

# Des Moines Childrens Museum

Executive Director / CEO

EIN 820923204

IA · NTEE A52

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Julie Burtnette, Executive Director / CEO** (\$23,274) against **every comparable organization** that fit the selection criteria — **25** 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

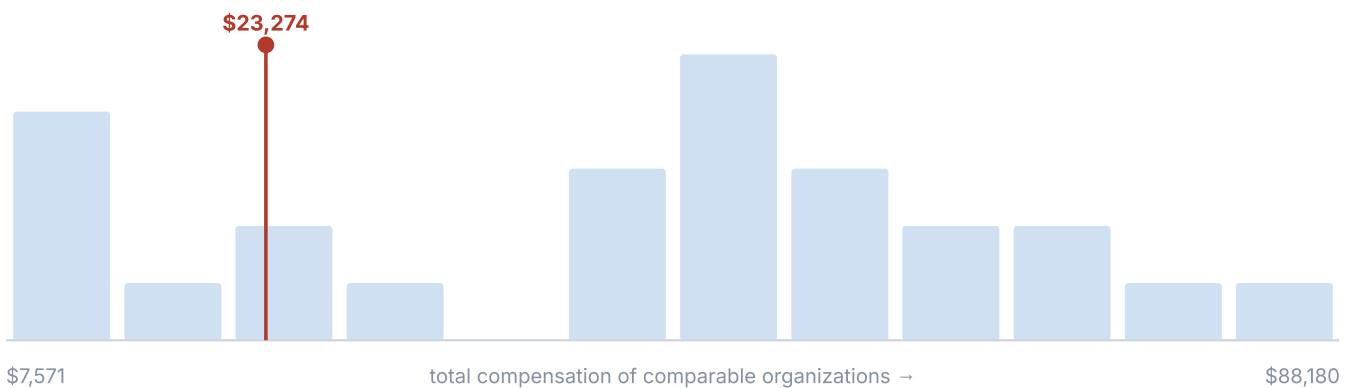
**Benchmarked executive:** Julie Burtnette — reported title “CURRENT EXC DIR”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A52).
BUDGET	Total revenue between \$205,129 and \$459,244 — 0.67x to 1.50x the subject's \$306,163 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A52), nationwide + budget 0.67–1.5x revenue.

**25** organizations qualified on sector, size, and geography → **25** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$12,299	\$26,109	\$51,676	\$60,891	\$72,509	\$23,274
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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 IA 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="#">Sandcastles A Lake Michigan Childrens Museum</a>	MI	\$295,915	Executive Director	\$64,594	<b>\$60,891</b>	2023
<a href="#">Childrens Museum Of Yuma County Inc</a>	AZ	\$291,227	Ceo	\$54,130	<b>\$47,544</b>	2023
<a href="#">Kids Discovery Factory Inc</a>	IN	\$337,260	Executive Director	\$53,993	<b>\$52,002</b>	2023
<a href="#">Scioto County Childrens Museum Inc</a>	OH	\$339,664	Director	\$67,472	<b>\$63,394</b>	2024
<a href="#">Aha A Hands On Adventure</a>	OH	\$344,152	Executive Di	\$55,000	<b>\$51,676</b>	2024
<a href="#">Hands On Childrens Museum Inc</a>	FL	\$345,304	Director	\$11,000	<b>\$9,438</b>	2023
<a href="#">Habitot Childrens Museum</a>	CA	\$263,010	Executive Dir.	\$9,600	<b>\$7,571</b>	2023
<a href="#">Tag Children's Museum Of St Augustine</a>	FL	\$256,850	Executive Director	\$90,400	<b>\$75,335</b>	2024
<a href="#">Raven Hill Discovery Center</a>	MI	\$360,028	Executive Dir.	\$24,923	<b>\$22,820</b>	2024
<a href="#">Children's Museumlab Advancement</a>	PA	\$240,009	Treasurer	\$35,562	<b>\$31,460</b>	2024
<a href="#">Amuse'um Columbia Childrens Museum</a>	TN	\$235,294	Executive Di	\$28,000	<b>\$26,109</b>	2024
<a href="#">Playzeum Yuba-sutter</a>	CA	\$377,489	Executive Dir.	\$99,959	<b>\$74,596</b>	2025
<a href="#">The Children's Museum</a>	LA	\$234,765	Executive Director	\$58,235	<b>\$58,565</b>	2023
<a href="#">Mighty Childrens Museum</a>	OH	\$229,820	Director	\$13,980	<b>\$13,135</b>	2024
<a href="#">Neighborhood North Museum Of Play</a>	PA	\$219,690	Executive Director	\$51,897	<b>\$47,266</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Children's Museum Of Montana</a>	MT	\$393,318	Executive Director	\$54,827	<b>\$53,976</b>	2023
<a href="#">Children's Museum Of Findlay</a>	OH	\$394,125	Executive Di	\$54,300	<b>\$51,018</b>	2024
<a href="#">Chesapeake Childrens Museum</a>	MD	\$216,428	President	\$19,500	<b>\$17,332</b>	2022
<a href="#">Amelia Park Children's Museum Inc</a>	MA	\$402,328	Executive Director	\$14,306	<b>\$11,741</b>	2023
<a href="#">Flip Museum Inc</a>	OR	\$405,336	Executive Director	\$66,667	<b>\$53,505</b>	2025
<a href="#">San Luis Obispo Children's Museum</a>	CA	\$432,411	Executive Dir.	\$111,814	<b>\$88,180</b>	2023
<a href="#">Wonderfeet Kids Museum Inc</a>	VT	\$441,108	Executive Di	\$47,500	<b>\$43,665</b>	2023
<a href="#">Children's Museum Of Jacksonville</a>	NC	\$444,436	Executive Director	\$65,539	<b>\$60,074</b>	2024
<a href="#">Children's Discovery Museum Of Cape Cod Inc</a>	MA	\$447,408	Exec Director	\$87,032	<b>\$69,378</b>	2024
<a href="#">Upper Peninsula Children's Museum</a>	MI	\$452,246	Executive Di	\$70,000	<b>\$64,094</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IA cost of living and 2023 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 IA 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    **25** organizations. Compensation range \$7,571–\$88,180; filing years 2022–2025.

SIZE BASIS     Matched on total revenue (\$306,163); for reference, expenses \$312,630 and assets \$105,574.

**ROLE MATCH** Julie Burtnette, reported title "*CURRENT EXC DIR*", benchmarked as Executive Director / CEO. **Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.**

**RELATED-ORG PAY** 1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

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)	20 <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 (Julie Burtnette) 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 25 similarly situated organizations (Same NTEE sector (A52), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$23,274 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.