

Ripley County Economic Development Corporation

Executive Director / CEO

EIN 351994940
 IN · NTEE S41
 FY ending 2024-12-31
 June 13, 2026

This analysis benchmarks the total compensation of **Gary Norman, Executive Director / CEO** (\$75,000) against **every comparable organization** that fit the selection criteria — **163** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **84th** percentile of comparable organizations within the typical range

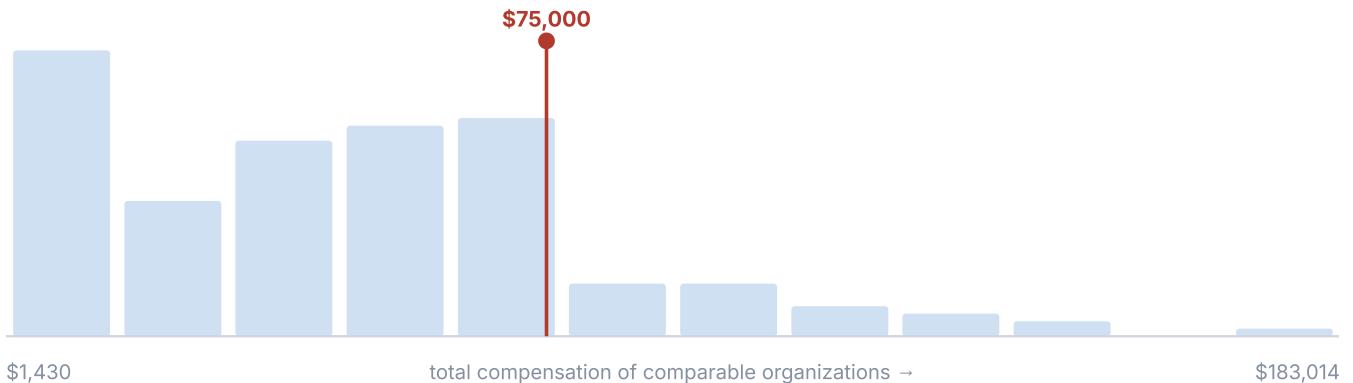
Benchmarked executive: Gary Norman — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$92,657 and \$207,442 — 0.67x to 1.50x the subject's \$138,295 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41), nationwide + budget 0.67–1.5x revenue.

163 organizations qualified on sector, size, and geography → **163** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$9,009 10TH	\$20,105 25TH	\$46,079 MEDIAN	\$65,533 75TH	\$92,548 90TH	\$75,000 THIS ORG · 84TH
------------------------	-------------------------	---------------------------	-------------------------	-------------------------	------------------------------------



■ 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
Sauk Centre Area Chamber Of Commerce	MN	\$138,382	President Ceo	\$68,750	\$64,418	2024
The Delaware Small Business Chamber	DE	\$138,736	President	\$36,000	\$33,426	2024
Janesville Innovation Inc	WI	\$139,845	Director	\$14,898	\$15,190	2023
Certified Naturally Grown Inc	CO	\$140,318	Secretary And Executive Director	\$44,058	\$40,061	2024
Fentress County Chamber Of Commerce	TN	\$140,491	Executive Director	\$40,596	\$41,659	2023
Tennessee Latin American Chamber Of Commerce	TN	\$135,769	Executive Director	\$56,513	\$57,993	2023
Interior Cabaret Hotel Restaurant &	AK	\$135,245	Sec/treas	\$13,490	\$12,230	2024
Chamber Of Commerce Trenton Mo	MO	\$135,222	Past Executive Director	\$51,847	\$53,611	2023
The Indus Entrepreneurs	OR	\$133,776	Executive Director	\$35,103	\$31,825	2023
Menorah Medical Center - Medical	KS	\$144,656	President	\$18,000	\$18,985	2023
Rangely Area Chamber Of Commerce	CO	\$131,870	Executive Director	\$30,386	\$27,629	2024
Cibola County Chamber Of Commerce	NM	\$144,751	Executive Di	\$3,167	\$3,230	2024
Union Chamber Of Commerce Inc	LA	\$131,650	President	\$40,719	\$42,517	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Mortgage Bankers Association Of The	NC	\$145,128	Executive Di	\$69,878	\$70,489	2023
Clear Creek County Tourism Bureau Inc	CO	\$131,401	Director	\$73,017	\$66,392	2024
Web3 Id Coalition Inc	NV	\$131,220	Secretary	\$6,000	\$5,871	2023
Medical Staff Of San Gabriel Valley Medical Center	CA	\$130,889	President/chief Of Staff	\$18,000	\$14,359	2025
Sky Ridge Medical Center Medical	CO	\$145,922	Board Member	\$3,750	\$3,410	2024
St Ignace Area Chamber Of Commerce	MI	\$146,253	Executive Di	\$45,251	\$44,290	2024
Florida Association Of Children's Hospitals Inc	FL	\$130,318	Executive Director	\$50,000	\$45,857	2023
The Production Music Association Inc	CA	\$129,901	Executive Dir.	\$157,663	\$129,099	2024
Maryland Society Of Anesthesiologists Inc	MD	\$147,616	Executive Director	\$54,304	\$48,143	2024
Commonwealth Business Travel Group Inc	TX	\$128,868	Executive Director	\$40,788	\$39,833	2023
Greater Seminole Area Chamber Of	FL	\$128,163	Executive Di	\$72,600	\$64,674	2024
Southern Eagle Basketball Officials	GA	\$149,164	President	\$1,500	\$1,430	2024

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	163 organizations. Compensation range \$1,430–\$183,014; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$138,295); for reference, expenses \$134,734 and assets \$436,822.
ROLE MATCH	Gary Norman, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	14 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	84 th
Total compensation (D + F), as reported (no adjustments)	79 th
Reportable pay only (column D), adjusted	86 th
All sources (D + E + F), adjusted	79 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 (Gary Norman) 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 13, 2026, comparing compensation against 163 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$75,000 is reasonable (approximately the 84th 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 13, 2026.