

Virginia Heartland Regional Economic Development Alliance

Executive Director / CEO

EIN 331555458
 VA · NTEE S40
 FY ending 2025-06-30
June 10, 2026

This analysis benchmarks the total compensation of **Alexander Mccoy, Executive Director / CEO** (\$24,757) against **every comparable organization** that fit the selection criteria — **70** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 9th percentile of comparable organizations

below the typical range for comparable organizations

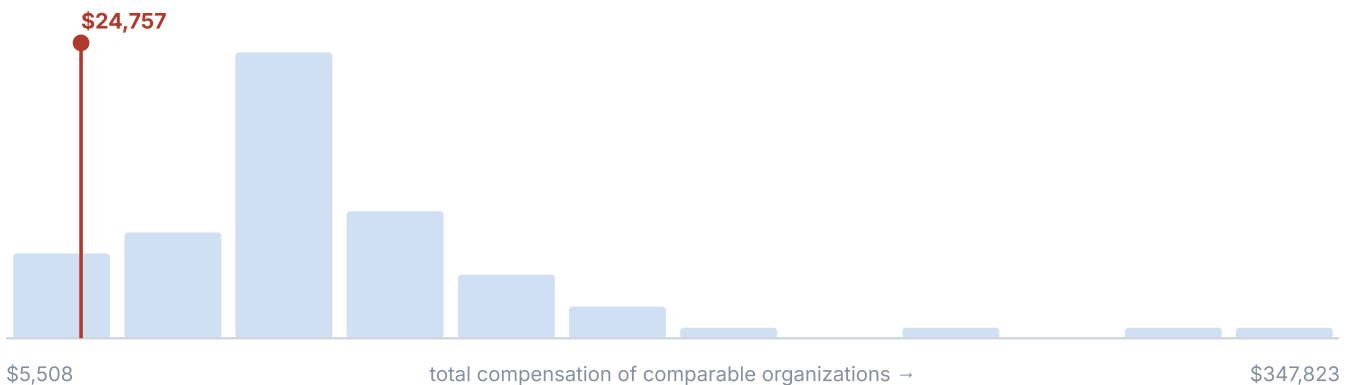
Benchmarked executive: Alexander Mccoy — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S40).
BUDGET	Total revenue between \$164,442 and \$368,155 — 0.67x to 1.50x the subject's \$245,437 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S40), nationwide + budget 0.67–1.5x revenue.

70 organizations qualified on sector, size, and geography → **70** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$33,650 10TH	\$59,771 25TH	\$80,098 MEDIAN	\$108,633 75TH	\$148,224 90TH	\$24,757 THIS ORG · 9TH
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\$24,757



■ 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 VA 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
Jefferson County Tourism Commission	MO	\$245,774	Key Employee	\$61,250	\$68,966	2024
Maine Asphalt Pavement Association	ME	\$244,900	Executive Director	\$39,500	\$42,048	2024
Asociacion De Emprendedores	CA	\$249,560	President	\$81,977	\$77,476	2023
Massachusetts Brewers Guild Inc	MA	\$251,223	Clerk/executive Director	\$133,656	\$127,682	2024
National Tribal Gaming Commissioners	WI	\$252,445	Executive Director	\$60,000	\$68,583	2023
Ypo Wild West Regional Chapter Inc	TX	\$237,394	Chapter Manager	\$82,875	\$90,734	2023
National Utilities Diversity Council Inc	CA	\$237,185	Executive Director	\$75,000	\$68,848	2024
Sheet Metal Contractors Association	PA	\$255,785	Executive Director	\$97,500	\$103,365	2024
Pittsburgh Region Clean Citiesinc	PA	\$235,011	Executive Di	\$53,014	\$56,203	2024
Cybersecurity Association Inc	MD	\$256,137	Executive Dir.	\$85,648	\$87,639	2023
Carolina Loggers Association Inc	NC	\$257,542	Executive Director	\$79,788	\$87,643	2024
Florida Society For Health Care Risk Mgmt & Patient Safety	FL	\$257,972	Executive Director	\$84,000	\$81,728	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Asphalt Pavement Association Of New	NM	\$258,966	Executive Di	\$149,200	\$170,597	2024
Economic Club Of Kansas City	KS	\$229,708	President And Executive Director	\$57,500	\$66,038	2024
Massachusetts Facilities Admin Association Inc	MA	\$229,578	Treasurer	\$11,875	\$11,344	2024
Cuero Chamber Of Commerce & Agriculture	TX	\$228,896	Executive Director	\$49,323	\$52,451	2024
Dakota Institute For Business And	SD	\$227,434	Ceo	\$159,655	\$192,850	2023
Oklahoma Citys Adventure District	OK	\$266,306	Director	\$65,385	\$74,567	2025
Automobile Dealers Association Of	KS	\$224,223	Chief Exec.	\$310,865	\$347,823	2025
National Truck And Heavy Equipment	CA	\$267,893	Director	\$6,000	\$5,508	2024
Lakeshore Realtors Association Inc	WI	\$222,401	Executive Director	\$73,405	\$81,498	2024
Etma	AZ	\$270,266	Managing/director	\$109,800	\$115,575	2023
Hibernian Building Association Of	MA	\$218,829	Clerk	\$15,813	\$15,106	2024
Oswego Area Chamber Of Commerce	IL	\$218,743	Executive Direc	\$72,726	\$78,254	2023
Personalized Arthroplasty Society Inc	GA	\$273,201	Executive Director	\$45,900	\$49,063	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to VA 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 VA 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	70 organizations. Compensation range \$5,508–\$347,823; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$245,437); for reference, expenses \$219,726 and assets \$116,088.
ROLE MATCH	Alexander Mccoy, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	5 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	4 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	9 th
Total compensation (D + F), as reported (no adjustments)	9 th
Reportable pay only (column D), adjusted	13 th
All sources (D + E + F), adjusted	6 th

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 (Alexander Mccoy) 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 10, 2026,

comparing compensation against 70 similarly situated organizations (Same NTEE sector (S40), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$24,757 is reasonable (approximately the 9th 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 10, 2026.