

Brenham Maifest Association

Executive Director / CEO

EIN 746055771

TX · NTEE A23

FY ending 2024-06-30

June 10, 2026

This analysis benchmarks the total compensation of **Brandon Gonzales, Executive Director / CEO** (\$3,000) against **every comparable organization** that fit the selection criteria — **35** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **17th** percentile of comparable organizations below the typical range for comparable organizations

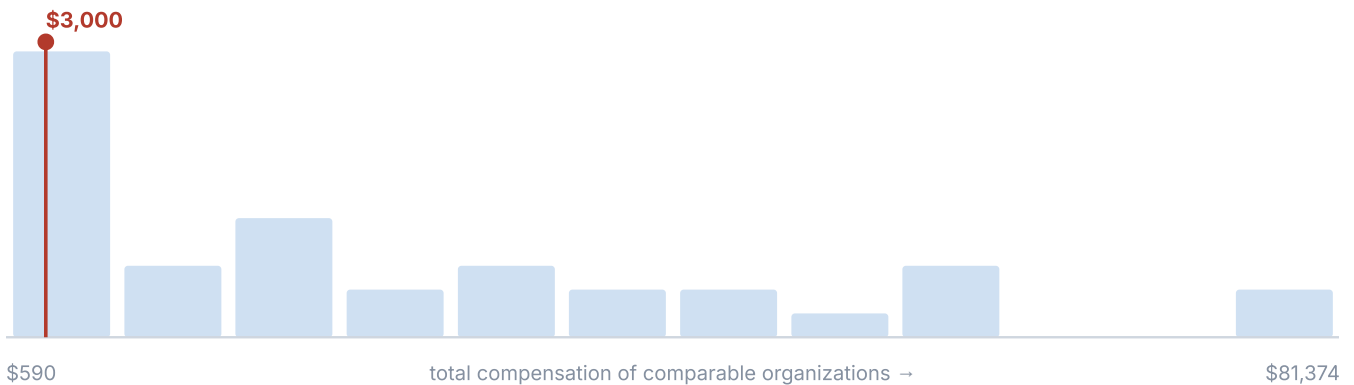
Benchmarked executive: Brandon Gonzales — reported title “DIRECTOR- MARKETING”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A23).
BUDGET	Total revenue between \$65,516 and \$146,679 — 0.67x to 1.50x the subject's \$97,786 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A23), nationwide + budget 0.67–1.5x revenue.

35 organizations qualified on sector, size, and geography → **35** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$2,078	\$3,445	\$18,063	\$35,952	\$56,113	\$3,000
---------	---------	----------	----------	----------	----------------



■ 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 TX 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
Wei-hwa Chinese School	VA	\$98,248	Principal	\$2,376	\$2,361	2023
Focus On Children United For Success Inc	MD	\$96,901	Chairman	\$11,217	\$10,484	2024
The Japanese Association Of Greater	MA	\$101,073	Secretary	\$41,000	\$36,832	2024
Huda Community Center	CA	\$101,790	Executive Dir	\$38,400	\$34,127	2023
Filitalia International	PA	\$93,170	Executive Director	\$31,650	\$32,485	2023
Slovenian Cultural Center	IL	\$103,151	Director	\$15,000	\$14,742	2024
Chinese Historical Society Of New England Inc	MA	\$91,564	Managing Director	\$36,427	\$35,071	2022
Austin Celtic Association	TX	\$104,482	At-large	\$33,000	\$33,000	2024
Swedish Historical Society Of Rockford	IL	\$104,529	Executive Director	\$55,978	\$56,640	2023
Fannie Lou Hamer Institute Of Advocacy & Social Action	NC	\$90,500	President	\$45,000	\$46,482	2024
Emerald Hills Institute	UT	\$109,609	Director	\$3,000	\$3,069	2024
Scandinavian Heritage Association Inc	ND	\$83,315	Office Manager	\$12,347	\$13,946	2023
Henryk Sienkiewicz Educational Society Inc	NY	\$113,770	Secretary	\$2,970	\$2,683	2024
Asian American Unity Coalition Inc	MN	\$114,560	Officer	\$1,890	\$1,867	2024
Noble Tree Publishing Inc	NY	\$79,584	President/director	\$22,500	\$20,325	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Surfrider Spirit Sessions	HI	\$116,087	Executive Director	\$60,039	\$55,323	2023
Mexican Institute Of Greater Houston Inc	TX	\$117,406	President	\$4,375	\$4,504	2023
Persian Cultural Center Inc	VA	\$117,428	President	\$42,480	\$42,215	2023
French World Ministries Inc	TX	\$77,569	President	\$3,100	\$3,192	2023
Indian Horizon Of Florida Inc	FL	\$73,681	President	\$25,000	\$24,171	2023
Native American Guardians Association	ND	\$73,458	President	\$3,200	\$3,511	2024
Swiss Center Of North America Inc	WI	\$122,276	President/ceo (As Of April 2024)	\$51,154	\$53,407	2024
All Cultures Equal Inc	IA	\$123,407	Executive Dir.	\$14,300	\$16,115	2023
Lc Windmill Inc	WI	\$71,740	Principal Employee	\$1,800	\$1,879	2024
East Austin Creative Coalition Inc	TX	\$69,524	Executive Director	\$17,545	\$18,063	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 TX 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 35 organizations. Compensation range \$590–\$81,374; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$97,786); for reference, expenses \$53,604 and assets \$362,882. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Brandon Gonzales, reported title "*DIRECTOR- MARKETING*", benchmarked as Executive Director / CEO. **Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable role.**

RELATED-ORG PAY 2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

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

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	17 th
Total compensation (D + F), as reported (no adjustments)	17 th
Reportable pay only (column D), adjusted	23 rd
All sources (D + E + F), adjusted	17 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 (Brandon Gonzales) 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 10, 2026, comparing compensation against 35 similarly situated organizations (Same NTEE sector (A23), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$3,000 is reasonable (approximately the 17th 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 10, 2026.