

Hub404 Conservancy Inc

Executive Director / CEO

EIN 822946128
 GA · NTEE C50
 FY ending 2024-12-31
 June 9, 2026

This analysis benchmarks the total compensation of **Anthony Rodriguez, Executive Director / CEO** (\$139,067) against **every comparable organization** that fit the selection criteria — **34** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the 91st percentile of comparable organizations

above the 90th percentile — board review recommended

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

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (C50).

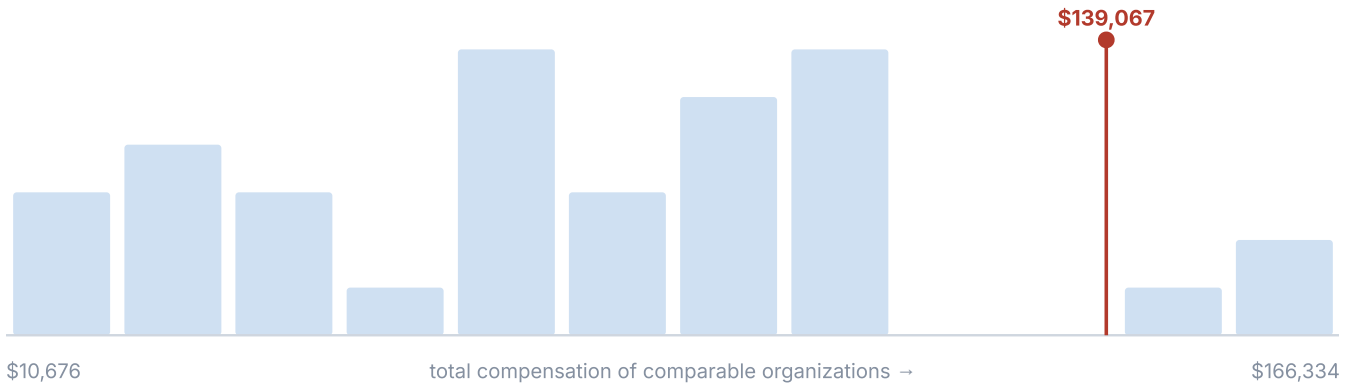
BUDGET Total revenue between \$312,839 and \$700,387 — 0.67x to 1.50x the subject's \$466,925 (the band tightens as size grows).

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

34 organizations qualified on sector, size, and geography

→ **34** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$29,224	\$45,019	\$75,478	\$101,390	\$112,583	\$139,067
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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 GA 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
Keep Northern Illinois Beautiful	IL	\$456,498	Executive Di	\$65,343	\$63,889	2024
Freedom's Way Heritage Association Inc	MA	\$483,963	Executive Director	\$124,378	\$111,159	2024
Friends Of Bunker Hill	MO	\$447,263	Executive Director	\$44,615	\$48,385	2023
Alaskans For Litter Prevention And	AK	\$439,561	Executive Dir.	\$113,397	\$107,822	2024
Downtown Association Of Fairbanks	AK	\$425,634	Executive Director	\$66,548	\$65,146	2023
Green Cities Accord	MN	\$425,247	Director Of Programs And Operations	\$114,105	\$112,134	2024
Friends Of The Welty Environmental Center Inc	WI	\$424,763	Executive Director	\$41,050	\$43,897	2023
Neighborhood Forest Inc	MN	\$509,462	Executive Director	\$75,000	\$73,704	2024
Growsmart Maine	ME	\$513,715	Executive Di	\$103,114	\$102,689	2024
Small Town Project	CO	\$415,800	Development Director	\$14,400	\$14,138	2023
Mini Mart City Park	WA	\$414,865	President	\$20,000	\$17,808	2024
Palos Verdes Estates Foundation	CA	\$414,730	Executive Director	\$50,000	\$42,940	2024
Keep Knoxville Beautiful Inc	TN	\$412,096	Executive Dir.	\$70,600	\$71,903	2025
Natural Restorations	AZ	\$400,227	Executive Director	\$98,807	\$94,507	2024
Clean Fairfax Council	VA	\$399,566	Executive Director	\$104,213	\$97,494	2025
Camp Rd Inc	MI	\$536,765	Executive Director	\$48,673	\$51,441	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Foothills Rails-to-trails Coalition	WA	\$536,942	Executive Director	\$74,100	\$67,930	2023
Plant It Again	CA	\$391,678	Ceo	\$82,309	\$70,686	2024
Next Level Productions And Promotions	FL	\$376,467	President	\$11,099	\$10,676	2023
Cuenca Los Ojos	AZ	\$375,552	Executive Director	\$35,337	\$33,799	2024
Keep North Fulton Beautiful Inc	GA	\$360,232	Former Executive Director	\$85,800	\$91,956	2022
Keep Midland Beautiful Inc	TX	\$351,019	Executive Dir.	\$28,413	\$28,267	2024
Capital Trees	VA	\$583,064	Executive Di	\$82,577	\$77,252	2025
Proud Louisiana Llc	LA	\$348,338	Executive Di	\$32,667	\$35,775	2024
Scenic Houston Inc	TX	\$347,997	Executive Director	\$167,194	\$166,334	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to GA 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 GA 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 34 organizations. Compensation range \$10,676–\$166,334; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$466,925); for reference, expenses \$254,702 and assets \$446,898. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH Anthony Rodriguez, reported title "*Executive Dir.*", benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY 3 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	91 st
Total compensation (D + F), as reported (no adjustments)	91 st
Reportable pay only (column D), adjusted	91 st
All sources (D + E + F), adjusted	82 nd

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 (Anthony Rodriguez) 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 34 similarly situated organizations (Same NTEE sector (C50), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$139,067 is reasonable (approximately the 91st 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.