profits, advancing community and quality-of-life initiatives across Randolph County and surrounding areas.

4

### SMALL BUSINESS & PROJECT SUPPORT

MAEDC, in partnership with the Missouri SBDC at Mizzou, continues to champion entrepreneurship and business growth across Randolph County.

Since 2023, this collaboration has supported 50+ entrepreneurs, delivered 11 free training sessions reaching 150+ participants, and held 17 full-day office hours at MAEDC.

5

### ACTIVE PROJECTS

Our pipeline remains strong with **\$148,956,600+ in active investment** and **170+ jobs** currently under development through local, regional, and state partnerships.

6

### HARD WORK & IMPACT

2025 marked a year of continued momentum and meaningful progress for the Moberly Area. Together, we're fostering sustainable growth, workforce readiness, and opportunity for our residents and employers.

**Moberly Area Economic Development Corporation**

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# GETRO JOB BOARD

How is the job board helping our companies?

Oct 10, 2025 - Nov 12, 2025 ▾

**1,742**

Page views



**141**

Clicks on jobs



**1**

New job alerts subscribers



**0**

Likely applied



**0**

Applications



Network overview

**45**

Visible companies

**255**

Visible jobs

**47**

Job alerts subscribers

## 2025 YTD Totals

How is the job board helping our companies?

This year ▾

**8,225**

Page views



**1,969**

Clicks on jobs



**17**

New job alerts subscribers



**176**

Likely applied

📄 Export



**0**

Applications



Network overview

**45**

Visible companies

**255**

Visible jobs

**47**

Job alerts subscribers