

# World Trade Center Utah Foundation

Executive Director / CEO

EIN 270623936  
 UT · NTEE S30  
 FY ending 2023-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Jonathan Freedman, Executive Director / CEO** (\$13,093) against **every comparable organization** that fit the selection criteria — **170** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

**Compensation sits at approximately the 8<sup>th</sup> percentile of comparable organizations**

below the typical range for comparable organizations

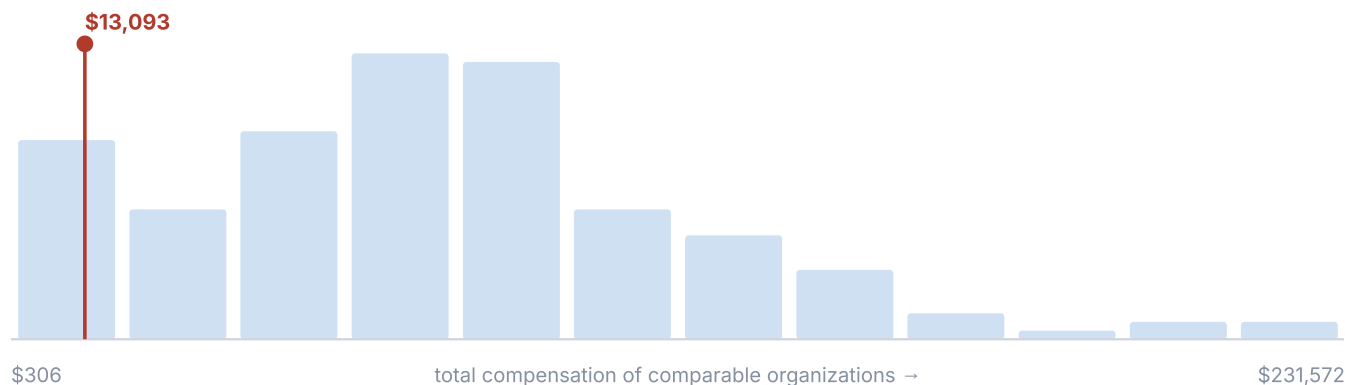
**Benchmarked executive:** Jonathan Freedman — reported title “CEO”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S30).
BUDGET	Total revenue between \$214,213 and \$479,583 — 0.67x to 1.50x the subject's \$319,722 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S30), nationwide + budget 0.67–1.5x revenue.

**170** organizations qualified on sector, size, and geography → **170** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$15,329	\$42,305	\$71,962	\$96,881	\$129,745	<b>\$13,093</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 UT 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="#">Sullivan County Land Bank</a>	NY	\$319,120	Chair	\$10,602	<b>\$9,361</b>	2023
<a href="#">Warren County Local Economic</a>	IN	\$318,950	Former Execu	\$90,908	<b>\$93,669</b>	2023
<a href="#">Roosevelt Row Community Development Corporation</a>	AZ	\$318,652	Executive Director Until 3/21/24	\$40,135	<b>\$36,632</b>	2024
<a href="#">Harrisburg Economic Development</a>	SD	\$317,410	Executive Director	\$61,215	<b>\$66,009</b>	2023
<a href="#">Conifer Area Chamber Of Commerce</a>	CO	\$316,512	Executive Dir.	\$58,000	<b>\$51,420</b>	2025
<a href="#">Spokane Independent Metro</a>	WA	\$315,469	Executive Director	\$82,176	<b>\$69,822</b>	2024
<a href="#">High Plains Community</a>	NM	\$315,306	Manager	\$43,325	<b>\$43,083</b>	2025
<a href="#">Challenge Detroit</a>	MI	\$314,019	Executive Director And C.o.o.	\$96,000	<b>\$94,038</b>	2024
<a href="#">Village</a>	MO	\$313,544	Founder	\$90,000	<b>\$90,465</b>	2024
<a href="#">Richardson Center Corporation</a>	NY	\$311,633	President	\$164,168	<b>\$144,944</b>	2023
<a href="#">Chris White Community Development Corporation</a>	DE	\$310,665	Director	\$2,604	<b>\$2,419</b>	2024
<a href="#">The Blacksburg Partnership</a>	VA	\$308,696	President	\$110,738	<b>\$101,473</b>	2024
<a href="#">The Design Platform</a>	LA	\$307,980	Secretary	\$186,153	<b>\$200,278</b>	2023
<a href="#">Virginia Black Chamber Of Commerce Foundation</a>	VA	\$307,711	President	\$105,883	<b>\$99,890</b>	2023
<a href="#">Preble County Development Partnership</a>	OH	\$332,329	Executive Director	\$123,147	<b>\$123,784</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">South Central Dakota Regional Council</a>	ND	\$307,001	Executive Director	\$102,661	<b>\$106,919</b>	2024
<a href="#">Downtown Annapolis Partnership Inc</a>	MD	\$332,581	Executive Director	\$80,000	<b>\$73,077</b>	2023
<a href="#">Kanaka Economic Development Alliance</a>	HI	\$305,646	Executive Director	\$72,193	<b>\$63,152</b>	2023
<a href="#">The Downtown Northampton Association Inc</a>	MA	\$305,416	Executive Director	\$51,000	<b>\$43,494</b>	2024
<a href="#">Adams County Development Council</a>	WA	\$334,069	Executive Director	\$136,341	<b>\$119,267</b>	2023
<a href="#">The Maryland Heights Convention &amp; Visitors Bureau</a>	MO	\$334,098	Executive Director	\$115,915	<b>\$119,956</b>	2023
<a href="#">Wyoming County Business Assistance</a>	NY	\$334,541	President/ceo	\$17,402	<b>\$15,364</b>	2023
<a href="#">South Charleston Convention &amp;</a>	WV	\$304,135	Executive Di	\$53,560	<b>\$55,035</b>	2024
<a href="#">Ogunquit Chamber Of Commerce</a>	ME	\$335,876	Executive Di	\$90,500	<b>\$86,003</b>	2024
<a href="#">Ohio Energy &amp; Advanced Manufacturing</a>	OH	\$335,964	President	\$6,000	<b>\$6,031</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to UT 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 UT 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 **170** organizations. Compensation range \$306–\$231,572; filing years 2022–2025.

SIZE BASIS	Matched on total revenue (\$319,722); for reference, expenses \$49,578 and assets \$1,601,560. <b>Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.</b>
ROLE MATCH	Jonathan Freedman, reported title "CEO", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	17 peers 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	8 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	8 <sup>th</sup>
Reportable pay only (column D), adjusted	0 <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 (Jonathan Freedman) 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 170 similarly situated organizations (Same NTEE sector (S30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$13,093 is reasonable (approximately the 8<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.