

Ocean Fest Inc

Executive Director / CEO

EIN 872990341
 NC · NTEE C30
 FY ending 2023-12-31
June 10, 2026

This analysis benchmarks the total compensation of **Jody Fletcher, Executive Director / CEO** (\$22,917) against **every comparable organization** that fit the selection criteria — **91** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **26th** percentile of comparable organizations within the typical range

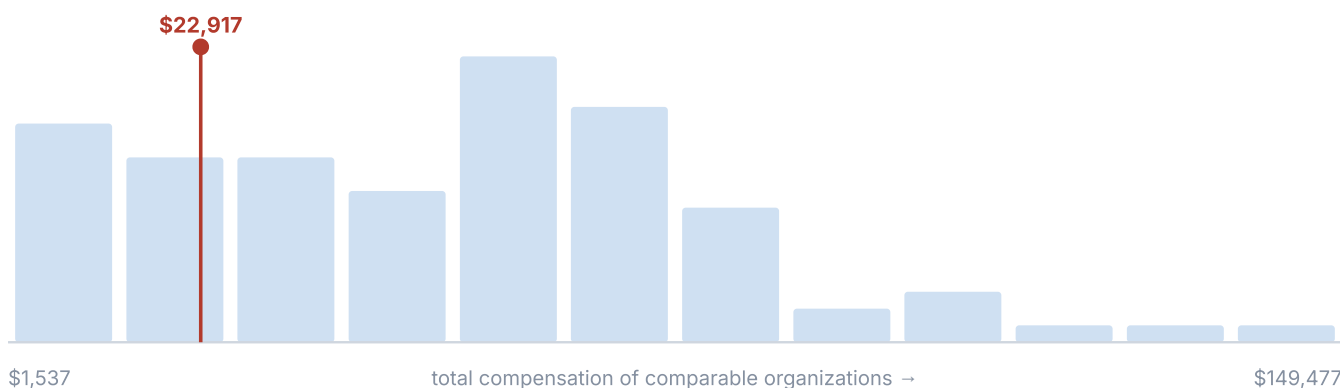
Benchmarked executive: Jody Fletcher — reported title “Event Operations Manager”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

How comparable organizations were selected

- SECTOR** Organizations sharing the subject's NTEE classification (C30).
- BUDGET** Total revenue between \$131,297 and \$293,949 — 0.67x to 1.50x the subject's \$195,966 (the band tightens as size grows).
- GEOGRAPHY** Same NTEE sector (C30), nationwide + budget 0.67–1.5x revenue.

91 organizations qualified on sector, size, and geography → **91** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$10,958	\$22,596	\$52,393	\$68,258	\$83,959	\$22,917
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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 NC 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
Overland Expo Foundation Incorporated	IN	\$202,559	Executive Director	\$32,000	\$31,723	2024
One Earth Conservation	NY	\$202,605	Vice President & Secretary	\$22,982	\$19,522	2024
Downwinders At Risk Education Fund	TX	\$203,759	Executive Dir.	\$43,750	\$41,140	2024
Restoring The Lake Depths	NV	\$205,234	Executive Dir.	\$69,856	\$65,823	2024
Coastal Shores Inc	VA	\$205,828	President	\$42,769	\$38,819	2024
Wisconsin Bear Hunters Association Inc	WI	\$206,383	President	\$6,000	\$5,891	2024
Blue Mountains Forest Partners	OR	\$206,916	Executive Dir.	\$77,700	\$67,830	2024
The North Skunk River Greenbelt Association	IA	\$207,310	Treasurer Executive Director	\$16,273	\$17,244	2023
Paddle Antrim	MI	\$207,391	Executive Di	\$80,128	\$77,746	2024
Netcorps	OR	\$207,493	Executive Di	\$67,458	\$58,889	2024
Monterey Audubon Society	CA	\$208,868	Executive Director	\$27,221	\$21,527	2025
Ocean Agency	RI	\$209,769	President & Ceo	\$105,173	\$94,802	2024
Florida Coastal Conservancy	FL	\$180,492	President	\$35,250	\$31,129	2024
Aquatic Ecosystem Restoration	MI	\$180,120	Executive Di	\$20,000	\$19,405	2024
Valley In Motion	PA	\$212,338	President	\$89,675	\$84,065	2024
Philadelphia Community Farm Inc	WI	\$212,883	President	\$4,548	\$4,465	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Indiana Land Protection Alliance	IN	\$213,769	Executive Director	\$77,500	\$79,097	2023
Kentucky Heartwood Inc	KY	\$178,102	Executive Di	\$52,974	\$55,081	2023
I-20 Wildlife Preserve & Jenna Welch	TX	\$214,236	Executive Dir.	\$59,249	\$57,359	2023
Rural Land Foundation Of Lincoln	MA	\$176,486	Executive Director	\$176,952	\$149,477	2024
Na Mamo Aloha Aina O Honokohau	HI	\$175,740	Secretary	\$2,400	\$2,020	2024
Preserve Historic Sleeping Bear	MI	\$216,955	Executive Director	\$32,000	\$31,049	2024
Friends Of Lake Elmo's	MN	\$217,060	Board Member	\$2,013	\$1,870	2024
Tahoma Audubon Society	WA	\$174,454	Executive Director	\$58,031	\$50,283	2023
Reshoring Initiative	FL	\$173,066	President	\$28,932	\$26,304	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NC 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 NC 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 91 organizations. Compensation range \$1,537–\$149,477; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$195,966); for reference, expenses \$119,355 and assets \$208,705.

ROLE MATCH Jody Fletcher, reported title *"Event Operations Manager"*, benchmarked as Executive Director / CEO. **Selected as the organization's highest-paid individual without an exact title match — the board should confirm this is a comparable 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 1 peer 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	26 th
Total compensation (D + F), as reported (no adjustments)	22 nd
Reportable pay only (column D), adjusted	29 th
All sources (D + E + F), adjusted	25 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 (Jody Fletcher) 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 10, 2026, comparing compensation against 91 similarly situated organizations (Same NTEE sector (C30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$22,917 is reasonable (approximately the 26th 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 10, 2026.