

Holly Springs Chamber Of Commerce Inc

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Tonya Palumbo, Executive Director / CEO** (\$77,146) against **every comparable organization** that fit the selection criteria — **16** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **38th** percentile of comparable organizations within the typical range

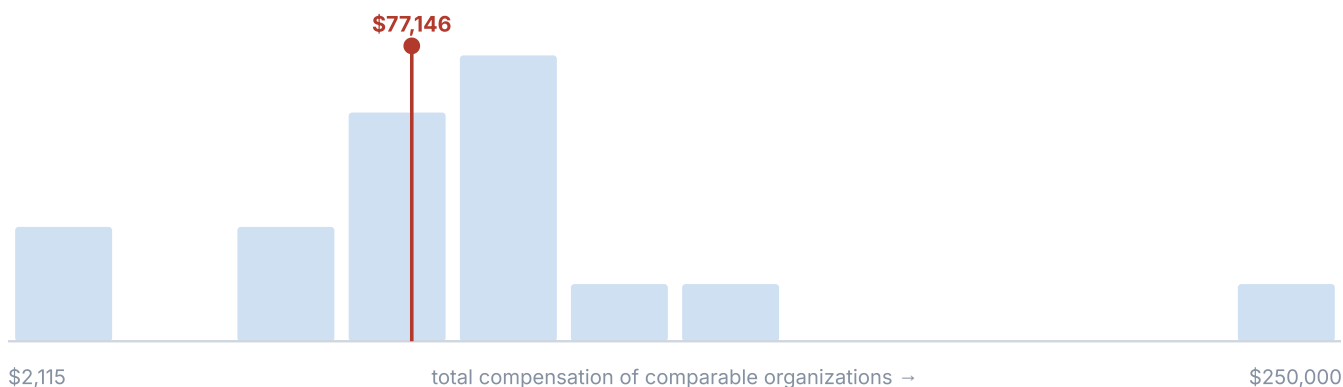
Benchmarked executive: Tonya Palumbo — reported title "EXECUTIVE DIRECTOR", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$225,156 and \$504,082 — 0.67x to 1.50x the subject's \$336,055 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41) + NC + budget 0.67–1.5x revenue.

16 organizations qualified on sector, size, and geography → **16** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$34,249	\$63,110	\$84,504	\$100,863	\$123,554	\$77,146
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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 NC 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
North Carolina Dermatology Association	NC	\$321,213	Executive Director	\$17,375	\$16,877	2024
Aia Charlotte A Section Of The Nc	NC	\$320,443	Executive Director	\$113,131	\$113,131	2023
Greater Fayetteville Chamber	NC	\$352,168	Executive Di	\$94,850	\$94,850	2023
Cfa Society North Carolina Inc	NC	\$359,655	Executive Director	\$102,750	\$99,802	2024
Asheville Independent Restaurant	NC	\$309,799	Executive Di	\$84,000	\$81,590	2024
Southern Independent Bookseller Alliance	NC	\$362,725	Executive Dir.	\$80,000	\$77,705	2024
Aia Triangle	NC	\$363,417	Executive Director	\$90,000	\$87,418	2024
Research Triangle Cleantech Cluster	NC	\$293,453	Executive Dir.	\$133,976	\$133,976	2023
Carolina Fintech Hub	NC	\$277,388	President	\$250,000	\$250,000	2023
Franklin County Home Builders	NC	\$272,652	Executive Di	\$2,115	\$2,115	2023
Angier Chamber Of Commerce	NC	\$429,638	Executive Di	\$51,621	\$51,621	2023
Professional Engineers Of North Carolina	NC	\$239,713	Executive Director	\$66,632	\$64,720	2024
North Carolina Motorsports	NC	\$226,226	Executive Di	\$60,000	\$58,279	2024
Trebic Inc	NC	\$463,665	Director/president	\$91,705	\$89,074	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Crew Charlotte Inc	NC	\$473,737	Executive Director	\$104,044	\$104,044	2023
Carolinas Chapter - Cmaa	NC	\$477,616	Member Services Manager	\$70,355	\$68,337	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NC 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 NC 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	16 organizations. Compensation range \$2,115–\$250,000; filing years 2023–2024.
SIZE BASIS	Matched on total revenue (\$336,055); for reference, expenses \$316,401 and assets \$333,271.
ROLE MATCH	Tonya Palumbo, reported title <i>"EXECUTIVE DIRECTOR"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
OUTLIERS	2 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	38th
Total compensation (D + F), as reported (no adjustments)	38th
Reportable pay only (column D), adjusted	38th
All sources (D + E + F), adjusted	38th

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 (Tonya Palumbo) 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 16 similarly situated organizations (Same NTEE sector (S41) + NC + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$77,146 is reasonable (approximately the 38th 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.