

# Pickaway County Visitors Bureau

Executive Director / CEO

EIN 311517224

OH · NTEE S30

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Elizabeth Furniss, Executive Director / CEO** (\$41,677) against **every comparable organization** that fit the selection criteria — **67** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **43<sup>rd</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Elizabeth Furniss — 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 (S30).

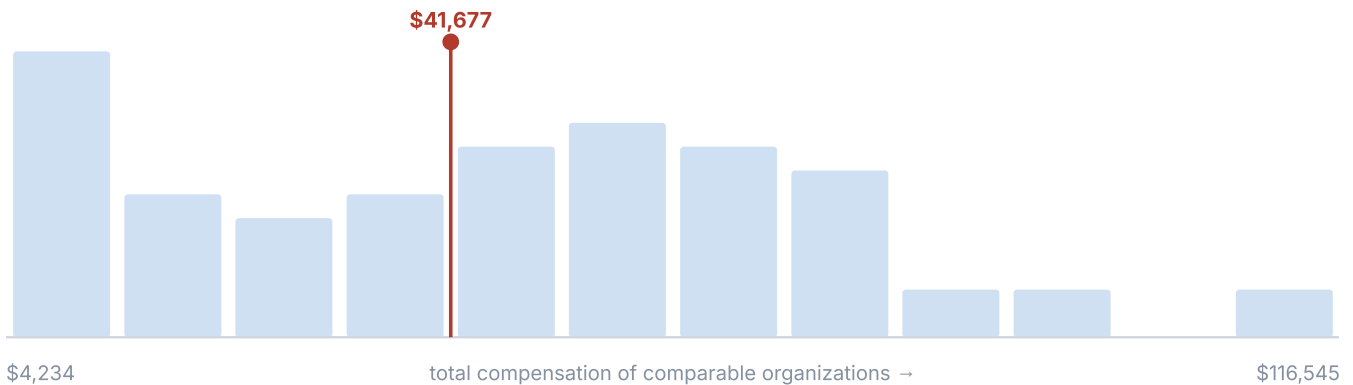
**BUDGET** Total revenue between \$93,866 and \$210,148 — 0.67x to 1.50x the subject's \$140,099 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (S30), nationwide + budget 0.67–1.5x revenue.

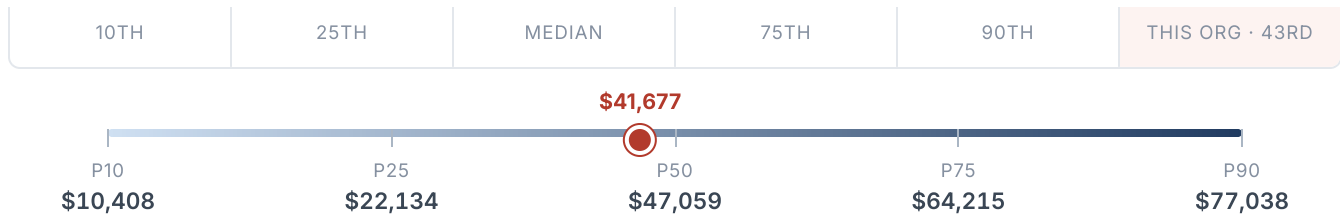
**67** organizations qualified on sector, size, and geography

→ **67** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$10,408	\$22,134	\$47,059	\$64,215	\$77,038	\$41,677
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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 OH 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="#">Maslow Development Inc</a>	CA	\$139,467	Executive Director	\$93,750	<b>\$76,432</b>	2023
<a href="#">Development Research Corporation</a>	OH	\$141,374	President & Ceo	\$44,158	<b>\$44,158</b>	2023
<a href="#">Advance Shullsburg Inc</a>	WI	\$141,601	Director	\$10,633	<b>\$10,184</b>	2024
<a href="#">Mexicantown Community Development Corp</a>	MI	\$141,691	Executive Director	\$5,334	<b>\$5,049</b>	2024
<a href="#">North Sioux City Economic</a>	SD	\$144,857	Executive Director	\$92,288	<b>\$96,164</b>	2023
<a href="#">Wv Coalition For Technology Based</a>	WV	\$145,078	Chair/executive Director Part Year	\$78,500	<b>\$77,946</b>	2024
<a href="#">Rolla Regional Economic Commission</a>	MO	\$145,282	Executive Dir.	\$34,500	<b>\$34,500</b>	2023
<a href="#">The Greater Wilkes-barre Development</a>	PA	\$134,703	President/ceo	\$11,279	<b>\$10,315</b>	2024
<a href="#">Camba Economic Development Corporation</a>	NY	\$133,495	President/ceo	\$87,526	<b>\$74,674</b>	2023
<a href="#">Sky City Initiative Inc</a>	TN	\$147,097	Executive Director	\$48,936	<b>\$48,566</b>	2023
<a href="#">Opportunity Wichita Inc</a>	KS	\$132,579	President - Greater Wichita Partnership	\$28,612	<b>\$28,347</b>	2024
<a href="#">The Foundation Of The Economic</a>	PA	\$149,605	President	\$23,734	<b>\$21,705</b>	2024
<a href="#">Made With Cola Love</a>	SC	\$127,580	Director	\$12,917	<b>\$12,358</b>	2024
<a href="#">Piedmont Triad Film Commission</a>	NC	\$153,193	Executive Director	\$84,498	<b>\$80,068</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Mt Washington Valley Economic Council</a>	NH	\$126,072	Executive Director	\$69,758	<b>\$59,070</b>	2024
<a href="#">Lincoln County Economic</a>	WA	\$154,537	Executive Director	\$64,043	<b>\$51,227</b>	2025
<a href="#">Naugatuck Economic Development</a>	CT	\$125,130	Ceo	\$57,115	<b>\$47,844</b>	2025
<a href="#">City Urban Revitalization Corporation</a>	CA	\$124,456	Executive Director	\$35,986	<b>\$27,763</b>	2025
<a href="#">North Central Enterprise Inc</a>	PA	\$156,183	Executive Director	\$9,175	<b>\$8,639</b>	2023
<a href="#">Carb Center For Small Business Techctr</a>	PA	\$123,973	Executive Director	\$49,563	<b>\$46,665</b>	2023
<a href="#">Chinatown Partnership Local Development</a>	NY	\$120,303	Executive Director	\$136,604	<b>\$116,545</b>	2023
<a href="#">Community Sustainability Enterprise Inc</a>	GA	\$161,800	Executive Director	\$72,645	<b>\$68,964</b>	2023
<a href="#">Grundy Livingston Kankakee</a>	IL	\$162,110	Executive Di	\$74,849	<b>\$67,483</b>	2024
<a href="#">Richfield Tourism Promotion Board Inc</a>	MN	\$162,171	Executive Director	\$56,500	<b>\$51,198</b>	2024
<a href="#">Greater Portland Partnership</a>	OR	\$117,584	President And Ceo & Director	\$59,088	<b>\$50,322</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to OH 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 OH 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	67 organizations. Compensation range \$4,234–\$116,545; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$140,099); for reference, expenses \$169,249 and assets \$201,602.
ROLE MATCH	Elizabeth Furniss, reported title "EXECUTIVE DI", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	22 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	43 <sup>rd</sup>
Total compensation (D + F), as reported (no adjustments)	42 <sup>nd</sup>
Reportable pay only (column D), adjusted	52 <sup>nd</sup>
All sources (D + E + F), adjusted	24 <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 (Elizabeth Furniss) 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 67 similarly situated organizations (Same NTEE sector (S30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$41,677 is reasonable (approximately the 43<sup>rd</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.