

# Dekalb County Convention & Visitors

Executive Director / CEO

EIN 320280604

IL · NTEE S41

FY ending 2025-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Cortney Strohacker, Executive Director / CEO** (\$76,731) against **every comparable organization** that fit the selection criteria — **19** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **63<sup>rd</sup>** percentile of comparable organizations within the typical range

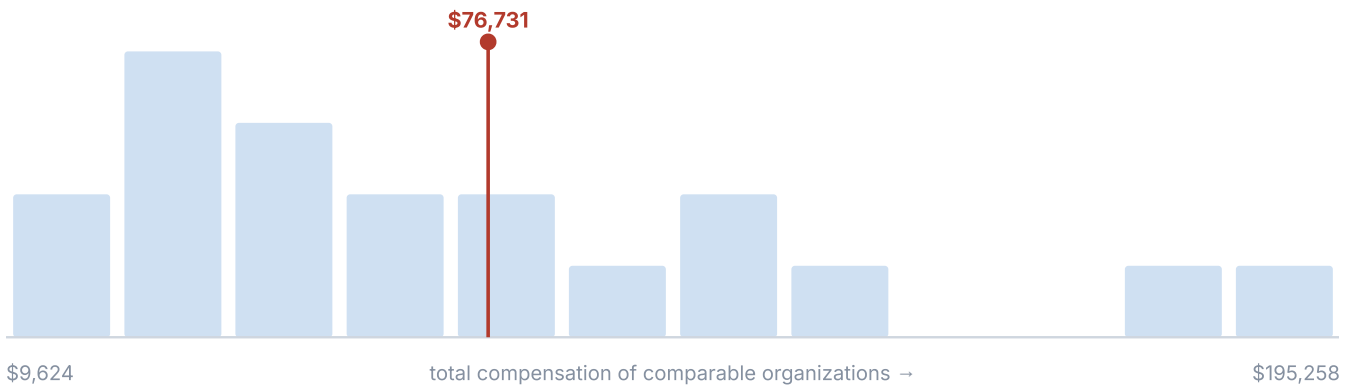
**Benchmarked executive:** Cortney Strohacker — reported title “EXECUTIVE DI”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$171,848 and \$384,735 — 0.67x to 1.50x the subject's \$256,490 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41) + IL + budget 0.67–1.5x revenue.

**19** organizations qualified on sector, size, and geography → **19** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$24,495	\$33,439	\$57,066	\$102,150	\$139,640	<b>\$76,731</b>
----------	----------	----------	-----------	-----------	-----------------



## ■ 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 IL 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="#">Ireland Network Chicago Nfp</a>	IL	\$258,877	Executive Director	\$26,006	<b>\$26,694</b>	2024
<a href="#">Quad Cities Foundation For Fair</a>	IL	\$274,541	Manager	\$129,654	<b>\$133,084</b>	2024
<a href="#">Algonquin-lake In The Hills Chamber Of Commerce Inc</a>	IL	\$231,049	Executive Director	\$29,077	<b>\$30,728</b>	2023
<a href="#">Development Partner Institute Inc</a>	IL	\$227,747	Executive Di	\$102,073	<b>\$104,774</b>	2024
<a href="#">Mason Contractors Association Of</a>	IL	\$292,630	Executive Secretary	\$190,225	<b>\$195,258</b>	2024
<a href="#">Chicagoland Food Inc</a>	IL	\$294,169	Executive Director	\$50,000	<b>\$51,323</b>	2024
<a href="#">Austin Chamber Of Commerce</a>	IL	\$217,403	Executive Dir.	\$27,650	<b>\$32,854</b>	2021
<a href="#">Rosemont Illinois Chamber Of</a>	IL	\$208,577	Executive Di	\$81,326	<b>\$83,478</b>	2024
<a href="#">Apparel Industry Board Inc</a>	IL	\$207,450	Exec Director	\$41,667	<b>\$44,033</b>	2023
<a href="#">Illinois Real Estate Lawyers Association</a>	IL	\$305,762	President	\$54,000	<b>\$57,066</b>	2023
<a href="#">American Society For Surgery Of The Hand</a>	IL	\$204,576	Ceo/executive Vp	\$96,961	<b>\$99,526</b>	2024
<a href="#">Bloomington-normal Plumbing &amp; Heating</a>	IL	\$203,522	Executive Direc	\$33,146	<b>\$34,023</b>	2024
<a href="#">Pci Of Illinois &amp; Wisconsin</a>	IL	\$331,997	Executive Director	\$9,624	<b>\$9,624</b>	2025
<a href="#">Smacna Of Northern Illinois</a>	IL	\$332,526	Administrator	\$14,856	<b>\$15,699</b>	2023
<a href="#">Civi Nfp Inc</a>	IL	\$333,119	Executive Director	\$49,482	<b>\$52,291</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Grayslake Chamber Of Commerce</a>	IL	\$358,319	Executive Di	\$70,000	<b>\$71,852</b>	2024
<a href="#">Skokie Chamber Of Commerce</a>	IL	\$360,235	President & Ceo	\$109,358	<b>\$115,567</b>	2023
<a href="#">Effingham Regional Growth Alliance</a>	IL	\$366,994	President	\$156,952	<b>\$165,863</b>	2023
<a href="#">Logan Square Chamber Of Commerce</a>	IL	\$373,499	Executive Director	\$67,083	<b>\$68,858</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IL 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 IL 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](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT	19 organizations. Compensation range \$9,624–\$195,258; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$256,490); for reference, expenses \$334,014 and assets \$139,533.
ROLE MATCH	Cortney Strohacker, reported title "EXECUTIVE DI", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	3 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	<b>63<sup>rd</sup></b>
Total compensation (D + F), as reported (no adjustments)	<b>63<sup>rd</sup></b>

---

Reportable pay only (column D), adjusted

68<sup>th</sup>

---

All sources (D + E + F), adjusted

53<sup>rd</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 (Cortney Strohacker) 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 19 similarly situated organizations (Same NTEE sector (S41) + IL + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$76,731 is reasonable (approximately the 63<sup>rd</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.