

Mosinee Area Chamber Of Commerce Inc

Executive Director / CEO

EIN 391803625
 WI · NTEE S41
 FY ending 2023-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Terra Plaisance, Executive Director / CEO** (\$61,787) against **every comparable organization** that fit the selection criteria — **292** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **60th** percentile of comparable organizations within the typical range

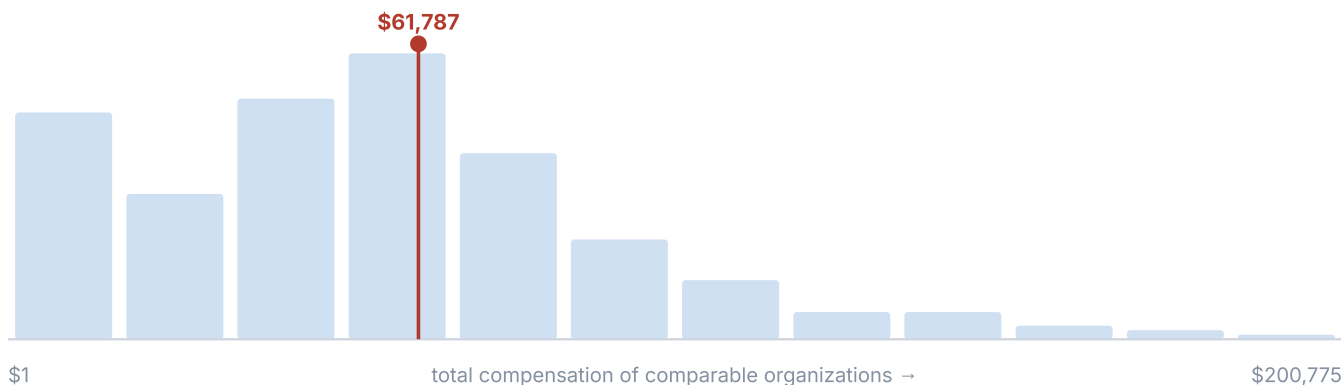
Benchmarked executive: Terra Plaisance — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

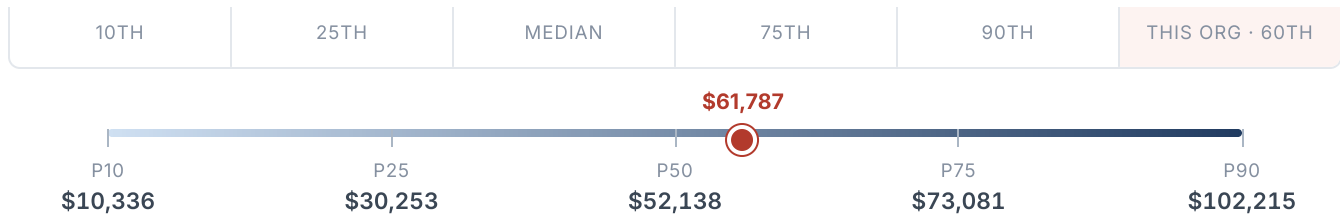
SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$113,799 and \$254,775 — 0.67x to 1.50x the subject's \$169,850 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41), nationwide + budget 0.67–1.5x revenue.

292 organizations qualified on sector, size, and geography → **292** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$10,336	\$30,253	\$52,138	\$73,081	\$102,215	\$61,787
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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
Delafield Chamber Of Commerce	WI	\$168,405	Executive Director	\$68,261	\$66,303	2024
West Plains Chamber Of Commerce	WA	\$171,397	Executive Director	\$71,610	\$59,629	2024
Brazoria County Hispanic Chamber Of Commerce	TX	\$168,188	President	\$50,601	\$47,076	2024
Joliet Latino Economic Development Assoc	IL	\$167,992	Program Manager	\$55,504	\$52,249	2023
Committee For The Advancement Of	NJ	\$167,579	President	\$9,542	\$8,158	2023
Texas Organization Of Residential Care Homes	TX	\$167,246	Secretary	\$61,962	\$57,645	2024
Delaware Food Industry Council	DE	\$173,788	Executive Director	\$158,583	\$144,416	2024
Louisa County Chamber Of Commerce	VA	\$165,743	Executive Director	\$53,003	\$49,003	2023
Small Business Council Of America Inc	GA	\$173,977	Secretary	\$9,000	\$8,665	2023
Prescott Downtown Partnership Inc	AZ	\$174,908	Executive Dir.	\$45,175	\$40,407	2024
Alexandria Bay Chamber Of Commerce Inc	NY	\$175,230	Executive Director	\$57,100	\$47,988	2024
Ofs Holdings Inc	WI	\$164,415	Executive Director (Thru 04/24)	\$22,790	\$22,136	2024
Texas Alternative Investments Association Inc	TX	\$163,149	Secretary	\$10,661	\$9,918	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Nodaway County Economic Development Corp	MO	\$176,631	Executive Director	\$100,011	\$101,427	2023
Greater East Dallas Chamber Of Commerce	TX	\$162,675	Executive Staff	\$39,900	\$38,217	2023
Dane Buy Local Inc	WI	\$177,451	Executive Di	\$15,231	\$15,231	2023
Rogersville-hawkins Co Chamber Of Commerce Inc	TN	\$177,576	Exec Dirctor	\$76,223	\$74,516	2024
Window Coverings Association Of Ame	NC	\$177,588	Ed	\$86,120	\$85,205	2023
International Federation Of Dental Hygienists	MD	\$177,618	President	\$13,900	\$12,443	2023
Georgia Craft Brewers Guild Inc	GA	\$177,836	Executive Di	\$78,600	\$73,503	2024
Bell Buckle Chamber Of Commerce	TN	\$178,004	President	\$6,000	\$5,715	2025
Ellinger Chamber Of Commerce	TX	\$161,046	Director	\$3,600	\$3,349	2024
The Colony Chamber Of Commerce Inc	TX	\$160,967	Executive Director	\$26,890	\$25,017	2024
National Black Professional Lobbyist Association	AL	\$178,875	Executive Director	\$32,500	\$33,619	2023
Utah Petroleum Marketers	UT	\$178,928	State Execut	\$69,000	\$65,680	2024

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	292 organizations. Compensation range \$1–\$200,775; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$169,850); for reference, expenses \$145,783 and assets \$106,697.
ROLE MATCH	Terra Plaisance, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	19 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	10 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	60 th
Total compensation (D + F), as reported (no adjustments)	56 th
Reportable pay only (column D), adjusted	61 st
All sources (D + E + F), adjusted	55 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 (Terra Plaisance) 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 292 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$61,787 is reasonable (approximately the 60th 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.