

Mashup Nashville

Executive Director / CEO

EIN 823275217

TN · NTEE W99

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Brian I Marshall, Executive Director / CEO** (\$18,960) against **every comparable organization** that fit the selection criteria — **53** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **32nd** percentile of comparable organizations within the typical range

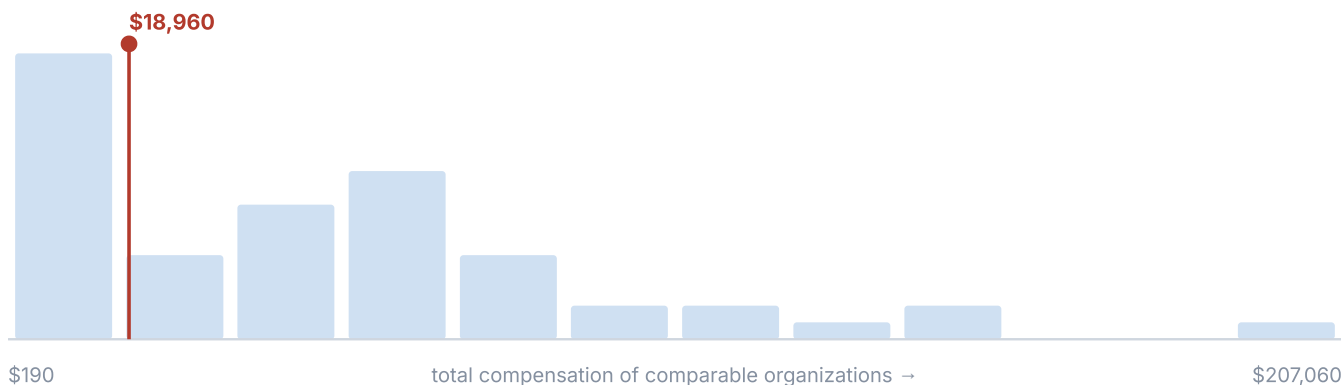
Benchmarked executive: Brian I Marshall — reported title “CHIEF EXECUTIVE OFFICER”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (W99).
BUDGET	Total revenue between \$137,650 and \$308,172 — 0.67x to 1.50x the subject's \$205,448 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (W99), nationwide + budget 0.67–1.5x revenue.

53 organizations qualified on sector, size, and geography → **53** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$7,085	\$13,586	\$45,782	\$67,830	\$103,438	\$18,960
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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 TN 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 Steel Horse Rally Inc	AR	\$205,571	President	\$145,333	\$150,955	2024
Pasos For Oak Cliff	TX	\$204,656	Executive Director	\$1,044	\$994	2023
New Americans Initiative	KY	\$207,754	Director Of Operations	\$99,680	\$98,960	2024
The South County News	MI	\$207,769	President	\$14,245	\$13,586	2024
Great Bend Center For Music	WA	\$202,114	Director	\$56,250	\$47,911	2023
Values To Action	OR	\$208,951	Trustee	\$15,593	\$13,381	2024
Allied Communities Of Tulsa Inspiring	OK	\$201,803	Senior Organizer	\$71,500	\$74,901	2023
Civic Momentum	MN	\$200,628	Director, Ceo, And Coo	\$70,000	\$65,803	2023
Arise & Go	CA	\$211,406	President	\$79,793	\$63,669	2024
Sandy Springs Arts Foundation Inc	GA	\$212,856	Foundation Mgr.	\$85,000	\$78,975	2024
Lyon County Historical Society	MN	\$197,720	Executive Di	\$41,709	\$39,208	2023
People Matter	IL	\$216,495	Co-president	\$58,880	\$52,111	2025
Main Line Cycle Center	MN	\$194,224	Executive Director	\$35,984	\$33,826	2023
Celebrate Me Week	MN	\$217,117	Camp Administrator	\$10,897	\$10,244	2023
Crockett Mission	TN	\$218,254	Ceo	\$8,250	\$8,250	2023
21st Century Alliance	CA	\$191,034	Executive Director	\$252,054	\$207,060	2023
Nine Muses Foundation	NY	\$220,069	Executive Director	\$157,199	\$135,139	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Banda Health	TX	\$221,053	President	\$69,048	\$63,824	2024
Rhode Island Coalition For Children & Families Education Fund Inc	RI	\$224,854	Executive Director	\$96,121	\$85,168	2024
The Pilcrow Foundation	OR	\$225,026	President	\$56,250	\$49,696	2023
Through The Trees	NC	\$183,310	Executive Di	\$27,388	\$26,150	2024
Grandmother Collective Inc	MA	\$181,647	Executive Director	\$80,557	\$66,892	2024
Aranya Solutions	MT	\$230,397	President	\$12,000	\$12,306	2023
Kennett Flash Inc	PA	\$231,488	Executive Di	\$57,050	\$52,571	2024
Barrios Unidos	NM	\$179,237	President And Executive Director	\$39,670	\$40,592	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to TN 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 TN 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	53 organizations. Compensation range \$190–\$207,060; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$205,448); for reference, expenses \$187,772 and assets \$65,585.
ROLE MATCH	Brian I Marshall, reported title " <i>CHIEF EXECUTIVE OFFICER</i> ", 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	2 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	32 nd
Total compensation (D + F), as reported (no adjustments)	30 th
Reportable pay only (column D), adjusted	36 th
All sources (D + E + F), adjusted	32 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 (Brian I Marshall) 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 53 similarly situated organizations (Same NTEE sector (W99), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$18,960 is reasonable (approximately the 32nd 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.