

Desoto Chamber Of Commerce

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Vanessa Sterling, Executive Director / CEO** (\$60,000) 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 **54th** percentile of comparable organizations within the typical range

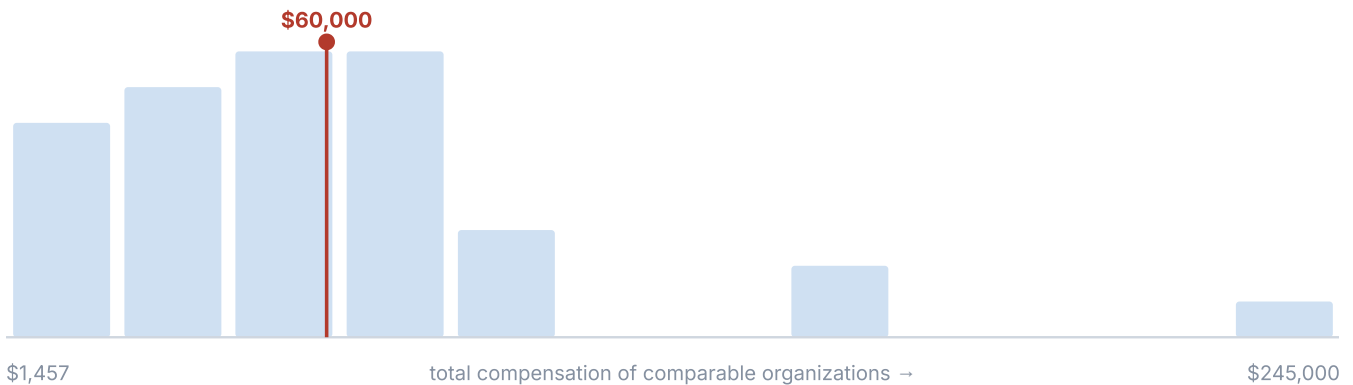
Benchmarked executive: Vanessa Sterling — reported title "PresidentCEO", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

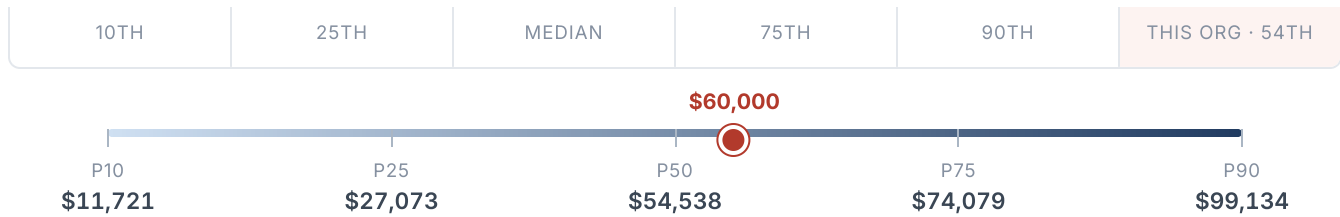
SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$155,787 and \$348,777 — 0.67x to 1.50x the subject's \$232,518 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41) + TX + budget 0.67–1.5x revenue.

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

Distribution of comparable compensation



\$11,721	\$27,073	\$54,538	\$74,079	\$99,134	\$60,000
----------	----------	----------	----------	----------	----------



■ 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
The Texas Cotton Association	TX	\$231,903	Exec Vice Pres	\$63,000	\$61,193	2024
Main Street Texarkana	TX	\$229,139	Executive Dir.	\$60,320	\$58,589	2024
Orange Chamber Of Commerce	TX	\$227,908	President & Ceo	\$77,218	\$75,003	2024
Asc Inc	TX	\$241,661	Ceo	\$103,437	\$100,469	2024
National Association Of Certified	TX	\$216,295	Executive Dir.	\$100,000	\$97,131	2024
Alamo Angels	TX	\$250,232	Executive Director	\$16,360	\$16,360	2023
Unitedc3 Inc	TX	\$209,835	Co-executive Director	\$63,450	\$63,450	2023
Alafave Inc	TX	\$209,157	Executive Director	\$54,000	\$52,451	2024
Association Of Extremity Nerve Surgeons	TX	\$202,068	Director	\$53,722	\$53,722	2023
South Congress Improvement Assoc	TX	\$263,862	Executive Di	\$40,048	\$38,899	2024
Gillespie County Economic	TX	\$264,944	Executive Director	\$150,907	\$146,578	2024
Texas Land & Mineral Owners Association	TX	\$266,057	Executive Director	\$84,518	\$84,518	2023
Theatre Owners Of Mid-america	TX	\$269,538	Executive Director	\$52,684	\$52,684	2023
Fort Davis Chamber Of Commerce	TX	\$194,789	Executive Director	\$13,770	\$13,770	2023
Truckers Service Association	TX	\$273,129	President	\$1,500	\$1,457	2024
Camara De Comercio Hispana	TX	\$187,890	Executive Di	\$24,122	\$23,430	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Texas Business Roundtable	TX	\$182,354	Exec Director	\$66,000	\$66,000	2023
Invest Texas Council	TX	\$285,000	Director	\$10,000	\$10,000	2023
Cen-tex Hispanic Chamber Of Comm	TX	\$285,750	Presedent/ceo	\$75,315	\$73,154	2024
Accessibility Professionals Association	TX	\$288,892	Executive Director	\$75,108	\$75,108	2023
Brazoria County Hispanic Chamber Of Commerce	TX	\$168,188	President	\$50,601	\$49,149	2024
Texas Organization Of Residential Care Homes	TX	\$167,246	Secretary	\$61,962	\$60,184	2024
Texas Alternative Investments Association Inc	TX	\$163,149	Secretary	\$10,661	\$10,355	2024
Greater East Dallas Chamber Of Commerce	TX	\$162,675	Executive Staff	\$39,900	\$39,900	2023
Ellinger Chamber Of Commerce	TX	\$161,046	Director	\$3,600	\$3,497	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TX 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 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 \$1,457–\$245,000; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$232,518); for reference, expenses \$226,300 and assets \$54,323.

ROLE MATCH Vanessa Sterling, reported title "*PresidentCEO*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	3 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	54 th
Total compensation (D + F), as reported (no adjustments)	51 st
Reportable pay only (column D), adjusted	54 th
All sources (D + E + F), adjusted	49 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 (Vanessa Sterling) 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 35 similarly situated organizations (Same NTEE sector (S41) + TX + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$60,000 is reasonable (approximately the 54th 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.