

Fresno Revitalization Corporation

Executive Director / CEO

EIN 770355251

CA · NTEE S31B

FY ending 2025-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Marlene Murphey, Executive Director / CEO** (\$164,353) against **every comparable organization** that fit the selection criteria — **98** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **96th** percentile of comparable organizations above the 90th percentile — board review recommended

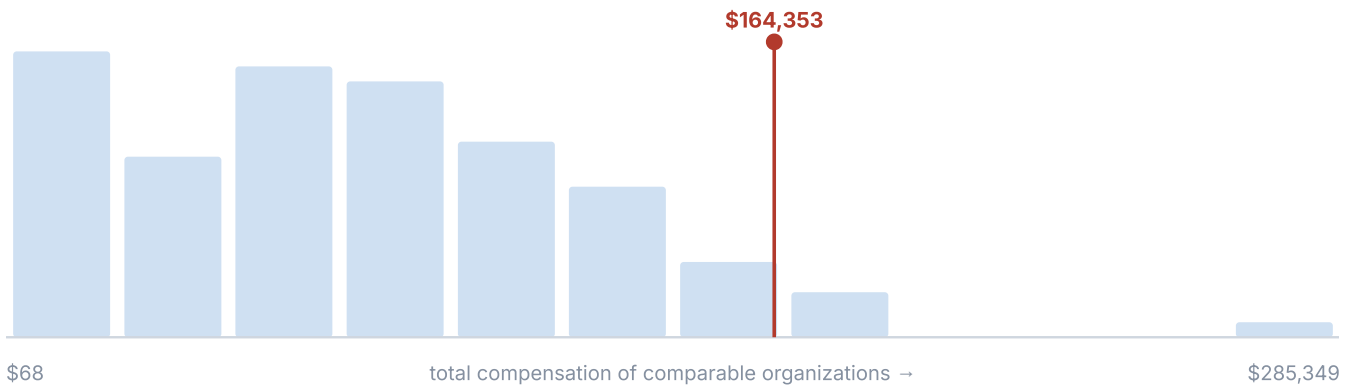
Benchmarked executive: Marlene Murphey — reported title “Exec. Dir./CEO”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S31B).
BUDGET	Total revenue between \$191,555 and \$428,854 — 0.67x to 1.50x the subject's \$285,903 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S31), nationwide + budget 0.67–1.5x revenue.

98 organizations qualified on sector, size, and geography → **98** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$14,487	\$33,966	\$70,507	\$106,756	\$138,160	\$164,353
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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 CA 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
Akron Development Corporation	OH	\$284,160	Vice President	\$51,130	\$66,276	2023
South Waterfront Community Relations	OR	\$284,115	Executive Director	\$141,500	\$156,203	2024
Louisville Asset Building Coalition Inc	KY	\$283,128	Program Director	\$65,720	\$81,769	2025
Lakeview Community Partnership	OR	\$288,876	Secretary/treasurer	\$4,438	\$4,899	2024
Cultivala Inc	CA	\$279,547	President	\$43,680	\$46,160	2023
Mlk Avenue Redevelopment Corp	AL	\$292,407	Executive Di	\$90,000	\$118,993	2023
Common Ground Works Inc	WI	\$292,983	Executive Director	\$23,192	\$29,642	2023
Willow Springs Community Foundation	MO	\$295,121	Executive Director	\$53,300	\$67,106	2024
Jeffersonville Urban Enterprise	IN	\$295,205	Executive Director	\$5,000	\$6,267	2024
Lemmon Area Charitable And	SD	\$276,018	Executive Dir.	\$43,200	\$56,674	2024
Brooks Gives Back Inc	TX	\$274,902	President & Ceo	\$40,675	\$48,366	2024
Growing High Point	NC	\$298,351	Executive Di	\$75,000	\$92,119	2024
Frameworks Community Development	TX	\$272,890	Executive Director	\$125,634	\$149,390	2024
Downtown Eau Claire Inc	WI	\$272,356	Executive Di	\$2,179	\$2,706	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Johnstown Industrial Development Corpora	PA	\$300,167	Former President, Ceo	\$41,441	\$49,125	2024
Aaa Residential Resources Inc	TN	\$269,539	President And Executive Director	\$50,000	\$62,475	2024
Custer Economic Development	NE	\$267,078	Executive Di	\$56,500	\$72,237	2024
Your Store Of The Queen City	OH	\$305,411	Executive Director	\$8,762	\$11,357	2023
Pederec Inc	VA	\$308,373	Director	\$58,420	\$67,052	2024
Boc Development Corporation	NY	\$261,928	President	\$34,036	\$37,639	2023
Campaign For A Drug Free Westside	IL	\$260,009	Ceo	\$56,950	\$66,555	2024
Community Investment Corporation	IL	\$257,035	President	\$68,779	\$80,379	2024
Aerozone Alliance	OH	\$314,982	Executive Director	\$226,641	\$285,349	2024
Midtown Elizabeth District Management Corporation Inc	NJ	\$253,742	Executive Director	\$84,904	\$90,111	2024
Plainfield Central Business District Management Co	NJ	\$253,657	Executive Director	\$88,846	\$94,296	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 CA 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	98 organizations. Compensation range \$68–\$285,349; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$285,903); for reference, expenses \$230,111 and assets \$626,161.
ROLE MATCH	Marlene Murphey, reported title "Exec. Dir./CEO", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	22 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	1 peer 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	96 th
Total compensation (D + F), as reported (no adjustments)	99 th
Reportable pay only (column D), adjusted	88 th
All sources (D + E + F), adjusted	81 st

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 (Marlene Murphey) 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 98 similarly situated organizations (Same NTEE sector (S31), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$164,353 is reasonable (approximately the 96th 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.