

# Greater Sarasota Chamber Of Commerce

Executive Director / CEO

EIN 261563145

FL · NTEE S30

FY ending 2023-09-30

June 9, 2026

This analysis benchmarks the total compensation of **Heather Kasten, Executive Director / CEO** (\$27,727) against **every comparable organization** that fit the selection criteria — **192** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

**Compensation sits at approximately the 9<sup>th</sup> percentile of comparable organizations**

below the typical range for comparable organizations

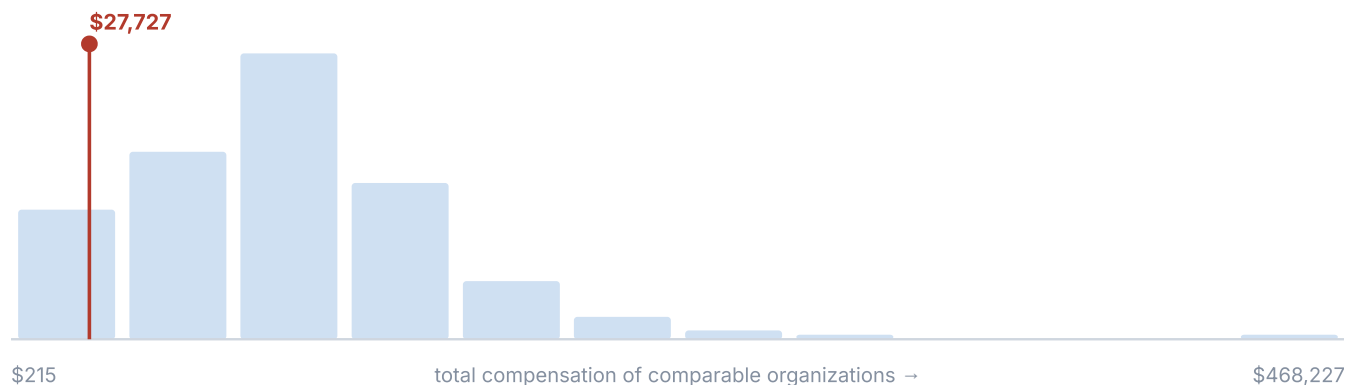
**Benchmarked executive:** Heather Kasten — reported title "PRESIDENT", a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S30).
BUDGET	Total revenue between \$324,844 and \$727,263 — 0.67x to 1.50x the subject's \$484,842 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S30), nationwide + budget 0.67–1.5x revenue.

**192** organizations qualified on sector, size, and geography → **192** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$28,694	\$60,388	\$91,813	\$126,210	\$157,376	<b>\$27,727</b>
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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 FL 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="#">Arlee Community Development Corporation</a>	MT	\$488,173	Executive Director	\$75,000	<b>\$86,059</b>	2023
<a href="#">North Central Montana Economic</a>	MT	\$479,833	Executive Direc	\$80,000	<b>\$91,796</b>	2023
<a href="#">St Hope Development Company</a>	CA	\$490,629	Ceo	\$234	<b>\$215</b>	2023
<a href="#">San Diego North Economic</a>	CA	\$491,997	Ceo	\$176,358	<b>\$157,454</b>	2024
<a href="#">Built Oregon</a>	OR	\$474,305	Director	\$15,000	<b>\$14,403</b>	2024
<a href="#">Sustainable Communities Fund</a>	CA	\$474,274	Chief Executive Officer	\$269,537	<b>\$240,646</b>	2024
<a href="#">Kahua Paa Mua Inc</a>	HI	\$495,746	Mr	\$30,990	<b>\$28,687</b>	2024
<a href="#">Startup Columbus Inc</a>	GA	\$473,042	Executive Dir.	\$98,329	<b>\$102,224</b>	2024
<a href="#">Laurel District Association</a>	CA	\$468,876	Executive Dir.	\$52,083	<b>\$46,501</b>	2024
<a href="#">Go Ithaca</a>	NY	\$502,138	Executive Director	\$104,000	<b>\$97,167</b>	2024
<a href="#">Historic Valley Junction Foundation</a>	IA	\$502,155	Executive Di	\$69,950	<b>\$81,530</b>	2023
<a href="#">Industry University Research Center Inc</a>	PR	\$467,060	Executive Director	\$140,176	<b>\$136,154</b>	2024
<a href="#">Civstart Corp</a>	DC	\$465,744	Ceo	\$96,900	<b>\$90,516</b>	2023
<a href="#">Economic Development Corporation</a>	UT	\$465,280	Director	\$107,039	<b>\$116,616</b>	2023
<a href="#">Michigan Economic Developers</a>	MI	\$463,953	Executive Di	\$117,108	<b>\$128,670</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Polk Vision Inc</a>	FL	\$506,806	Executive Director	\$112,290	<b>\$109,068</b>	2024
<a href="#">Entrepreneurs For Global Change Inc</a>	NY	\$507,709	Executive Director	\$97,917	<b>\$91,484</b>	2024
<a href="#">Waterstart</a>	NV	\$508,109	Executive Director	\$198,122	<b>\$211,398</b>	2023
<a href="#">Science Technology And Research</a>	DE	\$509,736	President/treasurer	\$30,000	<b>\$30,371</b>	2024
<a href="#">Somosvc</a>	CA	\$509,844	Executive Director/secretary	\$174,798	<b>\$160,671</b>	2023
<a href="#">Buffalo Niagara Film Commission Inc</a>	NY	\$459,494	President	\$110,892	<b>\$103,607</b>	2024
<a href="#">Springfield Regional Development Corp</a>	VT	\$510,661	Executive Director	\$100,769	<b>\$104,869</b>	2024
<a href="#">Division Midway Alliance For</a>	OR	\$458,798	Executive Dir.	\$90,189	<b>\$86,597</b>	2024
<a href="#">Identity Clark County</a>	WA	\$458,605	Policy And Projects Coordinator	\$2,143	<b>\$2,042</b>	2023
<a href="#">Bohemia Food Hub</a>	OR	\$511,639	President	\$59,604	<b>\$57,230</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to FL 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 FL 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](https://peerbasis.org/methodology).

## ● Sample, role match & sensitivity

PEER COUNT **192** organizations. Compensation range \$215–\$468,227; filing years 2022–2025.

SIZE BASIS Matched on total revenue (\$484,842); for reference, expenses \$825,886 and assets \$1,005,955. **Revenue and expenses diverge this year — revenue may misrepresent**

**operating size; weigh the expense-based view.**

ROLE MATCH	Heather Kasten, reported title " <i>PRESIDENT</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	22 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	4 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	9 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	9 <sup>th</sup>
Reportable pay only (column D), adjusted	0 <sup>th</sup>
All sources (D + E + F), adjusted	92 <sup>nd</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 (Heather Kasten) 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 192 similarly situated organizations (Same NTEE sector (S30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$27,727 is reasonable (approximately the 9<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

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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.