

Inland Empire Tourism Council

Executive Director / CEO

EIN 954183422

CA · NTEE S41

FY ending 2024-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Freddy Bi, Executive Director / CEO** (\$268,738) against **every comparable organization** that fit the selection criteria — **52** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **98th** percentile of comparable organizations above the 90th percentile — board review recommended

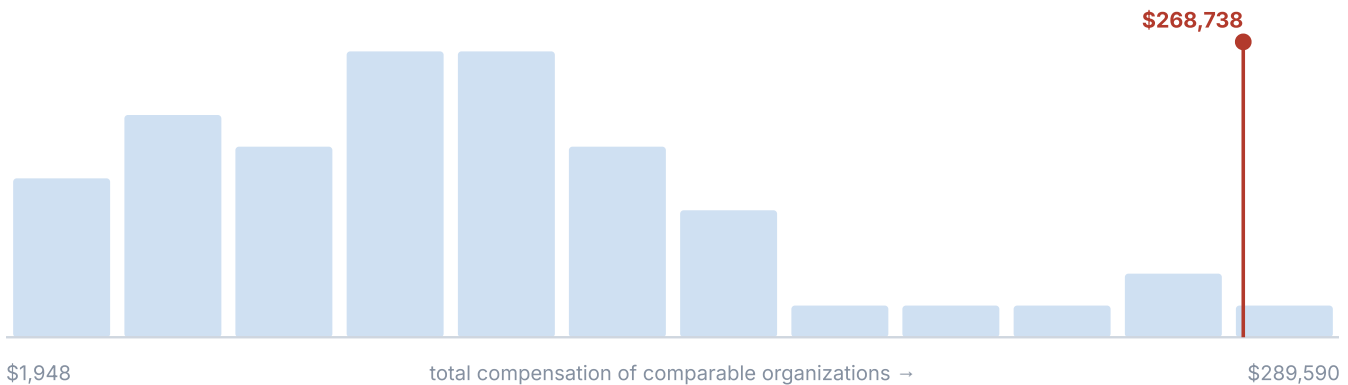
Benchmarked executive: Freddy Bi — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$231,084 and \$517,353 — 0.67x to 1.50x the subject's \$344,902 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41) + CA + budget 0.67–1.5x revenue.

52 organizations qualified on sector, size, and geography → **52** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$35,100	\$59,914	\$95,424	\$126,463	\$170,479	\$268,738
----------	----------	----------	-----------	-----------	------------------



● 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 CA 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
Rainbow Chamber Of Commerce	CA	\$337,313	Exe Director	\$99,102	\$96,548	2025
450 Mhz Alliance	CA	\$357,310	Director	\$102,800	\$102,800	2024
Visit Morgan Hill	CA	\$329,596	Executive Director	\$148,883	\$145,045	2025
Vernon Chamber Of Commerce	CA	\$363,674	President & Ceo	\$127,467	\$127,467	2024
Bioenergy Association Of California	CA	\$365,894	Executive Dir.	\$225,156	\$225,156	2024
Orange County Iranian American	CA	\$322,713	Ceo	\$86,363	\$88,914	2023
Finishing Contractors Association Of	CA	\$321,943	President	\$2,000	\$1,948	2025
Golden State Power Cooperative	CA	\$370,753	General Manager	\$289,590	\$289,590	2024
California Attractions And Parks	CA	\$371,560	Executive Di	\$209,249	\$215,430	2023
Oak Park Business Association	CA	\$374,255	Executive Dir.	\$84,000	\$86,481	2023
Tma Bluetech	CA	\$312,904	Executive Director	\$116,000	\$116,000	2024
Western Regional Master Builders Assn	CA	\$309,665	Ex.vp/sec/treas	\$154,800	\$150,810	2025
Housing Contractors Of California	CA	\$386,344	Dir. Of Risk Mgmt	\$166,916	\$171,846	2023
Innovation Tri-valley Leadership	CA	\$391,544	Ceo	\$102,692	\$100,045	2025
Pacific Association Of Domestic	CA	\$292,507	Executive Director	\$52,500	\$52,500	2024
Downtown Vacaville Business	CA	\$290,813	Executive Dir.	\$81,415	\$83,820	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
San Diego Military Advisory Council	CA	\$402,363	President & Ceo	\$100,000	\$102,954	2023
Anderson Valley Winegrowers Association Inc	CA	\$408,095	Executive Director	\$98,601	\$98,601	2024
Antelope Valley Chambers Of Commerce	CA	\$278,248	Ceo	\$69,486	\$71,538	2023
Medical Staff Of University Of	CA	\$414,604	President	\$48,000	\$48,000	2024
The Medical Staff Of The Riverside	CA	\$273,358	President	\$36,000	\$36,000	2024
Sunnyvale Downtown Association	CA	\$272,720	Executive Director	\$110,000	\$113,249	2023
Main Street Business Improvement	CA	\$271,407	Exdir/secty/trs	\$69,088	\$69,088	2024
Handle District Corporation	CA	\$270,499	Executive Dir.	\$71,444	\$73,554	2023
International Serum Industry Association	CA	\$420,217	Ceo	\$124,615	\$124,615	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 CA 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 52 organizations. Compensation range \$1,948–\$289,590; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$344,902); for reference, expenses \$344,448 and assets \$85,519.

ROLE MATCH	Freddy Bi, reported title <i>"EXECUTIVE DIRECTOR"</i> , benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	3 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	98 th
Total compensation (D + F), as reported (no adjustments)	98 th
Reportable pay only (column D), adjusted	100 th
All sources (D + E + F), adjusted	98 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 (Freddy Bi) 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 52 similarly situated organizations (Same NTEE sector (S41) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$268,738 is reasonable (approximately the 98th 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.