

Salem Saturday Market

Executive Director / CEO

EIN 931309045

OR · NTEE S41

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Kirsten Bachmeier 822-824, Executive Director / CEO** (\$50,400) against **every comparable organization** that fit the selection criteria — **547** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **23rd** percentile of comparable organizations below the typical range for comparable organizations

Benchmarked executive: Kirsten Bachmeier 822-824 — reported title “Executive Dir.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

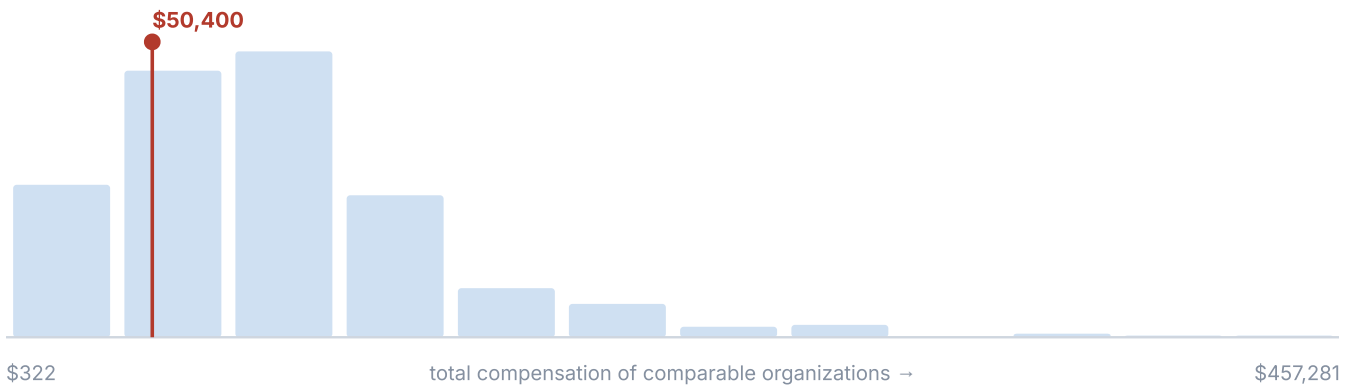
SECTOR Organizations sharing the subject's NTEE classification (S41).

BUDGET Total revenue between \$224,935 and \$503,586 — 0.67x to 1.50x the subject's \$335,724 (the band tightens as size grows).

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

547 organizations qualified on sector, size, and geography → **547** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$24,868	\$54,160	\$82,885	\$117,787	\$163,106	\$50,400
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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 OR 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
Holly Springs Chamber Of Commerce Inc	NC	\$336,055	Executive Director	\$77,146	\$88,372	2023
Council For Disability Awareness	ME	\$336,267	President	\$54,000	\$56,726	2025
The Greater Richmond Chamber Foundation	VA	\$335,163	Chamber Ceo	\$439,811	\$457,281	2024
Multiskilled Medical Certification	KS	\$336,420	President	\$341,555	\$397,342	2024
Virginia Loggers Association Inc	VA	\$334,889	Executive Di	\$125,000	\$129,965	2024
The Boston Club Inc	MA	\$334,682	Executive Director	\$84,000	\$81,283	2024
Hot Springs Association	CO	\$336,780	Executive Director Started Oct 23	\$52,000	\$55,278	2023
Burnet Chamber Of Commerce	TX	\$336,993	Executive Director	\$25,161	\$27,102	2024
Ohio Housing Council	OH	\$334,424	Executive Director	\$158,466	\$180,734	2024
Marietta Umpires Association Inc	GA	\$334,290	First Vp Booking Secretary	\$21,627	\$24,108	2023
Rainbow Chamber Of Commerce	CA	\$337,313	Exe Director	\$99,102	\$89,774	2025
Civi Nfp Inc	IL	\$333,119	Executive Director	\$49,482	\$53,932	2023
Smacna Of Northern Illinois	IL	\$332,526	Administrator	\$14,856	\$16,192	2023
The European-american Chamber Of	NY	\$339,296	Executive Director	\$165,000	\$165,296	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Miami-dade Gay & Lesbian Chamber Of Commerce Inc	FL	\$339,350	Director	\$119,596	\$120,983	2024
Pci Of Illinois & Wisconsin	IL	\$331,997	Executive Director	\$9,624	\$9,926	2025
Public Relations Global Network Inc	OH	\$339,589	Executive Di	\$53,352	\$60,849	2024
Association Of American Pesticide	MD	\$331,848	Executive Sec.	\$47,986	\$48,309	2024
The American Society For Experimental Neurotherapeutics Inc	NJ	\$339,888	Executive Director	\$96,000	\$92,298	2024
Kentucky Water & Waste Water Operators Association	KY	\$340,000	Member Services Director	\$41,652	\$48,187	2024
Annapolis And Anne Arundel County Chamber Of Commerce	MD	\$340,651	Ceo	\$122,534	\$123,359	2024
United Application Standards Group	TN	\$330,745	Executive Dir.	\$90,250	\$102,153	2024
Bulverde-spring Branch Area	TX	\$330,435	President	\$56,149	\$60,481	2024
Marshall County Convention And Visitors Bureau Inc	WV	\$341,043	Executive Director	\$24,500	\$29,409	2023
Laramie Chamber Business Alliance	WY	\$341,566	Ceo	\$183,100	\$211,130	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to OR 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 OR 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	547 organizations. Compensation range \$322–\$457,281; filing years 2022–2025.
SIZE BASIS	Matched on total revenue (\$335,724); for reference, expenses \$332,921 and assets \$254,297.
ROLE MATCH	Kirsten Bachmeier 822-824, reported title " <i>Executive Dir.</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	27 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	22 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	23 rd
Total compensation (D + F), as reported (no adjustments)	26 th
Reportable pay only (column D), adjusted	24 th
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 (Kirsten Bachmeier 822-824) 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 547 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$50,400 is reasonable (approximately the 23rd 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.