

Downtown Naperville Alliance

Executive Director / CEO

EIN 853236397

IL · NTEE S41

FY ending 2023-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Danielle Tufano, Executive Director / CEO** (\$84,046) against **every comparable organization** that fit the selection criteria — **33** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **45th** percentile of comparable organizations within the typical range

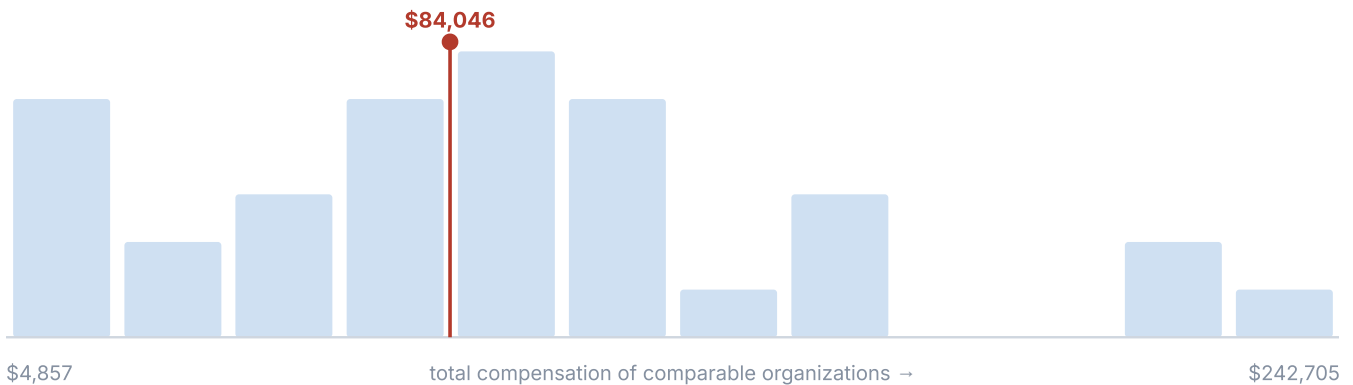
Benchmarked executive: Danielle Tufano — reported title “EXECUTIVE DIR.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$331,968 and \$743,214 — 0.67x to 1.50x the subject's \$495,476 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41) + IL + budget 0.67–1.5x revenue.

33 organizations qualified on sector, size, and geography → **33** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$18,290	\$49,482	\$88,829	\$115,586	\$161,719	\$84,046
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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 IL 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
Prof Golfers Ass'n Of Amer-illinois	IL	\$493,844	Executive Director	\$27,326	\$26,542	2024
Downers Grove Downtown	IL	\$521,830	Executive Director/manager	\$98,000	\$95,188	2024
Chicago Area Independent Constructi	IL	\$467,890	Director	\$114,400	\$114,400	2023
Illinois Solar Energy Association	IL	\$462,254	Executive Director	\$119,000	\$115,586	2024
Independent Equipment Dealers Assoc	IL	\$550,971	Executive Director	\$85,695	\$85,695	2023
I S Pullers Nfp	IL	\$433,665	President	\$5,000	\$4,857	2024
Mendota Area Chamber Of Commerce	IL	\$432,381	President And Ceo	\$41,669	\$40,474	2024
Esports Trade Association	IL	\$428,000	Chairman	\$20,749	\$20,154	2024
Airport Restaurant & Retail Association	IL	\$421,000	Executive Director	\$249,874	\$242,705	2024
Chicago Family Business Council Inc Dba	IL	\$578,665	Executive Dir.	\$106,550	\$103,493	2024
Cary-grove Area Chamber Of Commerce	IL	\$406,788	President/ceo/secretary	\$99,250	\$96,403	2024
Staffing Services Association Of Il	IL	\$404,500	Executive Director	\$50,500	\$50,500	2023
Fp2 Inc	IL	\$401,909	Executive Director	\$80,000	\$77,705	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Illinois Petroleum Resources Board	IL	\$592,229	Executive Dir.	\$117,500	\$117,500	2023
Metro West Council Of Government	IL	\$390,859	Executive Di	\$152,084	\$143,913	2025
International Association Of	IL	\$388,116	Ceo	\$102,125	\$96,638	2025
Greater Belleville Chamber Of	IL	\$603,764	Executive Director	\$81,550	\$81,550	2023
Bank Administration Institute	IL	\$608,236	Managing Director	\$75,259	\$73,100	2024
Naturally Chicago Inc	IL	\$616,433	President & Managing Director	\$213,350	\$207,229	2024
Logan Square Chamber Of Commerce	IL	\$373,499	Executive Director	\$67,083	\$65,158	2024
Effingham Regional Growth Alliance	IL	\$366,994	President	\$156,952	\$156,952	2023
Icbg Inc	IL	\$625,771	Executive Di	\$108,493	\$105,380	2024
Skokie Chamber Of Commerce	IL	\$360,235	President & Ceo	\$109,358	\$109,358	2023
Grayslake Chamber Of Commerce	IL	\$358,319	Executive Di	\$70,000	\$67,992	2024
Mchenry County Convention And	IL	\$635,204	President	\$91,453	\$88,829	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to IL 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 IL 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	33 organizations. Compensation range \$4,857–\$242,705; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$495,476); for reference, expenses \$508,846 and assets \$317,120.
ROLE MATCH	Danielle Tufano, reported title "EXECUTIVE DIR.", 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	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	45 th
Total compensation (D + F), as reported (no adjustments)	45 th
Reportable pay only (column D), adjusted	45 th
All sources (D + E + F), adjusted	33 rd

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 (Danielle Tufano) 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 33 similarly situated organizations (Same NTEE sector (S41) + IL + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$84,046 is reasonable (approximately the 45th 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.