

Chamber Of Commerce Of Greater Vineland

Executive Director / CEO

EIN 210587365

NJ · NTEE S41Z

FY ending 2025-05-31

June 9, 2026

This analysis benchmarks the total compensation of **Dawn Hunter, Executive Director / CEO** (\$96,903) against **every comparable organization** that fit the selection criteria — **509** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **65th** percentile of comparable organizations within the typical range

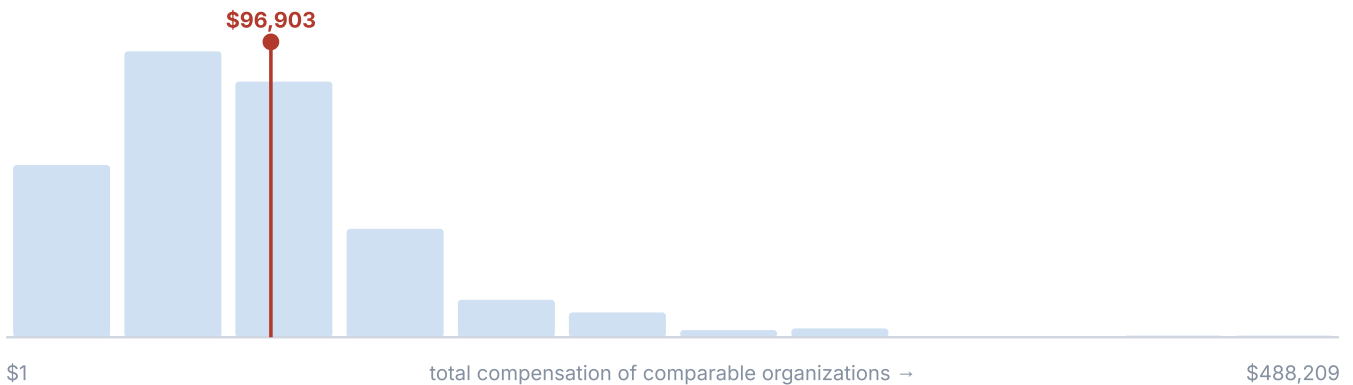
Benchmarked executive: Dawn Hunter — reported title "EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41Z).
BUDGET	Total revenue between \$174,023 and \$389,605 — 0.67x to 1.50x the subject's \$259,737 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41), nationwide + budget 0.67–1.5x revenue.

509 organizations qualified on sector, size, and geography → **509** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$18,785	\$49,102	\$80,638	\$115,002	\$156,548	\$96,903
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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 NJ 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
Kansas Association Of Medicaid	KS	\$260,000	Executive Director (Thru 1/23)	\$5,833	\$7,458	2023
Int'l Conf Of Symphony And Opera Musicians	VA	\$259,149	Chairperson	\$7,363	\$7,963	2025
Ireland Network Chicago Nfp	IL	\$258,877	Executive Director	\$26,006	\$29,393	2024
The Alliance Of Tbi & Nhtd Waiver Providers Inc	NY	\$260,770	Executive Director	\$55,000	\$55,664	2025
Digital Analytics Freedom Alliance	DC	\$260,950	Treasurer	\$2,630	\$2,585	2025
Novato Downtown Old Town Business	CA	\$258,312	Executive Dir.	\$78,624	\$78,052	2024
Childcare Association Of Louisiana	LA	\$258,172	Executive Director	\$138,259	\$175,026	2024
Laurentian Chamber Of Commerce Inc	MN	\$258,002	President	\$91,914	\$104,413	2024
Mukilteo Business Assoc Chamber Of Commerce	WA	\$261,761	Executive Director	\$68,569	\$72,662	2023
Louisville Independent Business Alliance	KY	\$261,791	Executive Director	\$55,315	\$68,323	2024
Lisbon Civic & Commerce Inc	ND	\$261,860	Executive Dir.	\$5,865	\$7,618	2023
Greater Springfield Area Sports	MO	\$257,392	Executive Di	\$44,087	\$55,269	2023
Exhibitor Appointed Contractor Assn	OR	\$262,283	Executive Di	\$112,292	\$119,887	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Michigan Council Of Charter School	MI	\$256,777	Executive Se	\$74,400	\$88,286	2024
Indiana Professional Dairy	IN	\$256,636	Executive Di	\$99,040	\$120,073	2024
Madison Morgan County Convention & Visitors Bureau Inc	GA	\$262,931	Executive Director	\$85,000	\$95,724	2025
DeKalb County Convention & Visitors	IL	\$256,490	Executive Di	\$76,731	\$84,489	2025
Property Valuation Administrators'	KY	\$263,472	Executive Di	\$79,720	\$95,928	2025
Professional Trailbuilders Association	CO	\$255,996	Executive Director	\$60,062	\$66,211	2024
Cottage Grove Chamber Of Commerce	WI	\$263,478	Executive Director	\$62,776	\$77,599	2023
Homewood Chamber Of Commerce	AL	\$263,675	Executive Director Through 0324	\$75,079	\$93,249	2024
Sandplay Therapists Of America	CA	\$255,631	Journal Editor	\$14,000	\$13,898	2024
South Congress Improvement Assoc	TX	\$263,862	Executive Di	\$40,048	\$46,056	2024
Northwest Automotive Trades	OR	\$255,423	Executive Director	\$78,332	\$86,100	2023
Flagstaff Downtown Business Alliance	AZ	\$254,845	Prior Executive Director	\$104,969	\$116,059	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NJ cost of living and 2025 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 NJ 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.

● Sample, role match & sensitivity

PEER COUNT	509 organizations. Compensation range \$1–\$488,209; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$259,737); for reference, expenses \$200,221 and assets \$659,364.
ROLE MATCH	Dawn Hunter, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	24 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	22 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	65 th
Total compensation (D + F), as reported (no adjustments)	73 rd
Reportable pay only (column D), adjusted	67 th
All sources (D + E + F), adjusted	62 nd

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 (Dawn Hunter) 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 509 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$96,903 is reasonable (approximately the 65th 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.