

Juniata River Valley Visitors Bureau

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Jenny Landis, Executive Director / CEO** (\$54,567) against **every comparable organization** that fit the selection criteria — **22** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **32nd** percentile of comparable organizations within the typical range

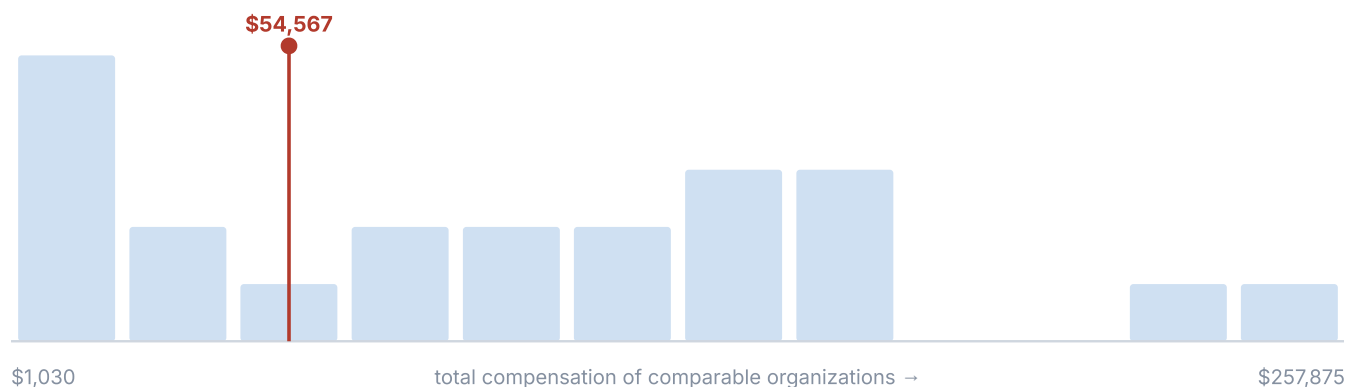
Benchmarked executive: Jenny Landis — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$318,740 and \$713,598 — 0.67x to 1.50x the subject's \$475,732 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41) + PA + budget 0.67–1.5x revenue.

22 organizations qualified on sector, size, and geography → **22** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$1,724	\$34,886	\$102,677	\$147,523	\$170,909	\$54,567
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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 PA 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
Dayton Agricultural & Mech Assoc	PA	\$460,350	President	\$1,680	\$1,680	2024
Warren County Chamber Of Business	PA	\$450,619	President/ceo	\$110,529	\$110,529	2024
Juniata County Agricultural Society	PA	\$447,332	2nd Vice Pre	\$1,225	\$1,225	2024
American Concrete Pavement	PA	\$446,818	President	\$163,240	\$163,240	2024
Lower Bucks County Chamber Of Commerce	PA	\$427,438	Executive Dir.	\$57,243	\$57,243	2024
Lawrence County Tourist Promotion Agency Inc	PA	\$425,020	Executive Director	\$77,185	\$77,185	2024
Pennsylvania Coalition For Civil Justice	PA	\$536,775	Executive Director	\$222,742	\$222,742	2024
Venango County Fair Inc	PA	\$409,736	Treasurer	\$12,180	\$12,180	2024
Blue Valley Farm Show Inc	PA	\$409,333	President	\$2,119	\$2,119	2024
International Association Of Animal	PA	\$405,782	Executive Director	\$102,923	\$102,923	2024
Global Retailer And Manufacturer Alliance Inc	PA	\$556,718	Executive Director	\$166,833	\$171,761	2023
Builders Guild Of Western Pennsylvania Inc	PA	\$394,165	Executive Director	\$161,000	\$156,850	2025
Pennsylvania Academy Of General Den	PA	\$375,404	Executive Di	\$85,400	\$85,400	2024
Pittsburgh Human Resources Association	PA	\$577,313	Executive Director	\$128,641	\$128,641	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Technology Councils Of North America	PA	\$578,228	Ceo	\$257,875	\$257,875	2024
Pittsburgh Works Together Inc	PA	\$606,250	President	\$152,460	\$148,530	2025
Building & Supporting Entrepreneurship	PA	\$325,637	President	\$34,515	\$34,515	2024
Independence Business Alliance	PA	\$321,169	Chief Executive Officer	\$99,492	\$102,431	2023
Creosote Council Iii Inc	PA	\$653,500	Technical Di	\$144,500	\$144,500	2024
Westmoreland Chamber Of Commerce	PA	\$661,079	Presidentceo	\$130,774	\$130,774	2024
Gratz Agricultural & Horticultural Association	PA	\$661,979	President	\$1,000	\$1,030	2023
Pennsylvania National Guard Associations	PA	\$692,863	Executive Director	\$36,000	\$36,000	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to PA 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 PA 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 22 organizations. Compensation range \$1,030–\$257,875; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$475,732); for reference, expenses \$403,202 and assets \$607,432.

ROLE MATCH Jenny Landis, reported title "*EXECUTIVE DIRECTOR*", benchmarked as Executive Director / CEO. The title maps directly to this role.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	32 nd
Total compensation (D + F), as reported (no adjustments)	32 nd
Reportable pay only (column D), adjusted	32 nd
All sources (D + E + F), adjusted	32 nd

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 (Jenny Landis) 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 22 similarly situated organizations (Same NTEE sector (S41) + PA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$54,567 is reasonable (approximately the 32nd 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.