

# Stanly County Convention And Vistiors Bureau Inc

Executive Director / CEO

EIN 412139529

NC · NTEE S30

FY ending 2025-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Brooks Kasey Lynn, Executive Director / CEO** (\$50,977) against **every comparable organization** that fit the selection criteria — **112** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **42<sup>nd</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Brooks Kasey Lynn — reported title “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 (S30).

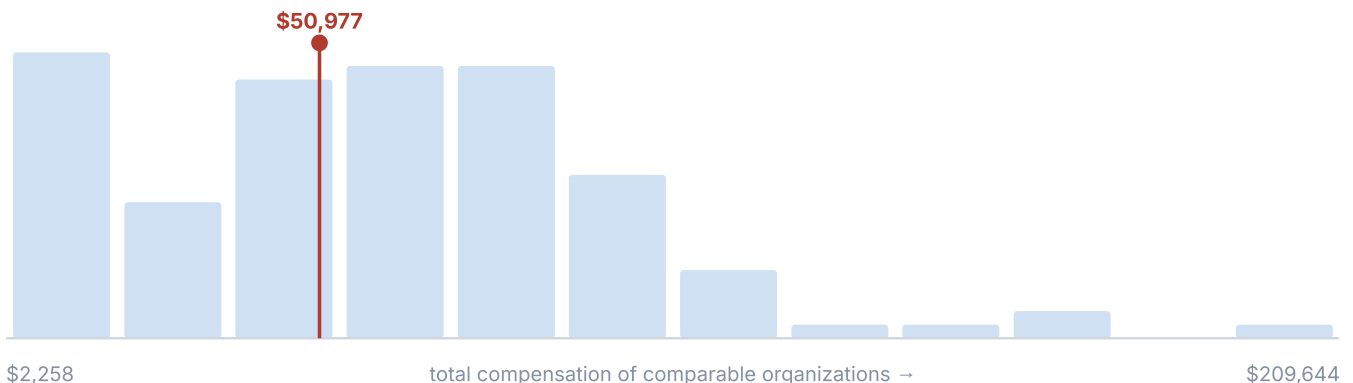
**BUDGET** Total revenue between \$138,438 and \$309,937 — 0.67x to 1.50x the subject's \$206,625 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (S30), nationwide + budget 0.67–1.5x revenue.

**112** organizations qualified on sector, size, and geography

→ **112** within the band form the benchmarked peer set.

## Distribution of comparable compensation



<b>\$11,493</b> 10TH	<b>\$33,907</b> 25TH	<b>\$63,996</b> MEDIAN	<b>\$81,803</b> 75TH	<b>\$104,721</b> 90TH	<b>\$50,977</b> THIS ORG · 42ND
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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 NC 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
<a href="#">Montana West Economic Development</a>	MT	\$205,356	President/ceo	\$11,287	<b>\$12,087</b>	2024
<a href="#">Common Wealth Inc</a>	OH	\$208,039	Executive Director	\$34,698	<b>\$36,508</b>	2024
<a href="#">Old Town Commercial Association</a>	MI	\$208,424	Executive Director	\$66,308	<b>\$67,990</b>	2024
<a href="#">Northwest Wisconsin Economic</a>	WI	\$208,540	Fiscal Manager	\$44,333	<b>\$45,995</b>	2024
<a href="#">Gateway South Innovation District</a>	MO	\$209,054	President	\$63,747	<b>\$69,054</b>	2023
<a href="#">Crazy Love Africa</a>	CO	\$203,713	Executive Director	\$11,000	<b>\$10,788</b>	2023
<a href="#">Elwood Community Development Corporation</a>	IN	\$210,909	Executive Director	\$7,097	<b>\$7,435</b>	2024
<a href="#">Perris Community Economic Development Co</a>	CA	\$200,227	Chief Executive Director	\$27,674	<b>\$24,440</b>	2023
<a href="#">Healthy Neighborhood Enterprises</a>	VA	\$200,019	Executive Director	\$65,337	<b>\$64,522</b>	2023
<a href="#">Boonslick Community Development</a>	MO	\$213,628	Ex Officio M	\$87,706	<b>\$95,008</b>	2023
<a href="#">Columbus Compact Corporation</a>	OH	\$213,718	President &	\$80,900	<b>\$85,121</b>	2024
<a href="#">Emancipation Economic Development Council</a>	TX	\$198,287	Executive Director	\$93,674	<b>\$93,085</b>	2024
<a href="#">Bay Area Women Coalition Inc</a>	AL	\$217,019	Executive Di	\$54,000	<b>\$57,954</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Betamore Inc</a>	MD	\$217,026	Executive Dir.	\$77,500	<b>\$74,104</b>	2023
<a href="#">Catalyst Community Capital Inc</a>	FL	\$195,564	Ceo / Board Member	\$11,002	<b>\$10,571</b>	2023
<a href="#">Foodworks Alliance Llc</a>	OH	\$195,468	Executive Di	\$34,678	<b>\$37,565</b>	2023
<a href="#">Inner City Green Team Economic And Enviromental Development</a>	NY	\$217,956	Charlton	\$100,000	<b>\$89,768</b>	2024
<a href="#">Elevate Edgerton Inc</a>	KS	\$220,011	President/tr	\$137,815	<b>\$147,905</b>	2024
<a href="#">We Lead</a>	IA	\$220,331	Executive Director	\$78,125	<b>\$84,978</b>	2024
<a href="#">Downtown Janesville Inc</a>	WI	\$221,656	Managing Direct	\$74,519	<b>\$77,313</b>	2024
<a href="#">Norfolk Innovation Corridor</a>	VA	\$221,725	Executive Di	\$20,000	<b>\$19,184</b>	2024
<a href="#">Chautauqua Opportunities For</a>	NY	\$191,315	Ceo	\$20,241	<b>\$18,170</b>	2024
<a href="#">Blades Economic Development Corporation</a>	DE	\$190,730	Dockmaster	\$19,200	<b>\$18,676</b>	2024
<a href="#">Keyah Advanced Rural Manufacturing Alliance</a>	NM	\$190,416	Chief Executive Officer	\$60,500	<b>\$64,643</b>	2024
<a href="#">Lincoln County Economic Dev Foundation</a>	KS	\$223,067	Director	\$61,163	<b>\$67,581</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NC cost of living and 2025 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 NC 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](https://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT 112 organizations. Compensation range \$2,258–\$209,644; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$206,625); for reference, expenses \$157,573 and assets \$193,842.
ROLE MATCH	Brooks Kasey Lynn, reported title " <i>Director</i> ", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.</b>
RELATED-ORG PAY	18 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	3 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	42 <sup>nd</sup>
Total compensation (D + F), as reported (no adjustments)	42 <sup>nd</sup>
Reportable pay only (column D), adjusted	45 <sup>th</sup>
All sources (D + E + F), adjusted	38 <sup>th</sup>

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 (Brooks Kasey Lynn) 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 112 similarly situated organizations (Same NTEE sector (S30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$50,977 is reasonable (approximately the 42<sup>nd</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.