

The 24 Hour Company

Executive Director / CEO

EIN 043587685

NY · NTEE A65

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Mark Armstrong, Executive Director / CEO** (\$58,034) against **every comparable organization** that fit the selection criteria — **50** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **66th** percentile of comparable organizations within the typical range

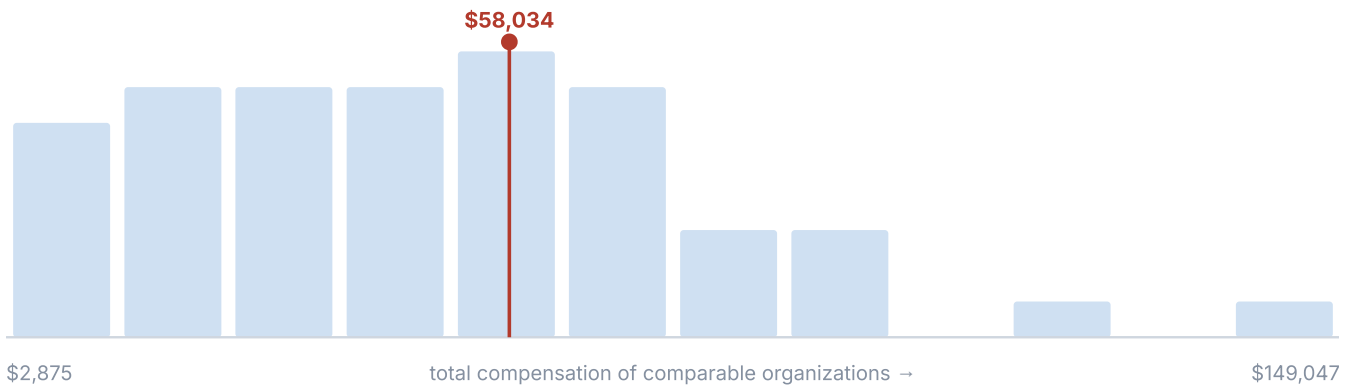
Benchmarked executive: Mark Armstrong — reported title "ARTISTIC DIR", selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A65).
BUDGET	Total revenue between \$277,866 and \$622,089 — 0.67x to 1.50x the subject's \$414,726 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A65) + NY + budget 0.67–1.5x revenue.

50 organizations qualified on sector, size, and geography → **50** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$11,492	\$26,327	\$49,526	\$67,938	\$87,055	\$58,034
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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 NY 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
Caborca Inc	NY	\$413,336	Co-president	\$64,217	\$64,217	2023
Time & Space Limited Theatre Company Inc	NY	\$419,361	Secretary/treasurer	\$40,810	\$39,639	2024
Afterwork Theater Inc	NY	\$407,873	Executive Dir.	\$71,750	\$69,692	2024
Emerging Artists Theatre Co Inc	NY	\$426,009	Artistic Direct	\$26,000	\$25,254	2024
Second Generation Theatre Company	NY	\$400,401	Executive Di	\$10,000	\$9,713	2024
The Theatre Of The Emerging American	NY	\$429,983	Producing Director	\$44,645	\$44,645	2023
Saratoga Sponsor-a-scholar	NY	\$391,840	Executive Director	\$35,000	\$35,000	2023
Fiasco Theater Ltd	NY	\$442,801	President/co-artistic Director	\$36,465	\$35,419	2024
Literature To Life Inc	NY	\$385,828	Exe Dir	\$32,200	\$30,470	2025
Theatre Of The Oppressed Nyc Inc	NY	\$447,079	Executive Director	\$80,641	\$78,327	2024
The Theatre Within Inc	NY	\$379,723	President	\$34,400	\$34,400	2023
White Bird Productions Inc	NY	\$450,835	President	\$60,000	\$60,000	2023
Gingold Theatrical Group	NY	\$452,801	Artistic Dir.	\$57,200	\$55,559	2024
Assitejusa DbA Theatre For Young Audiences Usainc	NY	\$375,692	Executive Director	\$96,992	\$96,992	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Hallwalls Inc	NY	\$454,638	Executive Dir.	\$50,500	\$49,051	2024
American Friends Of Chicken Shed Inc	NY	\$374,584	Ceo & President	\$55,328	\$55,328	2023
Co Lab Theater Group Inc	NY	\$369,803	Executive Director Resigned 1/14/24	\$89,374	\$86,810	2024
New Federal Theatre Inc	NY	\$464,790	Board Member/producing Artistic Dir.	\$70,015	\$68,006	2024
Sweet Jane Productions Inc	NY	\$465,782	President & Chairman	\$57,077	\$57,077	2023
The Inheritance Project Ltd	NY	\$466,527	Executive Dir.	\$74,750	\$72,605	2024
Soho Think Tank Inc	NY	\$362,005	Member/ad	\$47,536	\$47,536	2023
New York Neo-futurists	NY	\$358,046	Co-artistic Director	\$67,734	\$67,734	2023
The Children's Theatre Company Inc	NY	\$356,467	Executive Artistic Director	\$4,800	\$4,800	2023
Krymov Lab Inc	NY	\$480,680	Managing Director	\$26,486	\$25,726	2024
North American Cultural Laboratory	NY	\$347,461	Executive Di	\$45,013	\$43,722	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NY 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 NY 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 50 organizations. Compensation range \$2,875–\$149,047; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$414,726); for reference, expenses \$482,353 and assets \$92,265.

ROLE MATCH Mark Armstrong, reported title "ARTISTIC 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.**

OUTLIERS 1 peer 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	66 th
Total compensation (D + F), as reported (no adjustments)	64 th
Reportable pay only (column D), adjusted	58 th
All sources (D + E + F), adjusted	66 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 (Mark Armstrong) 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 50 similarly situated organizations (Same NTEE sector (A65) + NY + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$58,034 is reasonable (approximately the 66th 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.