

# Keep Polk County Beautiful Inc

Executive Director / CEO

EIN 593233346

FL · NTEE C500

FY ending 2025-09-30

June 9, 2026

This analysis benchmarks the total compensation of **Katie Hayes, Executive Director / CEO** (\$66,619) against **every comparable organization** that fit the selection criteria — **26** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **62<sup>nd</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Katie Hayes — 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 (C500).

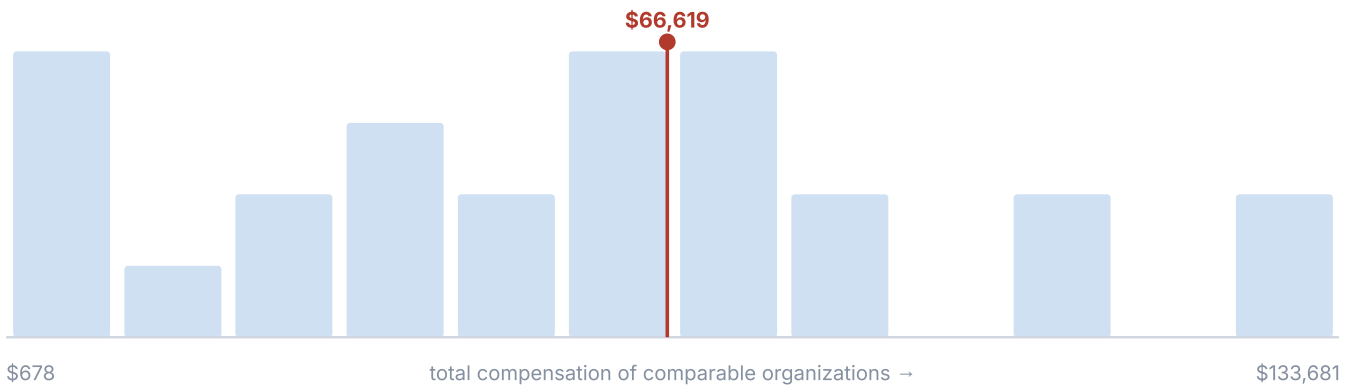
**BUDGET** Total revenue between \$123,316 and \$276,081 — 0.67x to 1.50x the subject's \$184,054 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (C50), nationwide + budget 0.67–1.5x revenue.

**26** organizations qualified on sector, size, and geography

→ **26** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$7,818	\$30,502	\$59,601	\$74,096	\$105,407	\$66,619
---------	----------	----------	----------	-----------	----------



## ● 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
<a href="#">Memory Trees Corporation</a>	FL	\$187,856	Executive Director	\$11,000	<b>\$11,625</b>	2023
<a href="#">Narrow Ridge Center</a>	TN	\$189,012	Director	\$31,981	<b>\$36,731</b>	2024
<a href="#">Delaware Greenways Inc</a>	DE	\$174,120	Executive Director	\$67,742	<b>\$72,475</b>	2024
<a href="#">Clean Valley Council Inc</a>	VA	\$194,336	Executive Director	\$65,589	<b>\$67,413</b>	2025
<a href="#">Keep Colorado Springs Beautiful Inc</a>	CO	\$173,551	Executive Director	\$62,875	<b>\$64,177</b>	2025
<a href="#">Uptown Lexington Inc</a>	NC	\$195,095	President	\$600	<b>\$678</b>	2024
<a href="#">3d Nature Technologies Inc</a>	TX	\$200,000	Vice President And Secretary	\$91,000	<b>\$102,400</b>	2023
<a href="#">Warrick Parks &amp; Trails Foundation Inc</a>	IN	\$200,387	Executive Director	\$49,292	<b>\$58,475</b>	2023
<a href="#">Keep Rockland Beautiful Inc</a>	NY	\$202,946	Executive Director	\$61,506	<b>\$60,727</b>	2024
<a href="#">Uc Green Inc</a>	PA	\$160,945	Executive Di	\$70,309	<b>\$74,636</b>	2025
<a href="#">Dixie Fire Canopy Project</a>	CA	\$209,783	Executive Dir.	\$12,750	<b>\$12,029</b>	2024
<a href="#">Bucks Beautiful Inc</a>	PA	\$212,217	Executive Di	\$40,083	<b>\$43,676</b>	2024
<a href="#">Rail-trail Council Of Northeastern</a>	PA	\$212,660	Executive Director	\$26,088	<b>\$28,426</b>	2024
<a href="#">Friends Of Pumpkinvine Nature Trail Inc</a>	IN	\$154,111	Board Member, Administrative Manager	\$24,000	<b>\$27,654</b>	2024
<a href="#">The Treeline Conservancy</a>	MI	\$217,730	Executive Di	\$115,131	<b>\$133,680</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Keep Etowah Beautiful Inc</a>	AL	\$227,535	Executive Di	\$44,500	<b>\$51,175</b>	2025
<a href="#">Keep The Midlands Beautiful</a>	SC	\$233,516	Executive Di	\$55,867	<b>\$63,682</b>	2024
<a href="#">Chandler Park Conservancy</a>	MI	\$235,449	Ceo	\$118,533	<b>\$133,681</b>	2024
<a href="#">Keep Delaware Beautiful Inc</a>	DE	\$132,075	Executive Director	\$40,000	<b>\$44,059</b>	2023
<a href="#">Keep Jackson Beautiful</a>	MS	\$238,983	Executive Dir	\$3,200	<b>\$4,010</b>	2023
<a href="#">Scenic Pittsburgh</a>	PA	\$240,966	Executive Director	\$71,500	<b>\$80,210</b>	2023
<a href="#">Wyoming Pathways</a>	WY	\$241,814	Executive Director	\$90,000	<b>\$108,413</b>	2023
<a href="#">Keep Evansville Beautiful Inc</a>	IN	\$242,493	Past Executive Director	\$62,047	<b>\$71,495</b>	2024
<a href="#">Keep Virginia Beautiful</a>	VA	\$245,919	Executive Director	\$80,000	<b>\$84,400</b>	2024
<a href="#">Keep Alabama Beautiful</a>	AL	\$256,170	Executive Director	\$41,000	<b>\$48,398</b>	2024

**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](https://peerbasis.org/methodology).

## ● Sample, role match & sensitivity

PEER COUNT	26 organizations. Compensation range \$678–\$133,681; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$184,054); for reference, expenses \$171,365 and assets \$72,696.
ROLE MATCH	Katie Hayes, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	62 <sup>nd</sup>
Total compensation (D + F), as reported (no adjustments)	69 <sup>th</sup>
Reportable pay only (column D), adjusted	62 <sup>nd</sup>
All sources (D + E + F), adjusted	62 <sup>nd</sup>

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 (Katie Hayes) 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 26 similarly situated organizations (Same NTEE sector (C50), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$66,619 is reasonable (approximately the 62<sup>nd</sup> 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.