

Friends Of The Big Fresno Fair

Executive Director / CEO

EIN 770441647

CA · NTEE A20H

FY ending 2025-02-28

June 9, 2026

This analysis benchmarks the total compensation of **Brian I Tatarian, Executive Director / CEO** (\$27,194) against **every comparable organization** that fit the selection criteria — **48** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 21st percentile of comparable organizations

below the typical range for comparable organizations

Benchmarked executive: Brian I Tatarian — reported title "CEO", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (A20H).

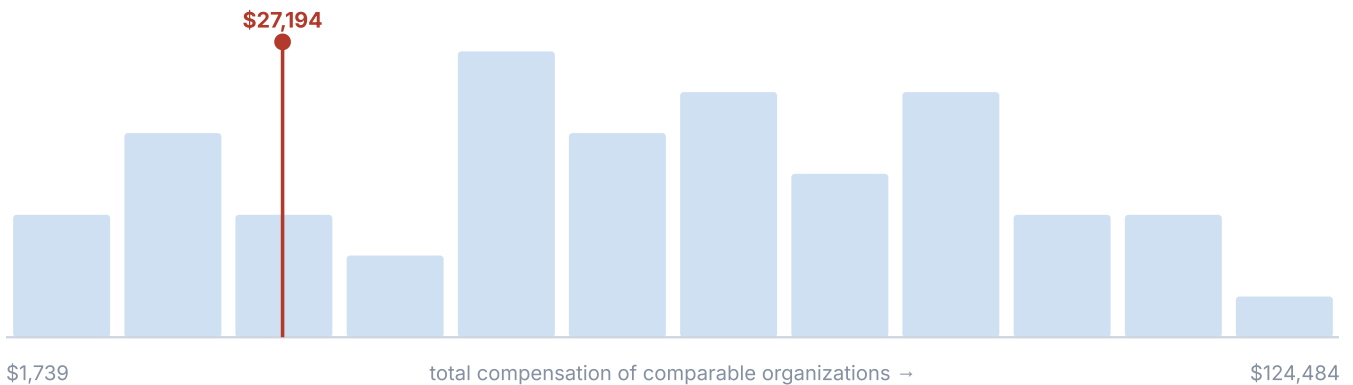
BUDGET Total revenue between \$312,001 and \$698,511 — 0.67x to 1.50x the subject's \$465,674 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (A20) + CA + budget 0.67–1.5x revenue.

48 organizations qualified on sector, size, and geography

→ **48** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$18,764

\$37,445

\$60,046

\$86,183

\$96,928

\$27,194



■ 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
Professional Numismatists Guild Inc	CA	\$468,503	Executive Director	\$83,948	\$86,169	2024
Push Dance Company	CA	\$472,448	Ceo	\$56,996	\$58,504	2024
Topa Institute	CA	\$457,437	Ceo	\$109,298	\$112,190	2024
Backyard Kids Theater Inc	CA	\$433,929	Executive Dir.	\$50,000	\$51,323	2024
Sacred Dance Foundation	CA	\$507,567	President	\$27,176	\$27,895	2024
Arhoolie Foundation	CA	\$420,830	Executive Dir.	\$60,451	\$63,883	2023
Borrego Art Institute	CA	\$417,523	Vice President	\$32,820	\$33,688	2024
Village Arts Inc	CA	\$517,348	Executive Director	\$76,750	\$81,108	2023
Bay Area Country Dance Society	CA	\$413,563	Board Chair	\$1,694	\$1,739	2024
Cazadero Performing Arts Family Camp	CA	\$524,641	Executive Dir.	\$23,598	\$24,938	2023
Arts Bridging The Gap	CA	\$406,175	Executive Director	\$50,708	\$53,587	2023
Oasis Arts Inc	CA	\$525,814	Treasurer	\$19,038	\$20,119	2023
The Kids Theatre Company	CA	\$539,017	President	\$20,000	\$21,136	2023
Bell Arts Factory	CA	\$392,272	Executive Director	\$62,972	\$66,547	2023
Los Angeles Performance Practice	CA	\$544,876	Treasurer	\$22,371	\$22,963	2024
Shane Townley Arts Foundation Inc 501c3	CA	\$545,724	President	\$48,000	\$49,270	2024
The Wonderseed Foundation	CA	\$379,075	Executive Direc	\$59,725	\$63,116	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Art With Impact	CA	\$552,696	President & Ed	\$10,754	\$10,754	2025
Art-e Foundation	CA	\$554,076	President	\$37,700	\$38,697	2024
Santa Barbara Arts Collaborative Inc	CA	\$375,574	Executive Dir.	\$92,700	\$95,153	2024
Handy Foundation Corporation	CA	\$559,674	Director	\$66,400	\$68,157	2024
Danzantes Unidos De California	CA	\$369,632	Executive Director	\$50,000	\$50,000	2025
Diaspora Arts Connection Inc	CA	\$368,688	Executive Dir.	\$6,310	\$6,477	2024
We Players	CA	\$368,436	Artistic Director	\$55,000	\$56,455	2024
The Summer Solstice Celebration Inc	CA	\$358,935	Executive Dir.	\$60,000	\$61,588	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 48 organizations. Compensation range \$1,739–\$124,484; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$465,674); for reference, expenses \$500,077 and assets \$2,830,476.

ROLE MATCH Brian I Tatarian, reported title "CEO", 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	21 st
Total compensation (D + F), as reported (no adjustments)	23 rd
Reportable pay only (column D), adjusted	21 st
All sources (D + E + F), adjusted	21 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 (Brian I Tatarian) 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 48 similarly situated organizations (Same NTEE sector (A20) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$27,194 is reasonable (approximately the 21st 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.