

Destination Madison Foundation Inc

Executive Director / CEO

EIN 201127385

WI · NTEE S31

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Ellie Westman Chin, Executive Director / CEO** (\$31,757) against **every comparable organization** that fit the selection criteria — **279** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **49th** percentile of comparable organizations within the typical range

Benchmarked executive: Ellie Westman Chin — reported title "PRESIDENT/CEO", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (S31).

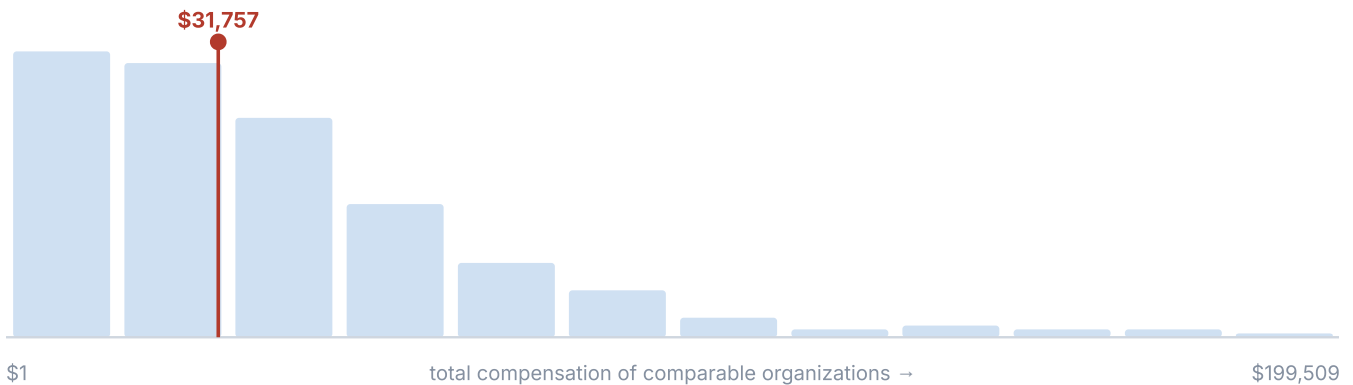
BUDGET Total revenue between \$56,617 and \$126,756 — 0.67x to 1.50x the subject's \$84,504 (the band tightens as size grows).

GEOGRAPHY Same NTEE major group (S), nationwide + budget 0.67–1.5x revenue.

279 organizations qualified on sector, size, and geography

→ **279** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$6,686	\$15,895	\$32,919	\$54,117	\$81,782	\$31,757
---------	----------	----------	----------	----------	----------



● 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 WI 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
Crowley Main Street	LA	\$84,555	Director	\$18,749	\$20,352	2023
Nourishing Networks Consortium	WA	\$84,445	Director	\$10,000	\$8,573	2024
New Bridge Homes Inc	MI	\$84,399	Secretary	\$1,557	\$1,539	2024
American Dental Hygienist Association	IL	\$84,209	Adha Interim Ceo	\$30,786	\$28,981	2024
Rai Development Corporation	NC	\$84,050	Ceo	\$31,378	\$31,045	2024
Montana Avenue Merchant Association	CA	\$83,773	Treasurer	\$1,750	\$1,447	2024
Hands For Life	AZ	\$83,647	President	\$44,850	\$41,301	2024
Commercial Space Progress	NM	\$83,608	Ceo And Director	\$42,914	\$44,196	2024
Innovation Quarter	NC	\$83,520	Director & President	\$52,534	\$51,976	2024
Overland Park Chamber Foundation	KS	\$85,551	President	\$32,826	\$33,957	2024
Robert J Min Md Pc	NY	\$85,688	President	\$51,748	\$44,775	2024
North American Menengage Network Inc	MA	\$83,263	Administrator	\$17,881	\$15,840	2023
Dealercpa Network Inc	NY	\$85,900	Executive Director	\$28,800	\$25,655	2023
Parramore District Inc	FL	\$83,081	Exec. Dir.	\$50,000	\$46,304	2023
Estill County 21st Century Inc	KY	\$83,022	Executive Director	\$41,440	\$43,890	2023
Orleans County Local Development	NY	\$82,917	C.e.o./c.f.o.	\$23,698	\$20,504	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Opc Regional Operation & Management Inc	MA	\$86,170	Executive Director	\$20,100	\$17,806	2023
Sprocket Mural Works Inc	PA	\$86,249	Executive Dir	\$11,475	\$10,957	2024
Tx Assoc Of Mexican American Chambers Of Commerce	TX	\$82,485	President/ceo	\$35,600	\$34,098	2024
Arise Detroit	MI	\$82,190	Executive Director	\$78,700	\$77,781	2024
Eky Heritage Foundation Inc	KY	\$86,871	Executive Director	\$66,154	\$70,065	2023
Monitor Inc	DC	\$81,986	Director, Co-chairman	\$154,006	\$133,226	2023
Visitors Bureau Of Highland County	OH	\$81,934	Executive Director	\$22,761	\$23,083	2024
Upstate Minority Economic Alliance Inc	NY	\$87,190	Executive Director Thru July 2024	\$57,755	\$49,972	2024
Greater Bandon By-the-sea Corp	OR	\$81,792	Executive Director	\$35,291	\$31,381	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI 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 WI 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 279 organizations. Compensation range \$1–\$199,509; filing years 2021–2025.

SIZE BASIS Matched on total revenue (\$84,504); for reference, expenses \$240,156 and assets \$232,310. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

ROLE MATCH	Ellie Westman Chin, reported title " <i>PRESIDENT/CEO</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	89 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	11 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	49 th
Total compensation (D + F), as reported (no adjustments)	47 th
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	92 nd

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 (Ellie Westman Chin) 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 279 similarly situated organizations (Same NTEE major group (S), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$31,757 is reasonable (approximately the 49th 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.