

# Children's Discovery Museum

Executive Director / CEO

EIN 010437848  
 ME · NTEE A520  
 FY ending 2023-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Amarinda Keys, Executive Director / CEO** (\$45,415) against **every comparable organization** that fit the selection criteria — **41** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **20<sup>th</sup>** percentile of comparable organizations below the typical range for comparable organizations

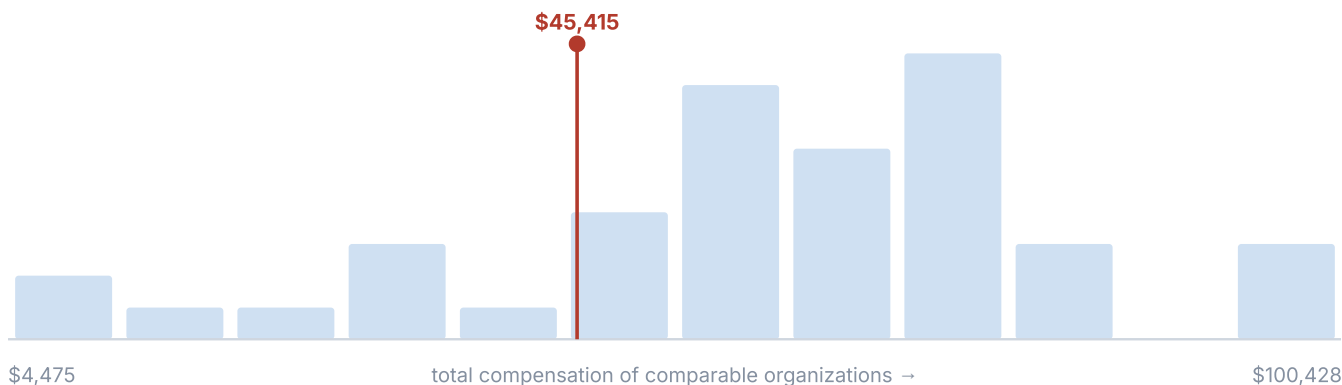
**Benchmarked executive:** Amarinda Keys — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A520).
BUDGET	Total revenue between \$322,066 and \$721,045 — 0.67x to 1.50x the subject's \$480,697 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A52), nationwide + budget 0.67–1.5x revenue.

**41** organizations qualified on sector, size, and geography → **41** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$33,310	\$50,072	\$63,714	\$72,856	\$82,180	\$45,415
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## ■ Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to ME cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Kearney Area Children's Museum</a>	NE	\$473,812	Executive Di	\$50,302	<b>\$54,030</b>	2023
<a href="#">Explore Children's Museum Of Sun</a>	WI	\$472,035	Executive Director	\$56,923	<b>\$59,369</b>	2023
<a href="#">The Virgin Island Childrens Museum</a>	VI	\$490,033	Executive Dir.	\$36,000	<b>\$36,000</b>	2023
<a href="#">Adventure Childrens Museum</a>	OR	\$470,174	Executive Dir.	\$36,978	<b>\$33,310</b>	2024
<a href="#">Lutz Children's Museum Inc</a>	CT	\$463,864	Executive Director	\$77,808	<b>\$72,856</b>	2023
<a href="#">Upper Peninsula Children's Museum</a>	MI	\$452,246	Executive Di	\$70,000	<b>\$70,085</b>	2024
<a href="#">Hawaii Keiki Museum</a>	HI	\$511,353	Museum Director / Ceo	\$5,153	<b>\$4,475</b>	2024
<a href="#">Children's Discovery Museum Of Cape Cod Inc</a>	MA	\$447,408	Exec Director	\$87,032	<b>\$75,863</b>	2024
<a href="#">Children's Museum Of Jacksonville</a>	NC	\$444,436	Executive Director	\$65,539	<b>\$65,689</b>	2024
<a href="#">Kids Discovery Museum</a>	WA	\$518,759	Executive Director	\$44,307	<b>\$38,479</b>	2024
<a href="#">Wonderfeet Kids Museum Inc</a>	VT	\$441,108	Executive Di	\$47,500	<b>\$47,746</b>	2023
<a href="#">The Great Lakes Childrens Museum</a>	MI	\$523,555	Executive Director	\$65,320	<b>\$63,714</b>	2025
<a href="#">San Luis Obispo Children's Museum</a>	CA	\$432,411	Executive Dir.	\$111,814	<b>\$96,422</b>	2023
<a href="#">Galesburg Museums Inc</a>	IL	\$530,678	Executive Dir.	\$79,769	<b>\$76,070</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Kidscommons</a>	IN	\$534,642	Executive Director	\$81,744	<b>\$83,619</b>	2024
<a href="#">Mid-michigan Children's Museum</a>	MI	\$553,236	Executive Di	\$66,969	<b>\$67,051</b>	2024
<a href="#">Flip Museum Inc</a>	OR	\$405,336	Executive Director	\$66,667	<b>\$58,506</b>	2025
<a href="#">Amelia Park Children's Museum Inc</a>	MA	\$402,328	Executive Director	\$14,306	<b>\$12,838</b>	2023
<a href="#">Children's Museum Of Findlay</a>	OH	\$394,125	Executive Di	\$54,300	<b>\$55,787</b>	2024
<a href="#">Children's Museum Of Montana</a>	MT	\$393,318	Executive Director	\$54,827	<b>\$59,021</b>	2023
<a href="#">The Childrens Museum Of Siouxland Inc</a>	IA	\$581,757	Executive Director	\$61,200	<b>\$65,000</b>	2024
<a href="#">Playzeum Yuba-sutter</a>	CA	\$377,489	Executive Dir.	\$99,959	<b>\$81,568</b>	2025
<a href="#">Children's Museum Of Illinois</a>	IL	\$586,060	Executive Director	\$34,615	<b>\$33,985</b>	2023
<a href="#">Children's Museum Of Fond Du Lac</a>	WI	\$586,638	Ceo	\$78,795	<b>\$82,180</b>	2023
<a href="#">Monterey County Youth Museum</a>	CA	\$592,475	Executive Director	\$110,805	<b>\$95,552</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to ME cost of living and 2023 dollars. Click any organization to verify the figure on ProPublica.

## ● Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to ME cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: [peerbasis.org/methodology](https://peerbasis.org/methodology).

## ● Sample, role match & sensitivity

PEER COUNT	41 organizations. Compensation range \$4,475–\$100,428; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$480,697); for reference, expenses \$414,084 and assets \$777,011.
ROLE MATCH	Amarinda Keys, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
OUTLIERS	3 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	20 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	20 <sup>th</sup>
Reportable pay only (column D), adjusted	20 <sup>th</sup>
All sources (D + E + F), adjusted	20 <sup>th</sup>

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

### ● Rebuttable presumption of reasonableness • 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

#### Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Amarinda Keys) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 41 similarly situated organizations (Same NTEE sector (A52), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$45,415 is reasonable (approximately the 20<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.