

# Putnam County Convention & Visitors

Executive Director / CEO

EIN 200561519

WV · NTEE Y03

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Kelli M Steele, Executive Director / CEO** (\$50,000) against **every comparable organization** that fit the selection criteria — **195** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **87<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Kelli M Steele — reported title “EXECUTIVE DI”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (Y03).
BUDGET	Total revenue between \$166,899 and \$373,656 — 0.67x to 1.50x the subject's \$249,104 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (Y), nationwide + budget 0.67–1.5x revenue.

**195** organizations qualified on sector, size, and geography → **195** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$1,317	\$4,180	\$12,362	\$33,573	\$60,685	\$50,000
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10TH	25TH	MEDIAN	75TH	90TH	THIS ORG · 87TH
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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 WV 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="#">The Dalles Lodge No 2075 Loyal Order Of Moose</a>	OR	\$249,125	Administrator	\$17,800	<b>\$14,873</b>	2025
<a href="#">Gardner Chamber Of Commerce Inc</a>	KS	\$249,138	President/ceo	\$83,798	<b>\$83,612</b>	2024
<a href="#">Nanticoke Aerie No 834 Fraternal Order Of Eagles</a>	PA	\$248,010	Secretary	\$18,970	<b>\$17,472</b>	2024
<a href="#">Venice Cemetery Assn</a>	OH	\$247,636	Bookkeeper	\$29,900	<b>\$29,249</b>	2024
<a href="#">Cost Of Living Fund Of Local 274</a>	NJ	\$250,755	Trustee	\$130,484	<b>\$104,825</b>	2025
<a href="#">Natick Bpoe #1425</a>	MA	\$247,339	Clerk	\$6,865	<b>\$5,551</b>	2025
<a href="#">Woodbridge Pba Local #38 Inc</a>	NJ	\$251,255	President	\$7,000	<b>\$5,943</b>	2023
<a href="#">Stroud Township Volunteer Fire</a>	PA	\$246,665	Secretary	\$2,400	<b>\$2,210</b>	2024
<a href="#">Policemen's Benevolent Association</a>	NJ	\$246,073	President	\$2,000	<b>\$1,649</b>	2024
<a href="#">Catholic Cemeteries Of Waterloo</a>	IA	\$254,719	Superintende	\$48,374	<b>\$48,919</b>	2024
<a href="#">Rural Cemetery Assoc Of Hornellsville N Y</a>	NY	\$255,410	President	\$100	<b>\$83</b>	2024
<a href="#">Foxfield Preserve Inc</a>	OH	\$256,991	Executive Director	\$16,691	<b>\$16,327</b>	2024
<a href="#">Center Valley Mutual Fire Insurance Co</a>	PA	\$259,036	President	\$10,840	<b>\$9,984</b>	2024
<a href="#">National Open Horse Show Association</a>	TX	\$238,807	Executive Dir.	\$5,408	<b>\$4,996</b>	2024
<a href="#">Brockport Lodge No 2110 Benevolent</a>	NY	\$238,390	Secretary	\$5,900	<b>\$4,924</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Eastern Snake Plain Aquifer</a>	ID	\$238,175	Director	\$21,399	<b>\$21,024</b>	2024
<a href="#">Nj State Parole Officers Pba Local #326</a>	NJ	\$260,065	President	\$2,800	<b>\$2,309</b>	2024
<a href="#">New Jersey State Policemens 36</a>	NJ	\$237,886	President	\$2,750	<b>\$2,334</b>	2023
<a href="#">Public Service Health Club</a>	TX	\$237,782	Treasurer	\$5,905	<b>\$5,616</b>	2023
<a href="#">Fraternal Order Of Eagles Aerie 67</a>	UT	\$236,916	Secretary	\$2,723	<b>\$2,508</b>	2025
<a href="#">Local 305 Npmhu Welfare Benefit Trust</a>	VA	\$261,618	Trustee	\$10,000	<b>\$8,918</b>	2024
<a href="#">Rockford Police Relief Association</a>	IL	\$261,632	President	\$1,010	<b>\$917</b>	2024
<a href="#">Hbs Healthcare Alumni Association Inc</a>	MA	\$235,725	Executive Director	\$101,885	<b>\$87,056</b>	2023
<a href="#">Veovera Software Organization</a>	CA	\$262,483	President	\$9,594	<b>\$7,651</b>	2024
<a href="#">Benevolent &amp; Protective Order Of Elks Lodge 1106</a>	PA	\$262,556	Secretary	\$3,800	<b>\$3,410</b>	2025

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WV cost of living and 2024 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 WV 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** 195 organizations. Compensation range \$83–\$1,279,227; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$249,104); for reference, expenses \$255,009 and assets \$232,597.

ROLE MATCH	Kelli M Steele, reported title "EXECUTIVE DI", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	31 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	17 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	87 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	84 <sup>th</sup>
Reportable pay only (column D), adjusted	93 <sup>rd</sup>
All sources (D + E + F), adjusted	78 <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 (Kelli M Steele) 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 195 similarly situated organizations (Same NTEE major group (Y), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$50,000 is reasonable (approximately the 87<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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.