

# Sunnyvale Downtown Association

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Michael Johnson, Executive Director / CEO** (\$110,000) against **every comparable organization** that fit the selection criteria — **51** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **76<sup>th</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Michael Johnson — 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).

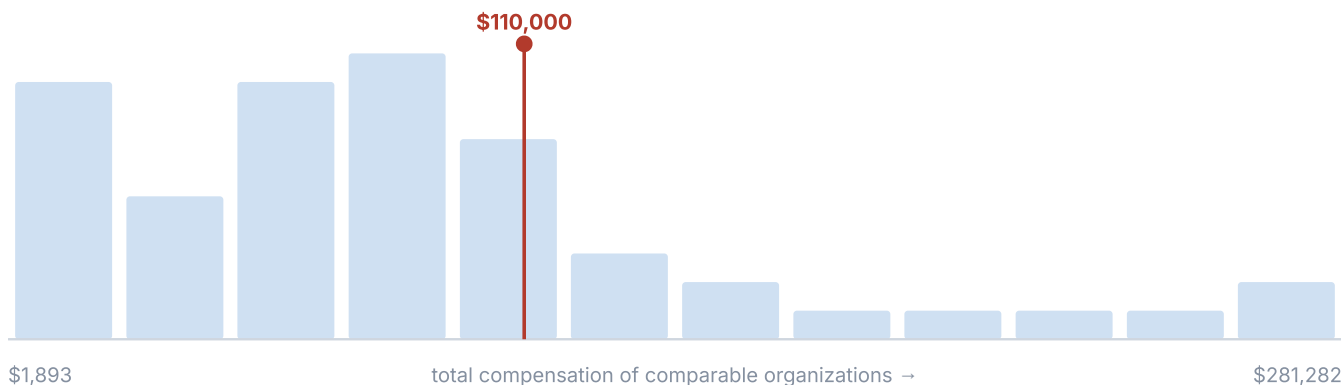
**BUDGET** Total revenue between \$182,722 and \$409,080 — 0.67x to 1.50x the subject's \$272,720 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (S41) + CA + budget 0.67–1.5x revenue.

**51** organizations qualified on sector, size, and geography

→ **51** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$13,059

\$47,648

\$76,903

\$101,000

\$166,916

**\$110,000**



## ■ 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
<a href="#">The Medical Staff Of The Riverside</a>	CA	\$273,358	President	\$36,000	<b>\$34,967</b>	2024
<a href="#">Main Street Business Improvement</a>	CA	\$271,407	Exdir/secty/trs	\$69,088	<b>\$67,106</b>	2024
<a href="#">Handle District Corporation</a>	CA	\$270,499	Executive Dir.	\$71,444	<b>\$71,444</b>	2023
<a href="#">Antelope Valley Chambers Of Commerce</a>	CA	\$278,248	Ceo	\$69,486	<b>\$69,486</b>	2023
<a href="#">Bulgaria Innovation Hub Inc</a>	CA	\$267,003	Executive Director	\$151,350	<b>\$151,350</b>	2023
<a href="#">Anti-malware Testing Standards</a>	CA	\$266,398	Coo	\$126,500	<b>\$126,500</b>	2023
<a href="#">Alameda Health System Medical Staff</a>	CA	\$265,796	Chief Of Staff	\$18,750	<b>\$18,212</b>	2024
<a href="#">Novato Downtown Old Town Business</a>	CA	\$258,312	Executive Dir.	\$78,624	<b>\$76,368</b>	2024
<a href="#">Sandplay Therapists Of America</a>	CA	\$255,631	Journal Editor	\$14,000	<b>\$13,598</b>	2024
<a href="#">Downtown Vacaville Business</a>	CA	\$290,813	Executive Dir.	\$81,415	<b>\$81,415</b>	2023
<a href="#">China Enterprise Council</a>	CA	\$253,683	Director	\$39,000	<b>\$39,000</b>	2023
<a href="#">Pacific Association Of Domestic</a>	CA	\$292,507	Executive Director	\$52,500	<b>\$50,994</b>	2024
<a href="#">Phcc Educational Foundation</a>	CA	\$252,617	Ceo	\$13,059	<b>\$13,059</b>	2023
<a href="#">National Association Of Wine Retailers</a>	CA	\$247,521	Executive Director	\$79,175	<b>\$76,903</b>	2024
<a href="#">Medical Staff Of Doctors Medical Center</a>	CA	\$247,482	Chief Of Staff	\$48,000	<b>\$48,000</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Medical Staff Of Southwest Healthcare</a>	CA	\$244,802	Chief Of Staff	\$39,000	<b>\$39,000</b>	2023
<a href="#">Lake Forest Chamber Of Commerce Inc</a>	CA	\$240,795	Ceo	\$62,385	<b>\$60,595</b>	2024
<a href="#">Western Regional Master Builders Assn</a>	CA	\$309,665	Ex.vp/sec/treas	\$154,800	<b>\$146,483</b>	2025
<a href="#">Lakeshore Avenue Business Improvement</a>	CA	\$235,378	Co-director	\$14,356	<b>\$13,944</b>	2024
<a href="#">Hemet San Jacinto Valley Chamber Of</a>	CA	\$235,344	Executive Dir.	\$68,577	<b>\$66,610</b>	2024
<a href="#">Tma Bluetech</a>	CA	\$312,904	Executive Director	\$116,000	<b>\$112,672</b>	2024
<a href="#">Ccidc Inc</a>	CA	\$232,400	Executive Dir.	\$84,000	<b>\$81,590</b>	2024
<a href="#">Secure Water Alliance</a>	CA	\$230,595	Executive Dir.	\$90,000	<b>\$90,000</b>	2023
<a href="#">German American Business Assoc Of Calif</a>	CA	\$226,244	Executive Director	\$48,692	<b>\$47,295</b>	2024
<a href="#">United Vegetable Growers Cooperative</a>	CA	\$225,143	Ceo	\$250,000	<b>\$242,828</b>	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 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 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](http://peerbasis.org/methodology).

## Sample, role match & sensitivity

PEER COUNT 51 organizations. Compensation range \$1,893–\$281,282; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$272,720); for reference, expenses \$274,735 and assets \$142,245.
ROLE MATCH	Michael Johnson, 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	5 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	76 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	76 <sup>th</sup>
Reportable pay only (column D), adjusted	78 <sup>th</sup>
All sources (D + E + F), adjusted	75 <sup>th</sup>

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 (Michael Johnson) 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 51 similarly situated organizations (Same NTEE sector (S41) + CA + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$110,000 is reasonable (approximately the 76<sup>th</sup> 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.