

Lanesboro Area Chamber Of Commerce

Executive Director / CEO

EIN 411829430

MN · NTEE S41

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Joe Goetzke, Executive Director / CEO** (\$40,480) against **every comparable organization** that fit the selection criteria — **366** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **30th** percentile of comparable organizations within the typical range

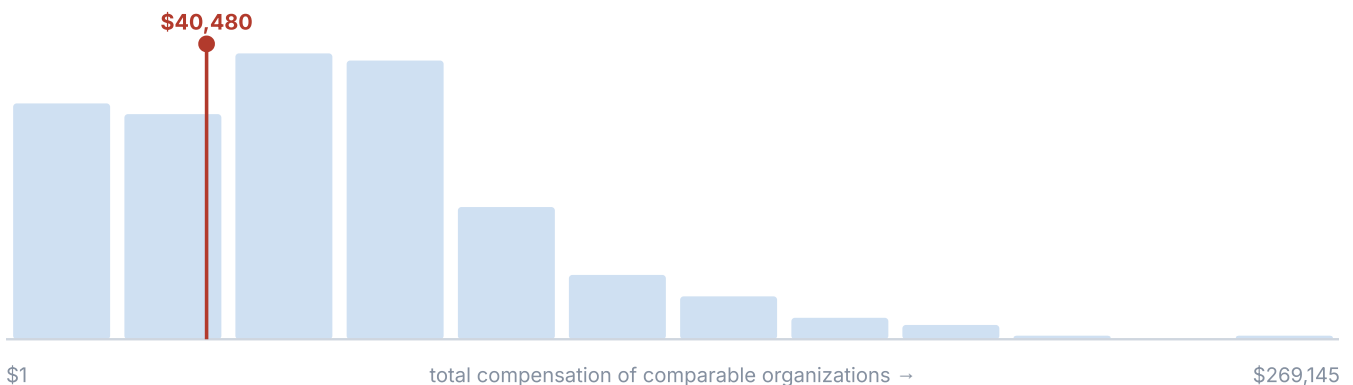
Benchmarked executive: Joe Goetzke — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$127,323 and \$285,052 — 0.67x to 1.50x the subject's \$190,035 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41), nationwide + budget 0.67–1.5x revenue.

366 organizations qualified on sector, size, and geography → **366** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$11,167	\$34,256	\$60,413	\$83,988	\$119,823	\$40,480
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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 MN 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
Wine Artisans Of Santa Lucia Highlands	CA	\$189,600	Executive Dir.	\$101,750	\$88,918	2024
Virginia Beach Restaurant Association	VA	\$190,615	Executive Director	\$68,383	\$68,795	2023
Anderson Area Chamber Of Commerce	OH	\$189,133	Executive Di	\$90,024	\$99,346	2023
Mercer Area Chamber Of Commerce	WI	\$190,955	Executive Director	\$52,696	\$55,696	2024
Vienna Business Association	VA	\$189,060	Executive Di	\$80,222	\$76,369	2025
Great Lakes Bay Regional Alliance	MI	\$191,747	Executive Di	\$95,700	\$99,967	2024
Green Motors Practices Group	ID	\$191,962	Executive Director	\$64,000	\$68,902	2024
Consortium For Universal Healthcare	DE	\$188,050	Executive Director	\$102,000	\$101,076	2024
Camara De Comercio Hispana	TX	\$187,890	Executive Di	\$24,122	\$24,420	2024
Red Oak Chamber And Industry Association Inc	IA	\$192,644	Secretary	\$50,500	\$57,613	2023
Twin-training To Work An Industry Niche	NC	\$187,199	President & Executive Director	\$60,550	\$65,187	2023
North Carolina Association Of Workforce	NC	\$186,968	Executive Director	\$67,733	\$69,002	2025
Forward Cody Wyoming Inc	WY	\$186,866	Ceo	\$146,875	\$159,169	2024
American Knife And Tool Institute Inc	WY	\$193,706	Executive Director	\$55,800	\$60,470	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Sheboygan Falls Chamber Main Street	WI	\$194,417	Executive Director	\$53,563	\$56,612	2024
Midlands Business Leadership Group	SC	\$185,522	Executive Di	\$95,677	\$101,015	2024
Fort Davis Chamber Of Commerce	TX	\$194,789	Executive Director	\$13,770	\$14,352	2023
Pomerado Hospital Medical Staff	CA	\$194,837	Past Chief Of Staff	\$62,000	\$55,781	2023
Colorado Civil Justice League	CO	\$185,106	Executive Director	\$77,000	\$76,929	2023
Medical Toxicology Foundation	AZ	\$185,030	Executive Director/board M	\$39,714	\$38,653	2024
Excelsior Springs Area Chamber	MO	\$196,002	President	\$47,525	\$50,942	2024
The Greater Okc Asian Chamber Of Commerce	OK	\$196,154	Executive Director	\$25,927	\$28,148	2025
Trussville Chamber Of Commerce	AL	\$196,388	Interim Director	\$46,789	\$52,667	2023
Butler County Medical Society	OH	\$183,653	Exec Assistant	\$15,000	\$16,078	2024
Home Builders Association Of Hickory-catawba Valley Inc	NC	\$183,432	Executive Officer	\$56,782	\$61,130	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MN 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 MN 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	366 organizations. Compensation range \$1–\$269,145; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$190,035); for reference, expenses \$169,095 and assets \$95,729.
ROLE MATCH	Joe Goetzke, reported title "EXECUTIVE DIRECTOR", 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	30 th
Total compensation (D + F), as reported (no adjustments)	30 th
Reportable pay only (column D), adjusted	32 nd
All sources (D + E + F), adjusted	27 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 (Joe Goetzke) 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 366 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$40,480 is reasonable (approximately the 30th 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.