

West Bend Area Chamber Of Commerce

Executive Director / CEO

EIN 391140681

WI · NTEE S41Z

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Toni Gumina, Executive Director / CEO** (\$84,460) against **every comparable organization** that fit the selection criteria — **542** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **57th** percentile of comparable organizations within the typical range

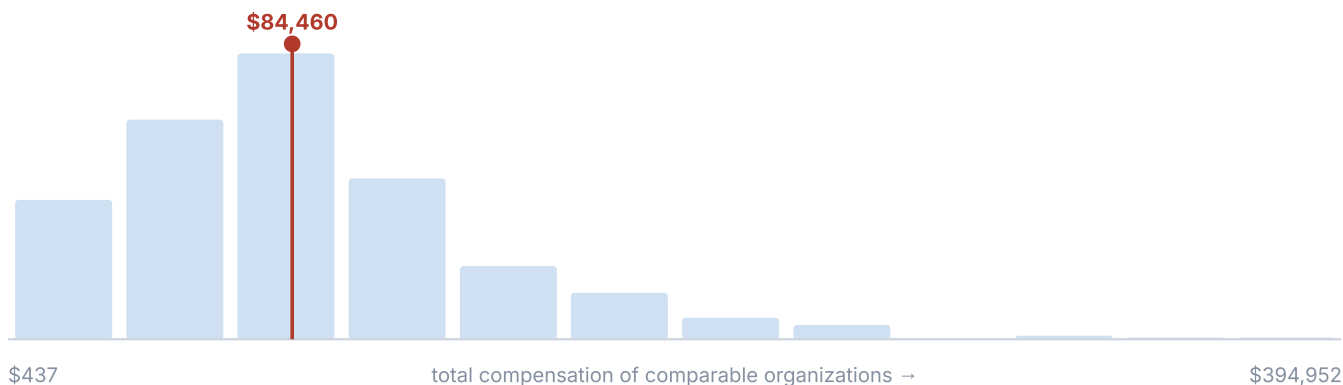
Benchmarked executive: Toni Gumina — reported title “PRESIDENT &”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41Z).
BUDGET	Total revenue between \$257,946 and \$577,492 — 0.67x to 1.50x the subject's \$384,995 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41), nationwide + budget 0.67–1.5x revenue.

542 organizations qualified on sector, size, and geography → **542** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$23,809	\$50,893	\$78,778	\$114,197	\$157,088	\$84,460
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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 WI 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
Ranson Convention & Visitors Bureau	WV	\$384,891	Executive Director	\$67,627	\$68,101	2024
Northeast Ms Board Of Realtors	MS	\$384,769	Executive Di	\$62,378	\$64,613	2024
Wisconsin Newspaper Association Inc	WI	\$386,248	Executive Director	\$151,875	\$151,875	2023
Colorado Springs Forward	CO	\$383,700	Chairman	\$130,955	\$116,786	2024
Housing Contractors Of California	CA	\$386,344	Dir. Of Risk Mgmt	\$166,916	\$138,010	2023
South Carolina Funeral Directors Association Inc	SC	\$383,410	Executive Director	\$45,000	\$43,662	2024
Renewable Hydrogen Alliance	OR	\$383,231	Executive Director	\$77,316	\$66,778	2024
Cen-tex African American Chamber Of Commerce Inc	TX	\$383,036	Executive Director	\$71,926	\$68,892	2023
Alabama Cancer Congress	MD	\$383,020	Board Member	\$2,000	\$1,739	2024
The Georgia Association Of Conven-	GA	\$387,454	Executive Di	\$118,070	\$113,674	2023
Corrections Usa	FL	\$382,299	Chairman	\$54,000	\$48,574	2023
Element 8	WA	\$382,211	Executive Director	\$89,334	\$76,584	2023
International Association Of	IL	\$388,116	Ceo	\$102,125	\$90,971	2025
The Management Round Table	VA	\$380,750	Interim Executive Director	\$32,883	\$29,529	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Greater Augusta Regional Chamber Of	VA	\$380,216	President/ce	\$86,800	\$77,947	2024
Defined Contribution Alternatives Association	DC	\$380,133	President	\$239,600	\$195,549	2024
Concilio Hispano De Empresas	CO	\$380,038	President & Ceo	\$131,538	\$117,306	2024
Metro West Council Of Government	IL	\$390,859	Executive Di	\$152,084	\$135,473	2025
Universal Stylus Initiative Inc	MA	\$391,333	Executive Director	\$125,500	\$104,887	2024
Provider Alliance For Community Service	TX	\$378,644	Executive Director	\$125,748	\$116,988	2024
Greater Stillwater Chamber Of Comme	MN	\$378,463	Presidentexecutive Director	\$49,862	\$45,822	2024
Innovation Tri-valley Leadership	CA	\$391,544	Ceo	\$102,692	\$80,346	2025
Colorado Cleantech Industry Association Inc	CO	\$378,128	Executive Director	\$133,416	\$118,981	2024
Cottleville Weldon Spring Chamber	MO	\$392,042	Executive Director	\$83,055	\$84,231	2023
Oxford Visitors And Convention	OH	\$392,229	Exec. Direct	\$60,085	\$60,936	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI 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 WI 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	542 organizations. Compensation range \$437–\$394,952; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$384,995); for reference, expenses \$382,742 and assets \$410,787.
ROLE MATCH	Toni Gumina, reported title " <i>PRESIDENT &</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	26 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	17 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	57 th
Total compensation (D + F), as reported (no adjustments)	50 th
Reportable pay only (column D), adjusted	56 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 (Toni Gumina) 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 542 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$84,460 is reasonable (approximately the 57th 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.