

Pedals Michigan

Executive Director / CEO

EIN 823823750

MI · NTEE S11

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Richard L Devore, Executive Director / CEO** (\$51,905) against **every comparable organization** that fit the selection criteria — **202** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **77th** percentile of comparable organizations within the typical range

Benchmarked executive: Richard L Devore — reported title "PRESIDENT", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (S11).

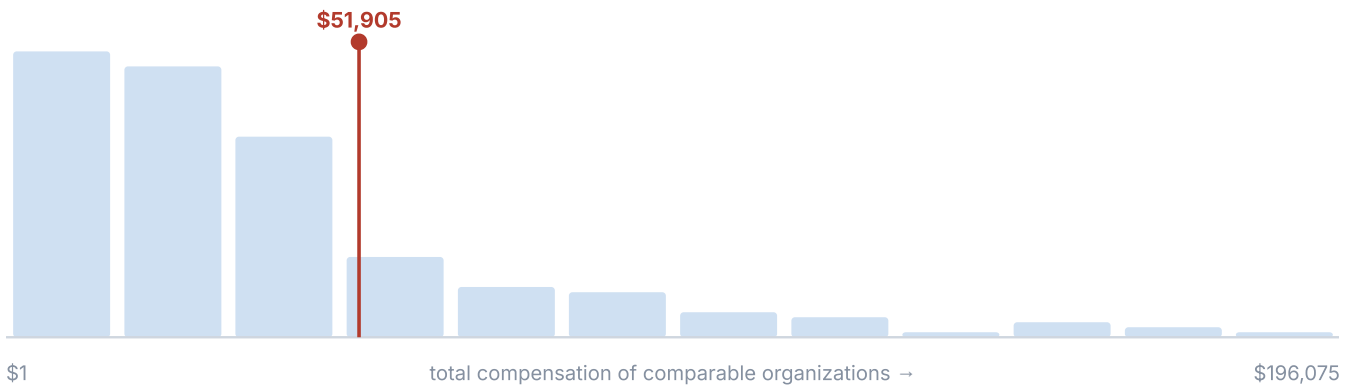
BUDGET Total revenue between \$45,324 and \$101,473 — 0.67x to 1.50x the subject's \$67,649 (the band tightens as size grows).

GEOGRAPHY Same NTEE major group (S), nationwide + budget 0.67–1.5x revenue.

202 organizations qualified on sector, size, and geography

→ **202** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$4,950	\$14,653	\$28,979	\$49,063	\$91,006	\$51,905
---------	----------	----------	----------	----------	-----------------



■ 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 MI 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
Marshall Area Community Services	MI	\$67,997	Director	\$7,000	\$6,799	2024
Community Growth Foundation	CO	\$67,203	President	\$23,812	\$21,487	2024
Onmain Inc	OH	\$66,667	President/coo	\$42,799	\$43,918	2023
Fells Point Main Street Inc	MD	\$68,891	Executive Dir.	\$13,364	\$11,758	2024
Ablegamers Holding Limited	WV	\$69,120	President	\$14,367	\$14,639	2024
Dawson Co Economic Development Council	MT	\$66,093	Executive Director	\$28,500	\$28,910	2024
Isles Properties Inc	NJ	\$69,346	Managing Director	\$17,499	\$15,137	2023
Downtown Branson Betterment Assoc	MO	\$69,440	Executive Di	\$39,793	\$42,507	2022
Pinellas Urban Properties 2 Inc	FL	\$69,498	Interim President	\$20,121	\$19,064	2022
Pv Grows Investment Fund Inc	MA	\$69,724	President, Treasurer, Cler	\$3,343	\$2,910	2023
Friends Of Bastrop Main Street Inc	LA	\$65,091	Exec. Director	\$17,346	\$17,974	2024
Athens Housing Ventures Fund Inc	GA	\$70,276	Former Presi	\$2,210	\$2,153	2023
Association Forum Of Chicagoland	IL	\$70,284	President & Ceo	\$29,477	\$27,270	2024
Florida's Great Northwest	FL	\$64,928	President & Ceo	\$27,444	\$24,262	2024
Main Street Manning	IA	\$70,570	Executive Di	\$11,520	\$11,869	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Main Street Elkader	IA	\$64,493	Executive Director	\$13,565	\$13,977	2024
Kennedy Heights Community Urban Redevelopment Corporation	OH	\$71,016	Secretary/contract Executive Director	\$28,307	\$29,047	2023
Tama Toledo Area Chamber Of Commerc	IA	\$64,262	Secretary/co	\$17,956	\$18,502	2024
Metropolitan Housing Development Corp	IL	\$64,250	President	\$50,000	\$45,066	2025
Quad City Association Of Finishing	IA	\$64,036	Executive Director	\$37,724	\$40,018	2023
Gfwc - Washington State	WA	\$71,618	Trustee	\$375	\$308	2025
Edge For Tomorrow	DE	\$71,729	Executive Director	\$113,555	\$104,632	2024
1edtech Foundation	FL	\$71,791	Ceo (President Of The Board)	\$30,676	\$29,065	2022
Whitetail Deer Farmers Of Ohio Inc	OH	\$72,034	Executive Director	\$36,000	\$36,941	2023
International Forum On Ansi-41 Standards Technology	MD	\$72,158	Secretariat	\$96,000	\$84,459	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MI 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 MI 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 **202** organizations. Compensation range \$1–\$196,075; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$67,649); for reference, expenses \$973,324 and assets \$2,001,595. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Richard L Devore, reported title " <i>PRESIDENT</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	72 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	15 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	77 th
Total compensation (D + F), as reported (no adjustments)	73 rd
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	97 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 (Richard L Devore) 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 202 similarly situated organizations (Same NTEE major group (S), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$51,905 is reasonable (approximately the 77th 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.