

Orlando Area Advertising Federation

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Tlr Agency Operations Llc, Executive Director / CEO** (\$12,000) against **every comparable organization** that fit the selection criteria — **255** 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: Tlr Agency Operations Llc — 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 (S40).

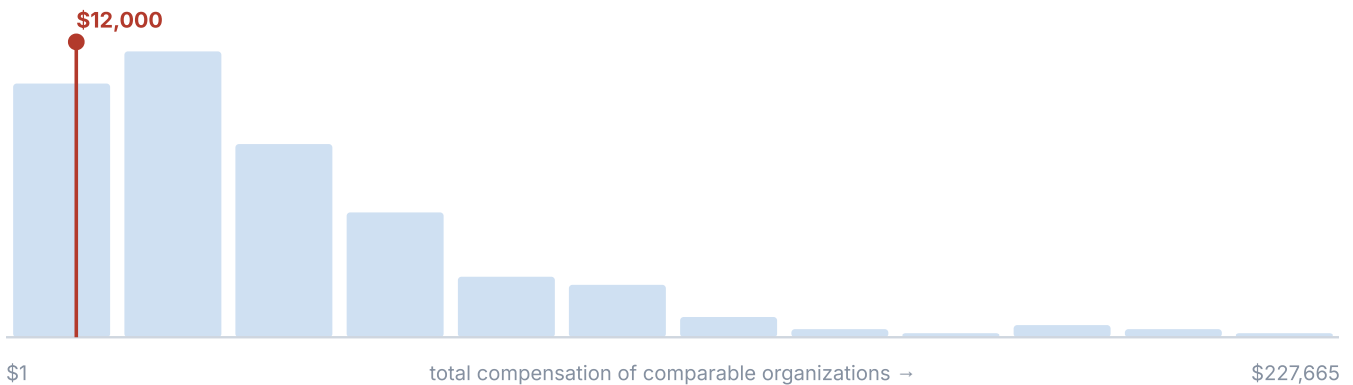
BUDGET Total revenue between \$53,466 and \$119,700 — 0.67x to 1.50x the subject's \$79,800 (the band tightens as size grows).

GEOGRAPHY Same NTEE major group (S), nationwide + budget 0.67–1.5x revenue.

255 organizations qualified on sector, size, and geography

→ **255** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$8,101	\$19,403	\$35,425	\$62,815	\$99,190	\$12,000
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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
Northwestern Showmen's Club	OR	\$79,706	Secretary	\$9,000	\$9,132	2024
Lower Santa Cruz River Allianceinc	AZ	\$80,000	President Ce	\$52,500	\$56,798	2023
Montgomery Area Chamber Of Commerce	TX	\$79,463	Executive Dir.	\$57,750	\$64,985	2023
Greater East St Louis Community	IL	\$80,202	Executive Director	\$45,050	\$48,393	2024
Spokane Area Business Foundation	WA	\$79,356	Ceo & Director	\$27,509	\$26,911	2024
Glcac Support Corporation	MA	\$79,280	President	\$32,024	\$31,443	2024
Borderplex Community Capital Inc	TX	\$80,591	President & Ceo	\$91,437	\$99,939	2024
Ohio High School Bowling Coaches	OH	\$80,612	Executive Di	\$29,400	\$33,147	2025
Corporacion Ele	CA	\$78,877	Director	\$24,000	\$22,644	2024
Federation Of Mental Health Services Inc	NY	\$81,000	Presdent	\$19,200	\$19,517	2023
Archi-treasures Association	IL	\$81,047	Executive Di	\$87,000	\$93,456	2024
Iuec Local 8 Holding Company Inc	CA	\$78,519	President	\$2,910	\$2,826	2023
National Independent Talent Organization	CA	\$81,184	Executive Dir.	\$49,998	\$47,173	2024
Victorian Village Inc Cdc	TN	\$81,388	Executive Director	\$28,955	\$34,238	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
28 Realty Inc	NY	\$78,190	President/bus Manager	\$188,635	\$186,248	2024
Neon Business Finance	MN	\$78,173	President	\$38,459	\$41,523	2024
La Paz Economic Development Corp	AZ	\$78,013	President	\$75,000	\$76,780	2025
Veterans Enterprise Training & Services Group Inc	DC	\$81,623	Board/chairman	\$67,415	\$64,640	2024
Community Development Fund Of Utah	UT	\$81,669	Chief Executive Officer	\$27,320	\$31,454	2023
Center City Development Corporation	IN	\$81,791	Executive Director	\$7,364	\$8,485	2024
Greater Bandon By-the-sea Corp	OR	\$81,792	Executive Director	\$35,291	\$35,810	2024
The Manhattan Chamber Foundation	KS	\$77,794	Secretary	\$15,872	\$19,289	2023
The Hispanic Chamber Of Commerce Of Grand Prairie	TX	\$77,773	President	\$7,000	\$7,651	2024
Visitors Bureau Of Highland County	OH	\$81,934	Executive Director	\$22,761	\$26,341	2024
Monitor Inc	DC	\$81,986	Director, Co-chairman	\$154,006	\$152,027	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL cost of living and 2025 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.

■ Sample, role match & sensitivity

PEER COUNT	255 organizations. Compensation range \$1–\$227,665; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$79,800); for reference, expenses \$89,398 and assets \$32,760.
ROLE MATCH	Tlr Agency Operations Llc, reported title "Executive Director", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	86 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	10 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	42 nd
All sources (D + E + F), adjusted	11 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 (Tlr Agency Operations Llc) 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 255 similarly situated organizations (Same NTEE major group (S), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$12,000 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.