

# Winston Salem Festival Ballet

Executive Director / CEO

EIN 264256235

NC · NTEE A63

FY ending 2024-09-30

June 9, 2026

This analysis benchmarks the total compensation of **Gary Taylor, Executive Director / CEO** (\$22,300) against **every comparable organization** that fit the selection criteria — **48** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **13<sup>th</sup>** percentile of comparable organizations below the typical range for comparable organizations

**Benchmarked executive:** Gary Taylor — reported title “Founder & Artistic Director”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

**SECTOR** Organizations sharing the subject's NTEE classification (A63).

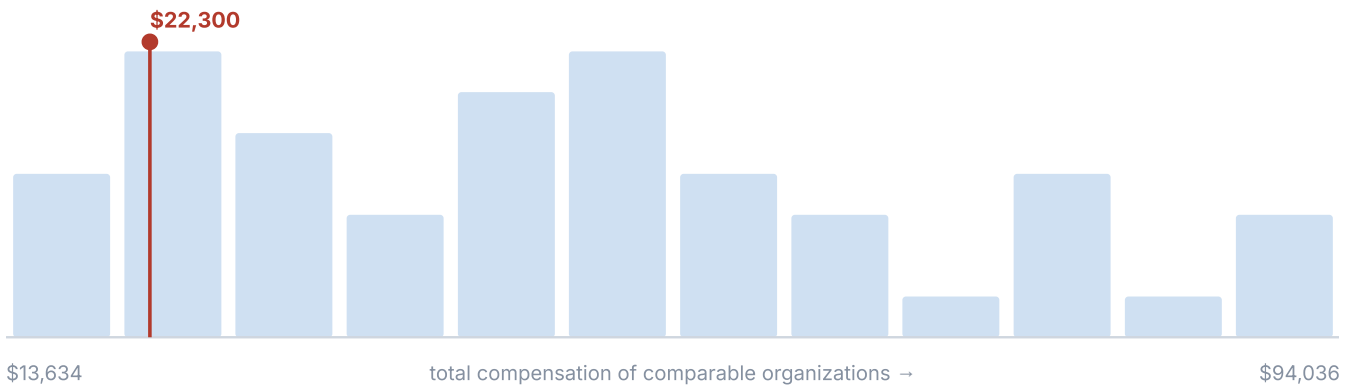
**BUDGET** Total revenue between \$315,494 and \$706,332 — 0.67x to 1.50x the subject's \$470,888 (the band tightens as size grows).

**GEOGRAPHY** Same NTEE sector (A63), nationwide + budget 0.67–1.5x revenue.

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

→ **48** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$21,688	\$30,251	\$45,987	\$61,536	\$77,825	\$22,300
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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 NC 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="#">Musical Theatre Works</a>	CA	\$471,911	Art. Director	\$94,338	<b>\$78,838</b>	2024
<a href="#">Roanoke Ballet Theatre Inc</a>	VA	\$474,019	Executive Di	\$94,400	<b>\$88,213</b>	2024
<a href="#">The Roxey Ballet Company</a>	NJ	\$467,346	Artistic Director	\$78,000	<b>\$65,662</b>	2025
<a href="#">Avant Chamber Ballet Inc</a>	TX	\$466,768	Creative Director	\$13,679	<b>\$13,634</b>	2023
<a href="#">San Diego Academy Of Ballet &amp; Ballet Theatre</a>	CA	\$463,381	Executive Director	\$115,500	<b>\$94,036</b>	2025
<a href="#">Cincinnati Ballet Holdings Inc</a>	OH	\$479,970	President	\$21,906	<b>\$23,118</b>	2023
<a href="#">Childrens Ballet Of San Antonio</a>	TX	\$460,569	Executive Dir.	\$25,000	<b>\$24,917</b>	2023
<a href="#">Naples Ballet And Company Inc</a>	FL	\$459,852	Coo, Artistic Director	\$84,938	<b>\$77,224</b>	2024
<a href="#">New Albany Childrens Ballet Theatre</a>	OH	\$485,603	Secretary	\$44,732	<b>\$45,853</b>	2024
<a href="#">Triangle Youth Ballet</a>	NC	\$456,035	Pres/artistic Director	\$28,770	<b>\$28,770</b>	2024
<a href="#">Ballet North Texas</a>	TX	\$487,964	Executive Director	\$24,000	<b>\$23,235</b>	2024
<a href="#">Hawaii Ballet Theatre For Youth</a>	HI	\$444,762	Director	\$25,800	<b>\$23,016</b>	2023
<a href="#">The Rosin Box Project Inc</a>	CA	\$444,336	Art Dir/ceo	\$60,320	<b>\$50,410</b>	2024
<a href="#">Alabama Dance Works Inc</a>	AL	\$505,413	Executive Di	\$45,653	<b>\$47,733</b>	2024
<a href="#">Miami Youth Ballet Inc</a>	FL	\$428,400	President	\$36,916	<b>\$33,563</b>	2024
<a href="#">Cecchetti Council Of America Inc</a>	MI	\$515,949	Treasurer/bus Manager	\$33,000	<b>\$33,939</b>	2023
<a href="#">Ballet Works Inc</a>	MN	\$419,448	Executive Director	\$54,150	<b>\$50,449</b>	2025

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Wichita Falls Ballet Theatre Inc</a>	TX	\$419,261	Executive Director	\$26,985	<b>\$26,124</b>	2024
<a href="#">Brighton Ballet Theater Co Inc</a>	NY	\$525,857	President	\$47,580	<b>\$42,839</b>	2023
<a href="#">Ballet Theatre Of Ashburn Inc</a>	VA	\$528,175	Director	\$32,900	<b>\$30,744</b>	2024
<a href="#">Ballet Frontier Of Texas</a>	TX	\$405,308	Artistic Director	\$47,375	<b>\$45,864</b>	2024
<a href="#">Morballet Inc</a>	NY	\$397,888	President	\$35,596	<b>\$31,130</b>	2024
<a href="#">Bluegrass Youth Ballet Inc</a>	KY	\$553,141	Artistic Director	\$63,718	<b>\$66,253</b>	2024
<a href="#">Victoria Ballet Theatre</a>	TX	\$558,615	Asst Art Dir	\$52,725	<b>\$49,728</b>	2025
<a href="#">Kingsport Ballet</a>	TN	\$382,919	Executive Di	\$43,750	<b>\$44,507</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to NC 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 NC 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	<b>48</b> organizations. Compensation range \$13,634–\$94,036; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$470,888); for reference, expenses \$468,606 and assets \$2,953.
ROLE MATCH	Gary Taylor, reported title " <i>Founder &amp; Artistic Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	2 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	13 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	13 <sup>th</sup>
Reportable pay only (column D), adjusted	15 <sup>th</sup>
All sources (D + E + F), adjusted	13 <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 (Gary Taylor) 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 48 similarly situated organizations (Same NTEE sector (A63), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$22,300 is reasonable (approximately the 13<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.