

Keep Evansville Beautiful Inc

Executive Director / CEO

EIN 351449381
 IN · NTEE C500
 FY ending 2024-09-30
 June 9, 2026

This analysis benchmarks the total compensation of **Julie Welch, Executive Director / CEO** (\$62,047) against **every comparable organization** that fit the selection criteria — **39** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **59th** percentile of comparable organizations within the typical range

Benchmarked executive: Julie Welch — reported title "PAST EXECUTIVE DIRECTOR", selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

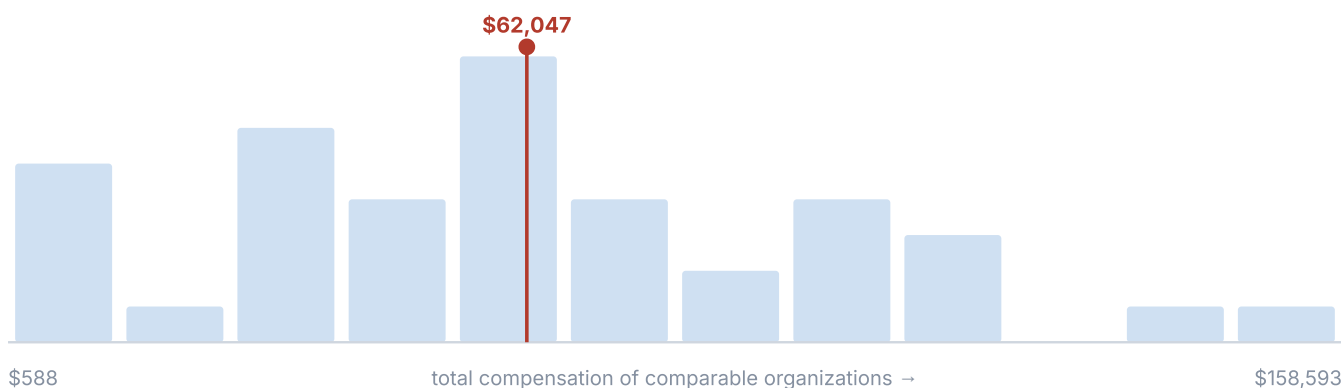
SECTOR Organizations sharing the subject's NTEE classification (C500).

BUDGET Total revenue between \$162,470 and \$363,739 — 0.67x to 1.50x the subject's \$242,493 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (C50), nationwide + budget 0.67–1.5x revenue.

39 organizations qualified on sector, size, and geography → **39** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$10,370	\$36,007	\$57,816	\$88,273	\$109,225	\$62,047
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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 IN 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
Wyoming Pathways	WY	\$241,814	Executive Director	\$90,000	\$94,087	2023
Scenic Pittsburgh	PA	\$240,966	Executive Director	\$71,500	\$69,611	2023
Keep Virginia Beautiful	VA	\$245,919	Executive Director	\$80,000	\$73,247	2024
Keep Jackson Beautiful	MS	\$238,983	Executive Dir	\$3,200	\$3,480	2023
Chandler Park Conservancy	MI	\$235,449	Ceo	\$118,533	\$116,016	2024
Keep The Midlands Beautiful	SC	\$233,516	Executive Di	\$55,867	\$55,268	2024
Keep Alabama Beautiful	AL	\$256,170	Executive Director	\$41,000	\$42,002	2024
Keep Etowah Beautiful Inc	AL	\$227,535	Executive Di	\$44,500	\$44,413	2025
The Treeline Conservancy	MI	\$217,730	Executive Di	\$115,131	\$116,015	2023
Citizens Caring For Clearlake	CA	\$268,914	President & Ceo	\$4,050	\$3,316	2024
Rail-trail Council Of Northeastern	PA	\$212,660	Executive Director	\$26,088	\$24,670	2024
Bucks Beautiful Inc	PA	\$212,217	Executive Di	\$40,083	\$37,904	2024
Dixie Fire Canopy Project	CA	\$209,783	Executive Dir.	\$12,750	\$10,440	2024
Keep Nebraska Beautiful	NE	\$278,359	President	\$92,600	\$97,233	2023
Keep Toledolucas County	OH	\$279,879	Exec Directo	\$92,648	\$95,801	2023
Keep Rockland Beautiful Inc	NY	\$202,946	Executive Director	\$61,506	\$52,703	2024
Warrick Parks & Trails Foundation Inc	IN	\$200,387	Executive Director	\$49,292	\$50,748	2023
3d Nature Technologies Inc	TX	\$200,000	Vice President And Secretary	\$91,000	\$88,869	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Carlsbad Mainstreet Project	NM	\$288,535	Executive Director	\$57,750	\$60,640	2023
Uptown Lexington Inc	NC	\$195,095	President	\$600	\$588	2024
Clean Valley Council Inc	VA	\$194,336	Executive Director	\$65,589	\$58,504	2025
Keep Lee County Beautiful Inc	FL	\$294,141	Executive Director	\$60,160	\$55,175	2023
Narrow Ridge Center	TN	\$189,012	Director	\$31,981	\$31,877	2024
Memory Trees Corporation	FL	\$187,856	Executive Director	\$11,000	\$10,089	2023
Keep Polk County Beautiful Inc	FL	\$184,054	Executive Director	\$66,619	\$57,816	2025

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IN 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 IN 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 39 organizations. Compensation range \$588–\$158,593; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$242,493); for reference, expenses \$267,287 and assets \$132,572.

ROLE MATCH Julie Welch, reported title "*PAST EXECUTIVE DIRECTOR*", benchmarked as Executive Director / CEO. **Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.**

RELATED-ORG PAY 2 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	59 th
Total compensation (D + F), as reported (no adjustments)	51 st
Reportable pay only (column D), adjusted	59 th
All sources (D + E + F), adjusted	54 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 (Julie Welch) 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 39 similarly situated organizations (Same NTEE sector (C50), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$62,047 is reasonable (approximately the 59th 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.