

Strawberry Mansion Community Development Corporation

Executive Director / CEO

EIN 061734513

PA · NTEE S30

FY ending 2022-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Tonnetta Graham, Executive Director / CEO** (\$75,000) against **every comparable organization** that fit the selection criteria — **179** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **54th** percentile of comparable organizations within the typical range

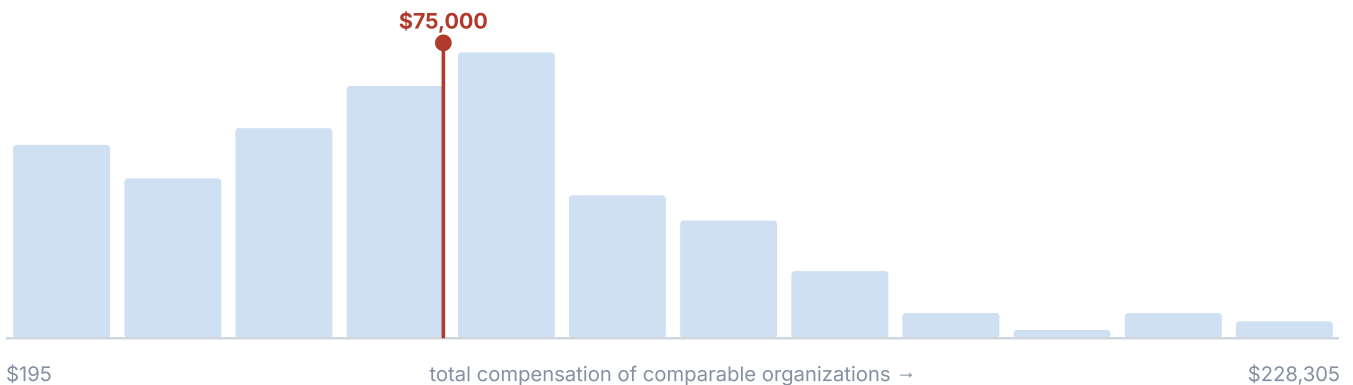
Benchmarked executive: Tonnetta Graham — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

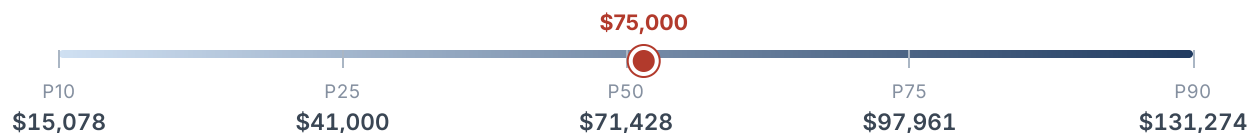
SECTOR	Organizations sharing the subject's NTEE classification (S30).
BUDGET	Total revenue between \$230,506 and \$516,060 — 0.67x to 1.50x the subject's \$344,040 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S30), nationwide + budget 0.67–1.5x revenue.

179 organizations qualified on sector, size, and geography → **179** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$15,078 10TH	\$41,000 25TH	\$71,428 MEDIAN	\$97,961 75TH	\$131,274 90TH	\$75,000 THIS ORG · 54TH
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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 PA 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
Advance Minnesota	MN	\$343,750	Board Member	\$38,500	\$35,594	2024
DeKalb County Economic Development	IN	\$342,757	President/ce	\$93,947	\$92,697	2024
Merchant Row Association Corporation	DC	\$346,049	Former Executive Director	\$32,308	\$26,527	2024
The Florida Council Of 100	FL	\$337,750	President	\$50,964	\$44,795	2024
Monroe County Illinois Economic	IL	\$350,348	Executive Dir.	\$69,879	\$64,278	2024
Main Street Wooster Inc	OH	\$337,375	Executive Director	\$85,321	\$84,552	2024
Boulder Chamber Foundation	CO	\$351,613	President & Ceo	\$18,609	\$17,188	2023
Folsom Community Development Corporation	CA	\$352,017	Ceo/president	\$115,040	\$95,689	2023
Ohio Energy & Advanced Manufacturing	OH	\$335,964	President	\$6,000	\$5,946	2024
Ogunquit Chamber Of Commerce	ME	\$335,876	Executive Di	\$90,500	\$84,790	2024
Main Street Winter Haven Inc	FL	\$352,397	President	\$70,063	\$61,583	2024
Wyoming County Business Assistance	NY	\$334,541	President/ceo	\$17,402	\$15,148	2023
Idea Foundry	PA	\$353,744	Director & Ceo	\$208,810	\$200,586	2023
The Maryland Heights Convention & Visitors Bureau	MO	\$334,098	Executive Director	\$115,915	\$118,264	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Adams County Development Council	WA	\$334,069	Executive Director	\$136,341	\$117,584	2023
Amplify Equity Inc	NY	\$354,839	Executive Director	\$84,483	\$71,428	2024
Downtown Annapolis Partnership Inc	MD	\$332,581	Executive Director	\$80,000	\$72,046	2023
Preble County Development Partnership	OH	\$332,329	Executive Director	\$123,147	\$122,038	2024
Laredo Motor Carriers Association	TX	\$359,339	President	\$70,000	\$67,451	2023
Eastern Plains Economic Development	MT	\$360,223	Executive Di	\$49,834	\$50,261	2024
Rutland Makers Inc	VT	\$362,903	Executive Di	\$79,423	\$74,796	2024
Teamcalifornia Economic Development Corp	CA	\$366,573	Ceo	\$119,477	\$99,381	2023
Wakarusa Valley Development Inc	KS	\$366,709	Executive Di	\$187,715	\$189,745	2024
Mcdevco Inc	WI	\$367,541	Executive Director	\$113,760	\$111,162	2024
World Trade Center Utah Foundation	UT	\$319,722	Ceo	\$13,093	\$12,908	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to PA cost of living and 2022 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 PA 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 **179** organizations. Compensation range \$195–\$228,305; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$344,040); for reference, expenses \$383,970 and assets \$891,536.
ROLE MATCH	Tonnetta Graham, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	20 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	6 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	54 th
Total compensation (D + F), as reported (no adjustments)	47 th
Reportable pay only (column D), adjusted	56 th
All sources (D + E + F), adjusted	46 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 (Tonnetta Graham) 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 179 similarly situated organizations (Same NTEE sector (S30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$75,000 is reasonable (approximately the 54th 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.