

Latino Hotel Association

Executive Director / CEO

EIN 272374735

NM · NTEE S41

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Lynette Montoya, Executive Director / CEO** (\$7,600) against **every comparable organization** that fit the selection criteria — **527** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 5th percentile of comparable organizations

below the typical range for comparable organizations

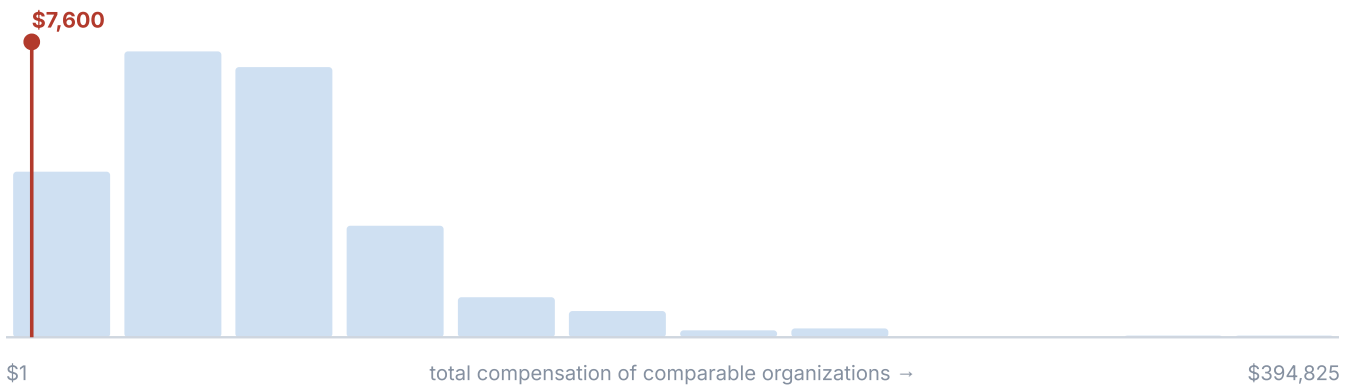
Benchmarked executive: Lynette Montoya — reported title "PRESIDENT AND CEO", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$182,267 and \$408,061 — 0.67x to 1.50x the subject's \$272,041 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41), nationwide + budget 0.67–1.5x revenue.

527 organizations qualified on sector, size, and geography → **527** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$16,074	\$41,930	\$66,761	\$93,399	\$129,282	\$7,600
----------	----------	----------	----------	-----------	----------------



■ 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 NM 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
Cactus & Pine Golf Course Superintendents Association	AZ	\$272,346	Executive Director	\$80,810	\$72,257	2024
Society Of Publication Designers Inc	NY	\$272,523	Executive Director	\$100,000	\$84,015	2024
Franklin County Home Builders	NC	\$272,652	Executive Di	\$2,115	\$2,091	2023
Oklahoma Business Ethics Consortium	OK	\$272,670	Executive Director	\$79,020	\$80,899	2024
Main Street Business Improvement	CA	\$271,407	Exdir/secty/trs	\$69,088	\$55,467	2024
Sunnyvale Downtown Association	CA	\$272,720	Executive Director	\$110,000	\$90,921	2023
Florida Association For Pupil	FL	\$271,344	Exec Dir	\$18,326	\$16,006	2024
Massachusetts Recreation And Park Associ	MA	\$271,320	Executive Director	\$70,270	\$57,197	2025
Truckers Service Association	TX	\$273,129	President	\$1,500	\$1,395	2024
The Medical Staff Of The Riverside	CA	\$273,358	President	\$36,000	\$28,902	2024
Handle District Corporation	CA	\$270,499	Executive Dir.	\$71,444	\$59,052	2023
Interstate 70 Mountain Corridor	CO	\$270,375	Director	\$88,480	\$78,882	2024
Charlottesville Business Innovation	VA	\$274,073	Executive Director	\$76,667	\$68,825	2024
Prosser Chamber Of Commerce	WA	\$274,312	Executive Dir.	\$41,181	\$34,280	2024
International Credit Union Regulators Network Inc	WI	\$274,351	Executive Director	\$123,006	\$122,966	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Quad Cities Foundation For Fair	IL	\$274,541	Manager	\$129,654	\$118,511	2024
Theatre Owners Of Mid-america	TX	\$269,538	Executive Director	\$52,684	\$50,445	2023
International Association For Colon	AZ	\$269,488	Executive Dir.	\$48,000	\$42,920	2024
Professional Travel Agents Of North	VA	\$275,101	Treasurer	\$4,200	\$3,770	2024
Pueblo West Chamber Of Commerce	CO	\$275,151	Executive Director	\$27,738	\$25,459	2023
Sheet Metal Contractors Assoc Of Central And Southern Nj	NJ	\$268,411	Chapter Executive	\$41,207	\$35,217	2023
Fulton County Economic Development	OH	\$276,024	Executive Di	\$17,308	\$16,605	2025
Taunton Area Chamber Of Commerce Inc	MA	\$267,600	President	\$71,695	\$59,900	2024
Adsc - West Coast Chapter	OR	\$267,569	Administrator	\$44,400	\$38,336	2024
American Association Of Corporate Optometrists	GA	\$276,603	Executive Director	\$57,200	\$55,053	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NM 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 NM 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 527 organizations. Compensation range \$1–\$394,825; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$272,041); for reference, expenses \$289,700 and assets \$101,272.
ROLE MATCH	Lynette Montoya, reported title " <i>PRESIDENT AND CEO</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	26 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	25 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	5 th
Total compensation (D + F), as reported (no adjustments)	5 th
Reportable pay only (column D), adjusted	9 th
All sources (D + E + F), adjusted	4 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 (Lynette Montoya) 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 527 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$7,600 is reasonable (approximately the 5th 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.