

Gloucester Tourism Alliance Inc

Executive Director / CEO

EIN 474400348

MA · NTEE S41

FY ending 2024-10-31

June 9, 2026

This analysis benchmarks the total compensation of **Brittany Dicologero, Executive Director / CEO** (\$34,104) against **every comparable organization** that fit the selection criteria — **533** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **15th** percentile of comparable organizations below the typical range for comparable organizations

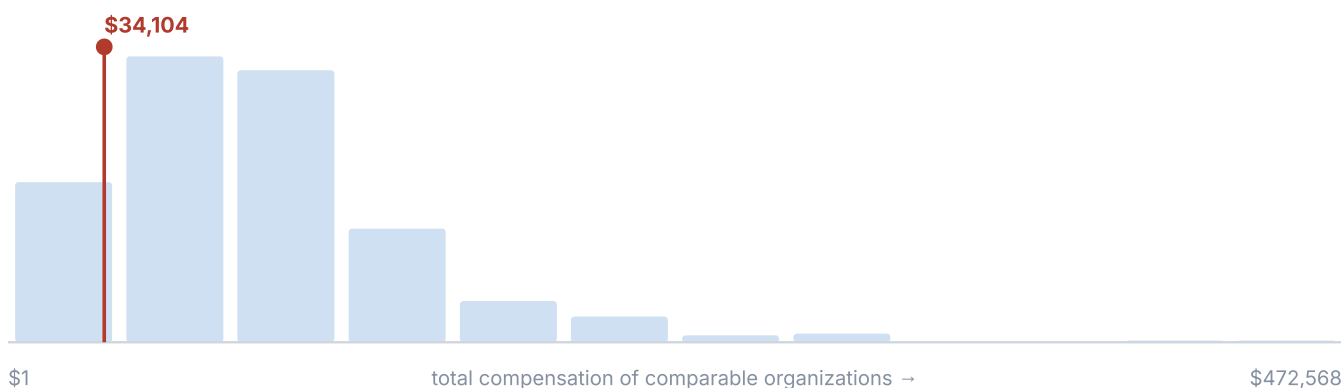
Benchmarked executive: Brittany Dicologero — reported title “MARKETING DIRECTOR”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$186,708 and \$418,003 — 0.67x to 1.50x the subject's \$278,669 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41), nationwide + budget 0.67–1.5x revenue.

533 organizations qualified on sector, size, and geography → **533** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$19,185	\$51,625	\$80,545	\$112,284	\$154,871	\$34,104
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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 MA 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
International Association For The Stability Handli	GA	\$278,729	Secretary	\$7,200	\$8,056	2024
Insurance Institute Of Kentucky	KY	\$279,013	President	\$39,570	\$47,309	2024
Montana Petroleum Marketers &	UT	\$278,309	State Execut	\$142,862	\$162,712	2024
Dakota Territory Buffalo	SD	\$278,261	Executive Di	\$10,200	\$12,527	2024
Antelope Valley Chambers Of Commerce	CA	\$278,248	Ceo	\$69,486	\$68,743	2023
Shared Services Leadership Coalition	VA	\$278,150	Founder, Ceo & Board Membe	\$180,000	\$199,119	2023
Chester County Chamber Of Commerce	SC	\$278,076	Clinton	\$78,613	\$93,961	2023
Structural Engineers Association Of	UT	\$279,362	Executive Di	\$25,300	\$28,815	2024
Florida Association Of Managing	FL	\$279,644	Ceo	\$130,750	\$136,687	2024
Mobilizing And Organizing Virginians For Engagement	VA	\$277,499	Executive Director	\$94,000	\$101,001	2024
Catholic Healthcare Partnership Of New Jersey	NJ	\$279,899	President	\$206,127	\$204,802	2024
Carolina Fintech Hub	NC	\$277,388	President	\$250,000	\$295,951	2023
International Milk Haulers Assn	WI	\$279,994	Executive Director	\$65,000	\$77,774	2023
San Juan Island Chamber Of Commerce	WA	\$276,774	Executive Di	\$99,484	\$99,118	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
American Association Of Corporate Optometrists	GA	\$276,603	Executive Director	\$57,200	\$65,893	2023
Bellevue Chamber Of Commerce Incorporated	NE	\$281,155	President / Ceo	\$97,005	\$113,113	2025
Fulton County Economic Development	OH	\$276,024	Executive Di	\$17,308	\$19,874	2025
Ypo Patriot Gold Chapter Of The Young Presidents Organization Inc	MA	\$282,000	Chapter Administrator	\$50,000	\$48,711	2025
Pueblo West Chamber Of Commerce	CO	\$275,151	Executive Director	\$27,738	\$30,472	2023
Professional Travel Agents Of North	VA	\$275,101	Treasurer	\$4,200	\$4,513	2024
Wosa Export Marketing Ltd	NY	\$282,317	Manager	\$136,390	\$137,151	2024
Medef International Washington - Dc Offi	DC	\$282,567	Ceo	\$153,708	\$150,101	2024
Quad Cities Foundation For Fair	IL	\$274,541	Manager	\$129,654	\$141,846	2024
International Credit Union Regulators Network Inc	WI	\$274,351	Executive Director	\$123,006	\$147,179	2023
Prosser Chamber Of Commerce	WA	\$274,312	Executive Dir.	\$41,181	\$41,029	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MA 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 MA 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	533 organizations. Compensation range \$1–\$472,568; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$278,669); for reference, expenses \$308,454 and assets \$268,592.
ROLE MATCH	Brittany Dicologero, reported title "MARKETING DIRECTOR", 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.
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	15 th
Total compensation (D + F), as reported (no adjustments)	16 th
Reportable pay only (column D), adjusted	17 th
All sources (D + E + F), adjusted	14 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 (Brittany Dicologero) 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 533 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$34,104 is reasonable (approximately the 15th 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.