

Montavilla Farmers Market

Executive Director / CEO

EIN 262379101

OR · NTEE K28

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Lisa Hebert, Executive Director / CEO** (\$56,705) against **every comparable organization** that fit the selection criteria — **400** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 61st percentile of comparable organizations

within the typical range

Benchmarked executive: Lisa Hebert — 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 (K28).

BUDGET Total revenue between \$201,036 and \$450,081 — 0.67x to 1.50x the subject's \$300,054 (the band tightens as size grows).

GEOGRAPHY Same NTEE major group (K), nationwide + budget 0.67–1.5x revenue.

400 organizations qualified on sector, size, and geography

→ **400** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$9,973

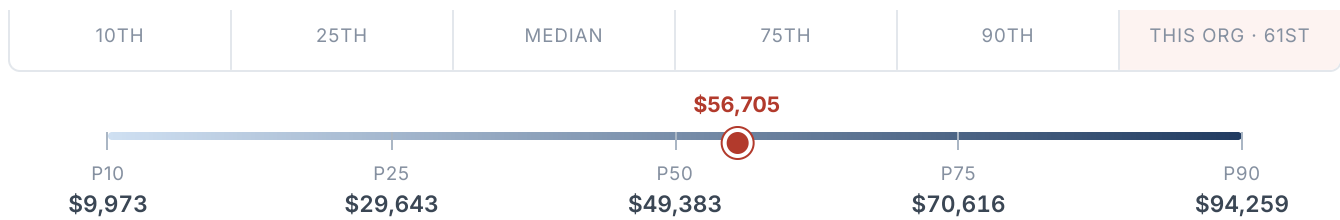
\$29,643

\$49,383

\$70,616

\$94,259

\$56,705



■ 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
Healthy Adventures Foundation	CA	\$300,032	Ceo	\$55,402	\$53,036	2023
Green Acres Urban Farm And Research Project	MO	\$299,513	Ceo	\$38,871	\$44,333	2024
Taproot A Lopez Kitchen	WA	\$299,337	Operations Manager	\$14,344	\$13,829	2024
Fideicomiso De Tierras Comunitarias Para La Agricultura Sostenible	PR	\$300,822	Director	\$56,581	\$58,252	2023
Low Input Viticulture & Enology Inc	OR	\$300,988	Executive Director	\$114,872	\$114,872	2024
Waco Downtown Farmers Market	TX	\$299,065	Market Manager	\$49,920	\$53,772	2024
Crescent Food Bank	CA	\$301,356	Executive Dir.	\$75,000	\$71,798	2023
Massachusetts Tree Wardens' And	MA	\$302,463	Vice Preside	\$7,300	\$7,064	2024
Zellwood Water Users Inc	FL	\$297,502	Secretary	\$60,531	\$61,233	2024
Utah Agricultural Land Trust	UT	\$297,390	Executive Director	\$14,040	\$15,474	2024
Feed New Mexico Kids Inc	NM	\$304,007	Executive Dir.	\$58,583	\$67,850	2024
Mckeesport Meals On Wheels Inc	PA	\$295,500	Coordinator	\$26,000	\$27,920	2024
Louisiana Cattlemens Association	LA	\$295,136	Executive Director	\$61,000	\$74,466	2023
Patchwork	TN	\$294,886	Founder/ceo	\$54,533	\$63,549	2023
Food Bank Of Sweetwater County	WY	\$294,463	Executive Director	\$72,570	\$81,522	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Community Gardens Of Tucson Inc	AZ	\$294,402	Executive Dir.	\$51,260	\$53,085	2024
Capitol Hill Community Services	CO	\$294,108	Executive Director	\$63,124	\$63,498	2025
Jewish Relief Agency Inc	NJ	\$294,035	Director	\$17,160	\$16,986	2023
Outdoor Equity Alliance	NJ	\$306,661	Executive Dir.	\$58,795	\$56,527	2024
Columbia Falls Food Bank	MT	\$306,710	Co-manager	\$9,900	\$11,830	2023
Chef To The Shelters Inc	TX	\$306,867	Executive Director	\$87,662	\$97,215	2023
American Society For Nutrition	MD	\$293,156	Executive Director	\$134,067	\$138,956	2023
Community Kitchen Inc	OH	\$307,416	President/ce	\$56,561	\$66,415	2023
Feeding Charlotte Inc	NC	\$307,435	Executive Dir.	\$40,833	\$46,775	2023
Renewable Farms	CA	\$307,437	Ceo	\$73,077	\$69,957	2023

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 400 organizations. Compensation range \$13–\$499,067; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$300,054); for reference, expenses \$267,520 and assets \$114,262.

ROLE MATCH Lisa Hebert, reported title *"EXECUTIVE DIRECTOR"*, benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 15 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

OUTLIERS 15 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	61 st
Total compensation (D + F), as reported (no adjustments)	65 th
Reportable pay only (column D), adjusted	62 nd
All sources (D + E + F), adjusted	57 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 (Lisa Hebert) 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 400 similarly situated organizations (Same NTEE major group (K), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$56,705 is reasonable (approximately the 61st 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.