

# Florida Association Of Managing

Executive Director / CEO

EIN 464519809

FL · NTEE S41

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Natalie Kelly, Executive Director / CEO** (\$130,750) against **every comparable organization** that fit the selection criteria — **17** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **94<sup>th</sup>** percentile of comparable organizations above the 90th percentile — board review recommended

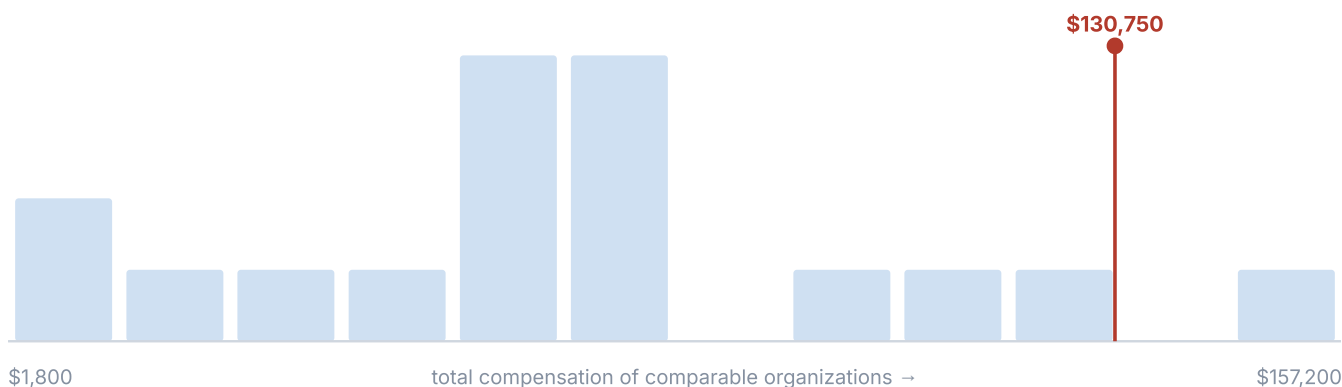
**Benchmarked executive:** Natalie Kelly — reported title "CEO", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$187,361 and \$419,466 — 0.67x to 1.50x the subject's \$279,644 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41) + FL + budget 0.67–1.5x revenue.

**17** organizations qualified on sector, size, and geography → **17** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$14,376	\$43,750	\$57,654	\$79,464	\$112,804	<b>\$130,750</b>
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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 FL 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="#">Tampa Bay Trial Lawyers Association</a>	FL	\$287,622	Executive Di	\$56,000	<b>\$57,654</b>	2023
<a href="#">Small Business In Transportation</a>	FL	\$287,830	President	\$75,000	<b>\$77,215</b>	2023
<a href="#">Florida Association For Pupul</a>	FL	\$271,344	Exec Dir	\$18,326	<b>\$18,326</b>	2024
<a href="#">Wellington Chamber Of Commerce Inc</a>	FL	\$289,708	Executive Director	\$108,276	<b>\$108,276</b>	2024
<a href="#">Haines City Economic Development Council</a>	FL	\$296,614	President	\$157,200	<b>\$157,200</b>	2024
<a href="#">Perdido Key Area Chamber Of Commerce</a>	FL	\$301,744	President	\$56,725	<b>\$56,725</b>	2024
<a href="#">The Pride Chamber</a>	FL	\$309,347	Executive Director	\$43,750	<b>\$43,750</b>	2024
<a href="#">Society Of Industrial And Office</a>	FL	\$242,179	Executive Director	\$33,500	<b>\$33,500</b>	2024
<a href="#">Greater Miami Shores Chamber Of Commerce Inc</a>	FL	\$237,014	Executive Director	\$77,184	<b>\$79,464</b>	2023
<a href="#">Pan American International Movers Assoc Inc</a>	FL	\$324,061	Exec Director	\$77,760	<b>\$77,760</b>	2024
<a href="#">Martin County Bar Association</a>	FL	\$327,681	Executive Dir.	\$55,455	<b>\$54,026</b>	2025
<a href="#">Upper Tampa Bay Regional Chamber Of Commerce Inc</a>	FL	\$328,174	President	\$72,048	<b>\$72,048</b>	2024
<a href="#">Miami-dade Gay &amp; Lesbian Chamber Of Commerce Inc</a>	FL	\$339,350	Director	\$119,596	<b>\$119,596</b>	2024
<a href="#">Procedure Professionals Association Inc</a>	FL	\$217,027	Owner	\$1,800	<b>\$1,800</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">The Lee County Medical Society Inc</a>	FL	\$349,429	Executive Director	\$104,355	<b>\$104,355</b>	2024
<a href="#">Corrections Usa</a>	FL	\$382,299	Chairman	\$54,000	<b>\$55,595</b>	2023
<a href="#">Tarpon Springs Merchants Association Inc</a>	FL	\$407,835	President	\$8,450	<b>\$8,450</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL 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 FL 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	17 organizations. Compensation range \$1,800–\$157,200; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$279,644); for reference, expenses \$356,938 and assets \$171,472.
ROLE MATCH	Natalie Kelly, reported title "CEO", benchmarked as Executive Director / CEO. The title maps directly to this 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	94 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	94 <sup>th</sup>
Reportable pay only (column D), adjusted	94 <sup>th</sup>

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All sources (D + E + F), adjusted

94<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

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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 (Natalie Kelly) 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 17 similarly situated organizations (Same NTEE sector (S41) + FL + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$130,750 is reasonable (approximately the 94<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.