

# Henderson County Economic Development Cor

Executive Director / CEO

EIN 822574175

KY · NTEE S41

FY ending 2023-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Melissa Vanderpool, Executive Director / CEO** (\$86,018) against **every comparable organization** that fit the selection criteria — **538** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **54<sup>th</sup>** percentile of comparable organizations within the typical range

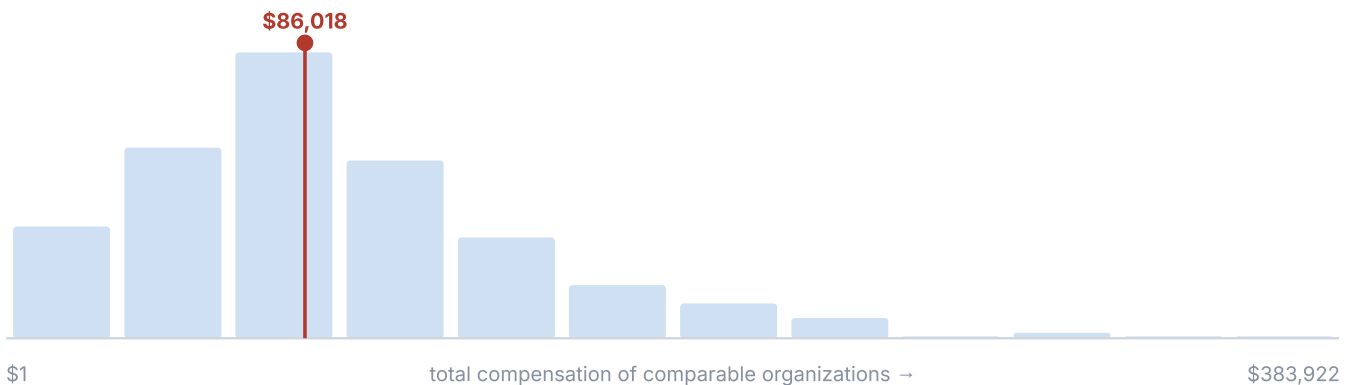
**Benchmarked executive:** Melissa Vanderpool — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$298,885 and \$669,147 — 0.67x to 1.50x the subject's \$446,098 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41), nationwide + budget 0.67–1.5x revenue.

**538** organizations qualified on sector, size, and geography → **538** within the band form the benchmarked peer set.

## Distribution of comparable compensation



<b>\$29,733</b> 10TH	<b>\$56,058</b> 25TH	<b>\$82,309</b> MEDIAN	<b>\$120,987</b> 75TH	<b>\$172,513</b> 90TH	<b>\$86,018</b> THIS ORG · 54TH
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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 KY 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="#">Corridor 9495 Regional Chamber Of Commerce</a>	MA	\$446,287	President	\$126,777	<b>\$106,038</b>	2023
<a href="#">American Concrete Pavement</a>	PA	\$446,818	President	\$163,240	<b>\$147,173</b>	2024
<a href="#">Sisters In Crime Inc</a>	MD	\$446,955	Executive Director	\$113,268	<b>\$98,565</b>	2023
<a href="#">National Association Of Fraternal</a>	MN	\$445,224	Executive Di	\$84,460	<b>\$75,451</b>	2024
<a href="#">Juniata County Agricultural Society</a>	PA	\$447,332	2nd Vice Pre	\$1,225	<b>\$1,105</b>	2024
<a href="#">European-american Chamber Of Commerce</a>	OH	\$444,419	Executive Director - Start 06/23	\$64,545	<b>\$63,631</b>	2023
<a href="#">Energy Council</a>	CO	\$443,784	Executive Dir.	\$90,254	<b>\$78,241</b>	2024
<a href="#">Nacm North Central</a>	MN	\$448,422	President	\$24,017	<b>\$20,902</b>	2025
<a href="#">Chamber Of Commerce Elizabethton-carter County</a>	TN	\$449,356	Executive Director	\$51,179	<b>\$50,072</b>	2023
<a href="#">Ripley Main Street Association Inc</a>	MS	\$449,792	President	\$41,031	<b>\$42,535</b>	2023
<a href="#">National Rural Lenders Association Inc</a>	MS	\$442,140	Executive Director	\$22,320	<b>\$22,475</b>	2024
<a href="#">Mackinac Island Tourism Bureau</a>	MI	\$450,368	Executive Director	\$180,180	<b>\$173,103</b>	2023
<a href="#">Warren County Chamber Of Business</a>	PA	\$450,619	President/ceo	\$110,529	<b>\$99,650</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Central Valley Business Federation</a>	CA	\$451,104	Ceo	\$158,180	<b>\$123,487</b>	2024
<a href="#">Sustain Social (Fka Sustain Oc)</a>	CA	\$451,607	President	\$256,366	<b>\$200,138</b>	2024
<a href="#">Liberty County Chamber Of Commerce Inc</a>	GA	\$451,725	Executive Director	\$114,328	<b>\$103,928</b>	2024
<a href="#">Transportation Marketing &amp; Sales Associa</a>	OH	\$451,754	Executive Dir.	\$100,008	<b>\$95,763</b>	2024
<a href="#">International Geosynthetics Society</a>	TX	\$452,273	Executive Director	\$55,571	<b>\$50,256</b>	2024
<a href="#">California Wind Energy Association</a>	CA	\$452,468	Exec Dir/sec	\$124,235	<b>\$96,987</b>	2024
<a href="#">Alliance For Community Media</a>	MN	\$439,479	President & Ceo	\$162,760	<b>\$145,398</b>	2024
<a href="#">Louisiana Casino Association Inc</a>	LA	\$452,921	Executive Director	\$291,157	<b>\$289,850</b>	2024
<a href="#">Builders Association Of South Florida</a>	FL	\$438,863	Executive Officer	\$193,000	<b>\$163,917</b>	2024
<a href="#">Edc Team Jefferson</a>	WA	\$453,507	Executive Director	\$97,177	<b>\$80,981</b>	2023
<a href="#">The Association Of Art Museum Curators</a>	NY	\$438,591	Executive Director	\$14,956	<b>\$12,579</b>	2023
<a href="#">Visit Freeport</a>	ME	\$438,536	Executive Director	\$61,658	<b>\$57,467</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to KY 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 KY 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	538 organizations. Compensation range \$1–\$383,922; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$446,098); for reference, expenses \$394,480 and assets \$298,396.
ROLE MATCH	Melissa Vanderpool, reported title " <i>EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	31 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	19 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	54 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	45 <sup>th</sup>
Reportable pay only (column D), adjusted	51 <sup>st</sup>
All sources (D + E + F), adjusted	49 <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 (Melissa Vanderpool) 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 538 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$86,018 is reasonable (approximately the 54<sup>th</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.