

Professional Development

Executive Director / CEO

EIN 593138625

FL · NTEE A31Z

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Gina Ulery, Executive Director / CEO** (\$136,576) against **every comparable organization** that fit the selection criteria — **66** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

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

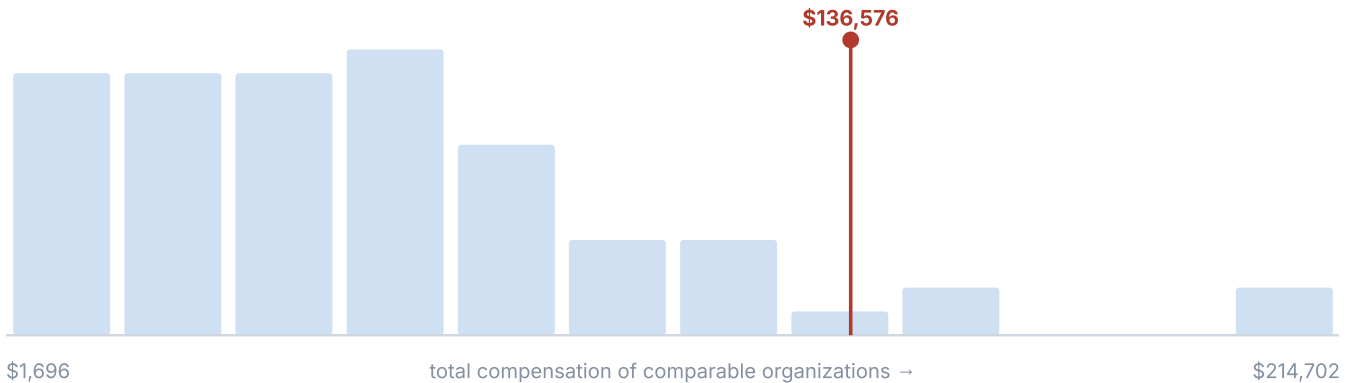
Benchmarked executive: Gina Ulery — reported title “PRESIDENT”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A31Z).
BUDGET	Total revenue between \$188,757 and \$422,592 — 0.67x to 1.50x the subject's \$281,728 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A31), nationwide + budget 0.67–1.5x revenue.

66 organizations qualified on sector, size, and geography → **66** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$10,316	\$29,252	\$54,846	\$82,446	\$117,449	\$136,576
----------	----------	----------	----------	-----------	------------------



■ 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
Witnessing History Education	KY	\$281,798	Director	\$175,426	\$206,552	2023
Jewish Partisan Education Foundation	CA	\$282,356	Foundation Mgr.	\$108,065	\$99,332	2024
Mara Brock Akil's Writers' Colony	CA	\$283,106	Foundation Director	\$125,000	\$114,898	2024
Transgender Film Center Ltd	KS	\$277,574	President/executive Director	\$11,500	\$13,616	2023
The Generations Project Inc	NY	\$288,484	Executive Dir.	\$68,000	\$67,341	2023
Houston Cinema Arts Society	TX	\$274,179	Executive Director	\$92,943	\$98,967	2024
Cinemama	CA	\$273,475	President	\$7,380	\$6,984	2023
Writers Guild Of America East Foundation Inc	NY	\$296,114	Founder And Director	\$2,800	\$2,693	2024
Mirabel Pictures	CA	\$262,326	President	\$56,000	\$52,995	2023
Watsonville Film Festival	CA	\$301,726	Executive Dir.	\$72,000	\$66,181	2024
Filmforum Inc	CA	\$303,502	Vice President	\$18,000	\$17,034	2023
Aurora Picture Show	TX	\$258,263	Executive Director	\$49,650	\$52,868	2024
Clarity Educational Productions Inc	CA	\$256,270	President	\$90,000	\$85,170	2023
International Ocean Film Foundation Inc	CA	\$308,708	Executive Director	\$76,000	\$68,057	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Eastland Fine Arts Association	TX	\$254,741	Coo	\$53,247	\$58,373	2023
Screamfest Horror Film Festival	CA	\$253,413	Co-director	\$41,600	\$39,368	2023
Cinema Tropical Inc	NY	\$252,198	Dir/officer	\$89,000	\$83,402	2025
Make Your Mark Media Inc	MD	\$251,060	Employee	\$125,700	\$128,791	2023
Field Of Vision Inc	NY	\$313,671	Executive Dir.	\$223,207	\$214,702	2024
Southern Oregon Film Society	OR	\$314,913	Executive Director	\$4,387	\$4,225	2025
Women Photographers International Archive Inc	FL	\$248,525	President	\$50,010	\$50,010	2024
Myth Media	OR	\$247,747	Executive Dir	\$28,182	\$27,141	2025
Hollywood In Pixels Inc	CA	\$243,170	President/chair	\$8,300	\$7,629	2024
National Center For Jewish Film Inc	MA	\$242,373	Co Director	\$95,000	\$93,557	2023
James R Halsey Foundation Of The Arts	NJ	\$323,352	Ceo	\$60,000	\$58,709	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 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.

■ Sample, role match & sensitivity

PEER COUNT **66** organizations. Compensation range \$1,696–\$214,702; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$281,728); for reference, expenses \$356,116 and assets \$69,914.

ROLE MATCH Gina Ulery, reported title "*PRESIDENT*", 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	94 th
Total compensation (D + F), as reported (no adjustments)	94 th
Reportable pay only (column D), adjusted	91 st
All sources (D + E + F), adjusted	94 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 (Gina Ulery) 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 66 similarly situated organizations (Same NTEE sector (A31), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$136,576 is reasonable (approximately the 94th 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.