

Davie County Economic Development Commission Inc

Executive Director / CEO

EIN 561932514

NC · NTEE S30

FY ending 2023-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Terry Bralley, Executive Director / CEO** (\$136,561) against **every comparable organization** that fit the selection criteria — **185** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 91st percentile of comparable organizations

above the 90th percentile — board review recommended

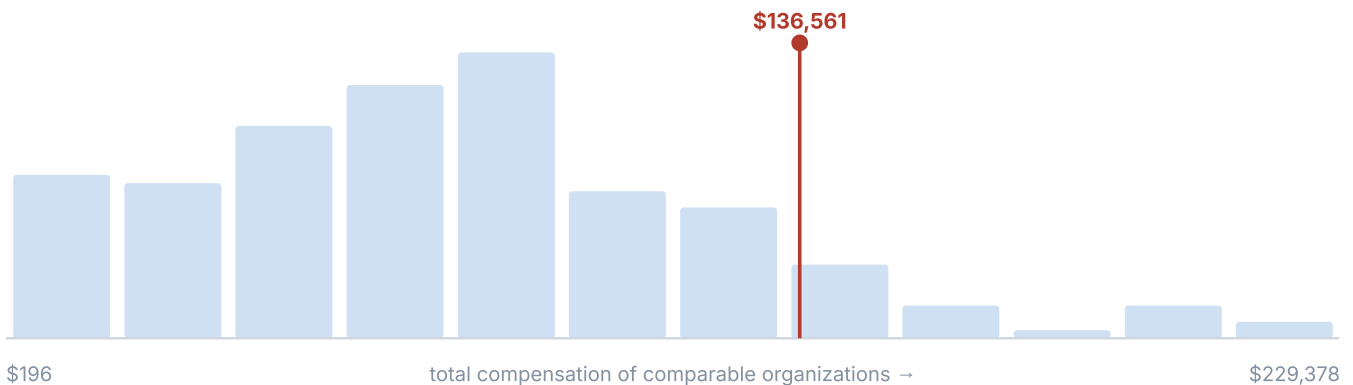
Benchmarked executive: Terry Bralley — reported title "PRESIDENT", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S30).
BUDGET	Total revenue between \$248,654 and \$556,689 — 0.67x to 1.50x the subject's \$371,126 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S30), nationwide + budget 0.67–1.5x revenue.

185 organizations qualified on sector, size, and geography → **185** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$17,690 10TH	\$42,675 25TH	\$74,073 MEDIAN	\$99,847 75TH	\$134,814 90TH	\$136,561 THIS ORG · 91ST
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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
Enterprise Futures	CA	\$371,118	Executive Director And President	\$157,597	\$127,926	2024
2523 Market Corp	OH	\$370,154	Former Exec	\$1,260	\$1,255	2024
Delafield Promotional &	WI	\$374,607	Executive Director	\$11,118	\$10,915	2024
Mcdevco Inc	WI	\$367,541	Executive Director	\$113,760	\$111,683	2024
Wakarusa Valley Development Inc	KS	\$366,709	Executive Di	\$187,715	\$190,635	2024
Heart Of Brevard	NC	\$375,666	Executive Director	\$88,649	\$86,106	2024
Teamcalifornia Economic Development Corp	CA	\$366,573	Ceo	\$119,477	\$99,847	2023
Downtown Wichita Falls Development Inc	TX	\$378,130	Executive Director	\$75,846	\$71,320	2024
82nd Street District Management	NY	\$378,507	Executive Dir.	\$90,568	\$79,205	2023
Lapeer Development Corporation	MI	\$379,284	Executive Di	\$121,900	\$118,277	2024
Rutland Makers Inc	VT	\$362,903	Executive Di	\$79,423	\$75,148	2024
Eastern Plains Economic Development	MT	\$360,223	Executive Di	\$49,834	\$50,497	2024
Allendale County Alive	SC	\$382,763	Executive Director	\$41,811	\$39,947	2025
Laredo Motor Carriers Association	TX	\$359,339	President	\$70,000	\$67,767	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Kendall County Economic Development Corporation	TX	\$385,842	President/ceo	\$142,560	\$134,054	2024
International Business As Mission Inc	VA	\$385,960	President	\$4,500	\$4,085	2024
Minnesota Center For Employee Ownership	MN	\$386,210	Executive Director	\$69,046	\$64,134	2024
Greater Lincoln Chamber Foundation	NE	\$386,587	Vp & General Counsel	\$54,118	\$54,716	2024
West Michigan Hispanic Chamber Of	MI	\$387,399	President &	\$26,175	\$26,147	2023
Amplify Equity Inc	NY	\$354,839	Executive Director	\$84,483	\$71,763	2024
Idea Foundry	PA	\$353,744	Director & Ceo	\$208,810	\$201,528	2023
Carroll Technology Council Inc	MD	\$389,169	Executive Di	\$103,428	\$93,582	2023
Main Street Winter Haven Inc	FL	\$352,397	President	\$70,063	\$61,872	2024
Folsom Community Development Corporation	CA	\$352,017	Ceo/president	\$115,040	\$96,139	2023
Boulder Chamber Foundation	CO	\$351,613	President & Ceo	\$18,609	\$17,269	2023

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 **185** organizations. Compensation range \$196–\$229,378; filing years 2022–2025.

SIZE BASIS	Matched on total revenue (\$371,126); for reference, expenses \$507,370 and assets \$726,311.
ROLE MATCH	Terry Bralley, reported title " <i>PRESIDENT</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	21 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	7 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	91 st
Total compensation (D + F), as reported (no adjustments)	88 th
Reportable pay only (column D), adjusted	88 th
All sources (D + E + F), adjusted	83 rd

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 (Terry Bralley) 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 185 similarly situated organizations (Same NTEE sector (S30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$136,561 is reasonable (approximately the 91st 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.