

# Sun Valley Film Festival Inc

Executive Director / CEO

EIN 611667380

ID · NTEE A31

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Edward Grennan, Executive Director / CEO** (\$42,900) against **every comparable organization** that fit the selection criteria — **66** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **24<sup>th</sup>** percentile of comparable organizations below the typical range for comparable organizations

**Benchmarked executive:** Edward Grennan — reported title "CHAIRMAN/ED", 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 (A31).

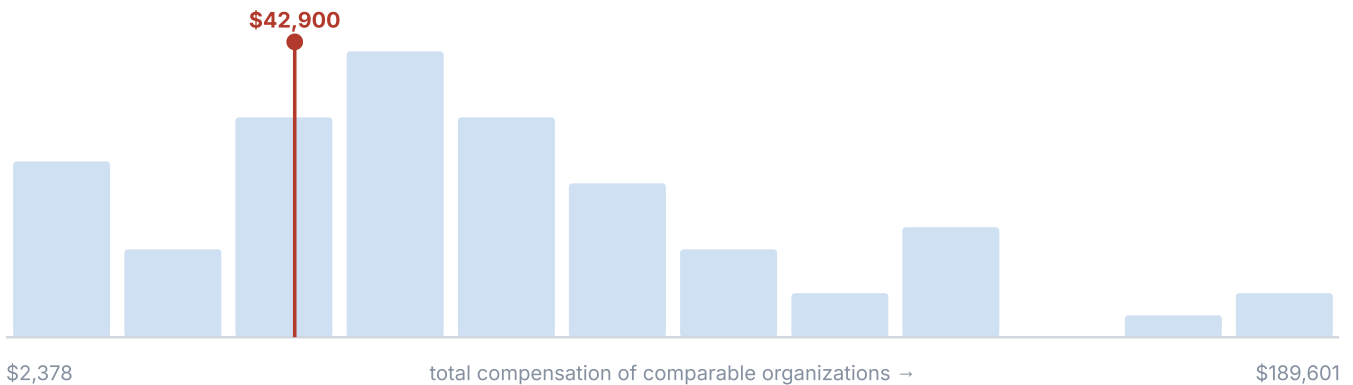
**BUDGET** Total revenue between \$254,564 and \$569,920 — 0.67x to 1.50x the subject's \$379,947 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (A31), nationwide + budget 0.67–1.5x revenue.

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

→ **66** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$16,016	\$43,913	\$59,785	\$90,042	\$128,459	\$42,900
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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 ID 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="#">Dc Independent Film Festival</a>	DC	\$381,791	Executive Director	\$40,000	<b>\$32,996</b>	2024
<a href="#">Hamptons Take 2 Documentary Film</a>	NY	\$373,762	Pres & Exec Dir	\$65,000	<b>\$55,214</b>	2024
<a href="#">Aitysh Usa</a>	CA	\$386,691	Executive Director	\$68,000	<b>\$56,828</b>	2023
<a href="#">The Kindling Group</a>	IL	\$386,818	Executive Director	\$88,200	<b>\$83,919</b>	2023
<a href="#">Garden State Film Festival</a>	NJ	\$365,589	Executive Director	\$30,000	<b>\$24,530</b>	2025
<a href="#">Black Girls Film Camp</a>	NC	\$361,259	Executive Dir	\$41,400	<b>\$40,212</b>	2024
<a href="#">Association Of Film Commissioners</a>	CA	\$359,507	Executive Director	\$120,000	<b>\$100,283</b>	2023
<a href="#">Visart Inc</a>	NC	\$400,703	Executive Director	\$39,224	<b>\$38,099</b>	2024
<a href="#">The Zephyr Theatre</a>	MN	\$357,265	Interim Executive Director	\$48,000	<b>\$44,585</b>	2024
<a href="#">Silicon Valley Jewish Film Festival</a>	CA	\$410,985	Executive Director	\$166,001	<b>\$138,727</b>	2023
<a href="#">Port Townsend Film Institute</a>	WA	\$412,527	Executive Dir.	\$83,500	<b>\$70,275</b>	2024
<a href="#">Cinefemme</a>	CA	\$346,073	Executive Director	\$170,504	<b>\$142,490</b>	2023
<a href="#">Three Generations Inc</a>	NY	\$413,975	Founder	\$67,409	<b>\$57,260</b>	2024
<a href="#">Checkerboard Foundation Inc</a>	NY	\$340,581	Chairman & President	\$20,000	<b>\$16,989</b>	2024
<a href="#">Friends Of The Garden Theater</a>	MI	\$420,656	Executive Di	\$78,405	<b>\$76,074</b>	2024
<a href="#">Schoolyard Films Inc</a>	FL	\$420,840	Executive Director	\$120,000	<b>\$105,971</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">New Plaza Cinema Inc</a>	NY	\$338,151	General Mgr/	\$35,000	<b>\$30,609</b>	2023
<a href="#">Athol-orange Community Television Inc</a>	MA	\$423,553	Executive Director	\$79,940	<b>\$69,522</b>	2023
<a href="#">Florida Film Institute Inc</a>	FL	\$333,870	President	\$69,675	<b>\$61,529</b>	2024
<a href="#">Julien Dubuque International Film Festival</a>	IA	\$331,397	Executive Director	\$67,980	<b>\$69,970</b>	2024
<a href="#">Tallgrass Film Association</a>	KS	\$330,994	Executive Director	\$68,725	<b>\$69,794</b>	2024
<a href="#">Mendocino Film Festival Inc</a>	CA	\$330,313	Festival Administrator	\$71,890	<b>\$56,851</b>	2025
<a href="#">Dallas Film Society Inc</a>	TX	\$432,873	Chief Executive Officer & Board Member	\$33,333	<b>\$32,270</b>	2023
<a href="#">Docs In Progress Inc</a>	MD	\$434,981	Ceo	\$38,785	<b>\$34,086</b>	2024
<a href="#">Bravemaker</a>	CA	\$324,639	President	\$132,000	<b>\$110,312</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to ID 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 ID 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	<b>66</b> organizations. Compensation range \$2,378–\$189,601; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$379,947); for reference, expenses \$384,365 and assets \$178,334.
ROLE MATCH	Edward Grennan, reported title " <i>CHAIRMAN/ED</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>

**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	24 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	24 <sup>th</sup>
Reportable pay only (column D), adjusted	24 <sup>th</sup>
All sources (D + E + F), adjusted	24 <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 (Edward Grennan) 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 66 similarly situated organizations (Same NTEE sector (A31), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$42,900 is reasonable (approximately the 24<sup>th</sup> 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.