

Birch Run Area Convention And

Executive Director / CEO

EIN 472425291

MI · NTEE S41

FY ending 2024-09-30

June 9, 2026

This analysis benchmarks the total compensation of **Jerry Preston, Executive Director / CEO** (\$36,000) against **every comparable organization** that fit the selection criteria — **477** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 21st percentile of comparable organizations

below the typical range for comparable organizations

Benchmarked executive: Jerry Preston — 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 (S41).

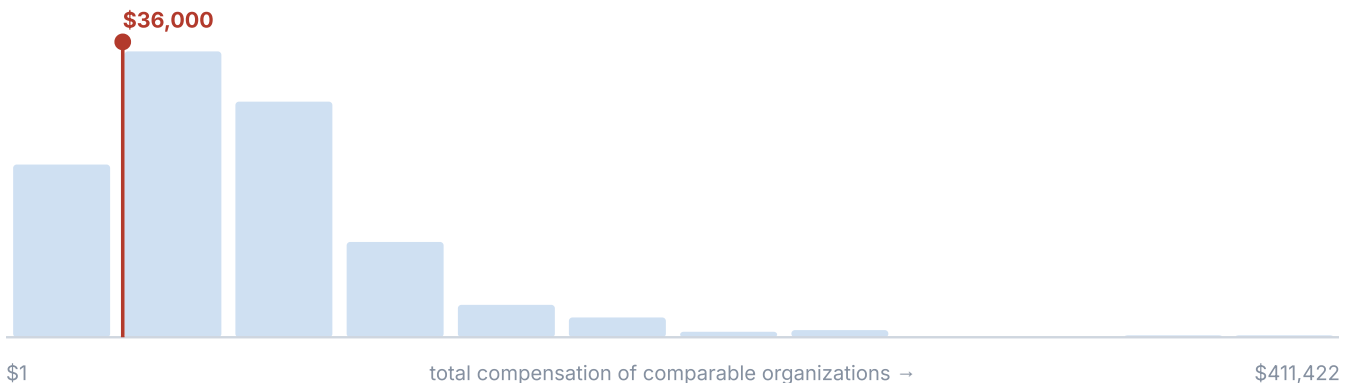
BUDGET Total revenue between \$163,554 and \$366,166 — 0.67x to 1.50x the subject's \$244,111 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (S41), nationwide + budget 0.67–1.5x revenue.

477 organizations qualified on sector, size, and geography

→ **477** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$15,122

\$40,735

\$65,858

\$92,353

\$128,901

\$36,000



■ 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 MI 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
Aberdeen Downtown Association	SD	\$244,220	Executive Director	\$81,500	\$87,143	2024
Bpca Nys Inc	NY	\$243,862	Executive Director	\$46,474	\$40,686	2024
Asian Pacific American Chamber	MI	\$243,820	Executive Director	\$100,000	\$100,000	2024
Hispanic Chamber Cincinnati Usa Inc	OH	\$244,726	President	\$48,000	\$50,710	2023
Medical Staff Of Southwest Healthcare	CA	\$244,802	Chief Of Staff	\$39,000	\$33,591	2023
Medquarter Inc	IA	\$243,371	President	\$13,872	\$14,716	2024
Upper Perkiomen Valley Chamber Of	PA	\$243,363	Executive Di	\$44,624	\$43,114	2024
New Holland Pa State Association Of	PA	\$244,951	President	\$300	\$290	2024
Asian American Chamber	VA	\$243,269	President	\$75,000	\$70,159	2024
Flaming Gorge Area Chamber Of Comme	UT	\$243,148	Director	\$46,369	\$47,337	2023
Federal It Security Institute	VA	\$243,057	Executive Director And Ceo	\$30,000	\$28,064	2024
Artist Management Association Inc	NY	\$245,325	Secretary	\$112,196	\$98,224	2024
National Hemp Association Inc	DC	\$242,896	Executive Director	\$72,000	\$61,213	2024
Helping Our Music Evolve Inc	TN	\$242,784	Founder	\$13,690	\$13,942	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Brunswick Area Respite Program	ME	\$242,691	Executive Di	\$93,109	\$90,328	2024
Society Of Industrial And Office	FL	\$242,179	Executive Director	\$33,500	\$30,490	2024
Richmond Chamber Of Commerce Inc	KY	\$242,131	President &	\$75,281	\$78,359	2024
The St Mary Chamber Of Commerce	LA	\$246,552	President	\$45,868	\$48,933	2024
Asc Inc	TX	\$241,661	Ceo	\$103,437	\$100,245	2024
Lake Forest Chamber Of Commerce Inc	CA	\$240,795	Ceo	\$62,385	\$52,191	2024
Medical Staff Of Doctors Medical Center	CA	\$247,482	Chief Of Staff	\$48,000	\$41,343	2023
Altoona Area Chamber Of Commerce	IA	\$247,484	Executive Vp	\$68,315	\$74,610	2023
National Association Of Wine Retailers	CA	\$247,521	Executive Director	\$79,175	\$66,237	2024
Onemine Inc	CO	\$240,687	Executive Director	\$42,773	\$39,736	2024
Northshore Business Council	LA	\$247,732	Executive Director (1/1 - 7/31)	\$34,335	\$36,629	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MI 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 MI 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	477 organizations. Compensation range \$1–\$411,422; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$244,111); for reference, expenses \$220,659 and assets \$234,111.
ROLE MATCH	Jerry Preston, reported title "PRESIDENT", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	24 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	21 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	21 st
Total compensation (D + F), as reported (no adjustments)	20 th
Reportable pay only (column D), adjusted	23 rd
All sources (D + E + F), adjusted	19 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 (Jerry Preston) 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 477 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$36,000 is reasonable (approximately the 21st 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.