

Central Virginia Business Coalition

Executive Director / CEO

EIN 843642025

VA · NTEE S40

FY ending 2024-09-30

June 9, 2026

This analysis benchmarks the total compensation of **Heather Alto, Executive Director / CEO** (\$83,046) against **every comparable organization** that fit the selection criteria — **75** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **52nd** percentile of comparable organizations within the typical range

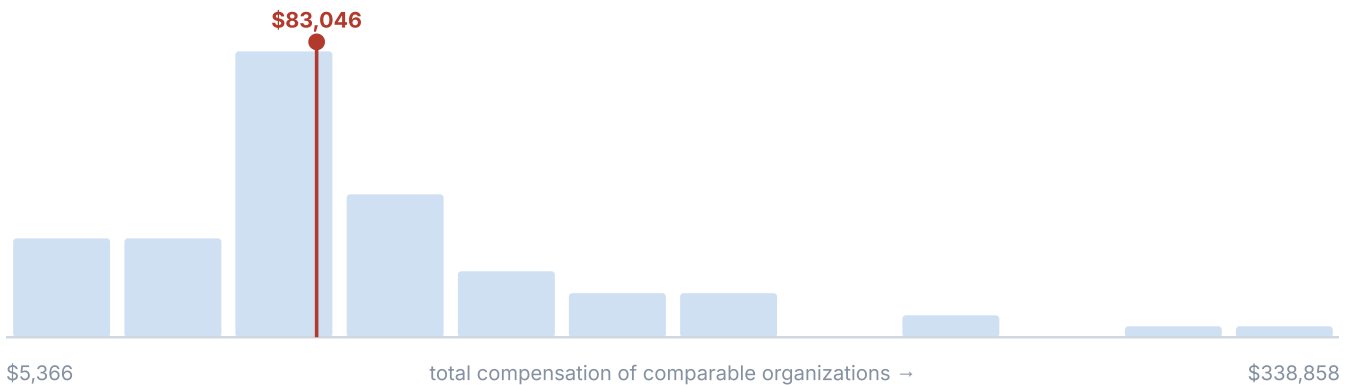
Benchmarked executive: Heather Alto — reported title “SECRETARY/EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S40).
BUDGET	Total revenue between \$185,638 and \$415,608 — 0.67x to 1.50x the subject's \$277,072 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S40), nationwide + budget 0.67–1.5x revenue.

75 organizations qualified on sector, size, and geography → **75** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$32,516	\$64,756	\$79,621	\$111,970	\$179,553	\$83,046
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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 VA 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
Nc Captive Insurance Association	NC	\$277,996	President &	\$119,969	\$132,176	2023
Association Of Chartered Accountants In The United StatesLtd	NY	\$274,471	Chief Executive	\$110,000	\$105,987	2023
Personalized Arthroplasty Society Inc	GA	\$273,201	Executive Director	\$45,900	\$47,799	2024
Naturally San Diego Inc	CA	\$282,385	Executive Director	\$107,980	\$96,568	2024
Startup Runway Foundation	GA	\$282,700	Executive Director	\$30,129	\$32,302	2023
Etma	AZ	\$270,266	Managing/director	\$109,800	\$112,596	2023
Southeast Oil And Gas Association	MS	\$285,666	President	\$84,000	\$96,893	2024
Womens Innovation Group	IL	\$285,984	President	\$49,043	\$49,936	2024
National Truck And Heavy Equipment	CA	\$267,893	Director	\$6,000	\$5,366	2024
Oklahoma Citys Adventure District	OK	\$266,306	Director	\$65,385	\$72,645	2025
Colorado Prestressers Association	CO	\$292,703	Executive Dir.	\$163,400	\$167,065	2023
The Cyber Guild Inc	VA	\$293,920	Executive Director	\$102,349	\$105,372	2023
Asphalt Pavement Association Of New	NM	\$258,966	Executive Di	\$149,200	\$166,200	2024
Florida Society For Health Care Risk Mgmt & Patient Safety	FL	\$257,972	Executive Director	\$84,000	\$79,621	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Carolina Loggers Association Inc	NC	\$257,542	Executive Director	\$79,788	\$85,384	2024
Cybersecurity Association Inc	MD	\$256,137	Executive Dir.	\$85,648	\$85,380	2023
Sheet Metal Contractors Association	PA	\$255,785	Executive Director	\$97,500	\$100,700	2024
National Tribal Gaming Commissioners	WI	\$252,445	Executive Director	\$60,000	\$66,815	2023
Massachusetts Brewers Guild Inc	MA	\$251,223	Clerk/executive Director	\$133,656	\$124,391	2024
Auto Body Association Of Texas	TX	\$303,287	Executive Dir.	\$72,048	\$74,642	2024
Construction Builders Association	OH	\$304,251	Executive Director	\$98,500	\$111,241	2023
Asociacion De Emprendedores	CA	\$249,560	President	\$81,977	\$75,478	2023
Dbl Equity Partners	ND	\$304,896	President, Ceo, And Secret	\$48,437	\$55,052	2024
Central Texas Angel Network	TX	\$306,410	Executive Director	\$128,792	\$133,430	2024
Jefferson County Tourism Commission	MO	\$245,774	Key Employee	\$61,250	\$67,188	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to VA 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 VA 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	75 organizations. Compensation range \$5,366–\$338,858; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$277,072); for reference, expenses \$312,937 and assets \$991,102.
ROLE MATCH	Heather Alto, reported title " <i>SECRETARY/EXECUTIVE DIRECTOR</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	5 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	8 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	52 nd
Total compensation (D + F), as reported (no adjustments)	55 th
Reportable pay only (column D), adjusted	57 th
All sources (D + E + F), adjusted	47 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 (Heather Alto) 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 75 similarly situated organizations (Same NTEE sector (S40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$83,046 is reasonable (approximately the 52nd 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.