

Wisconsin Museum Of Quilts & Fiber Arts Inc

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Melissa Wraalstad, Executive Director / CEO** (\$79,064) against **every comparable organization** that fit the selection criteria — **87** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **78th** percentile of comparable organizations within the typical range

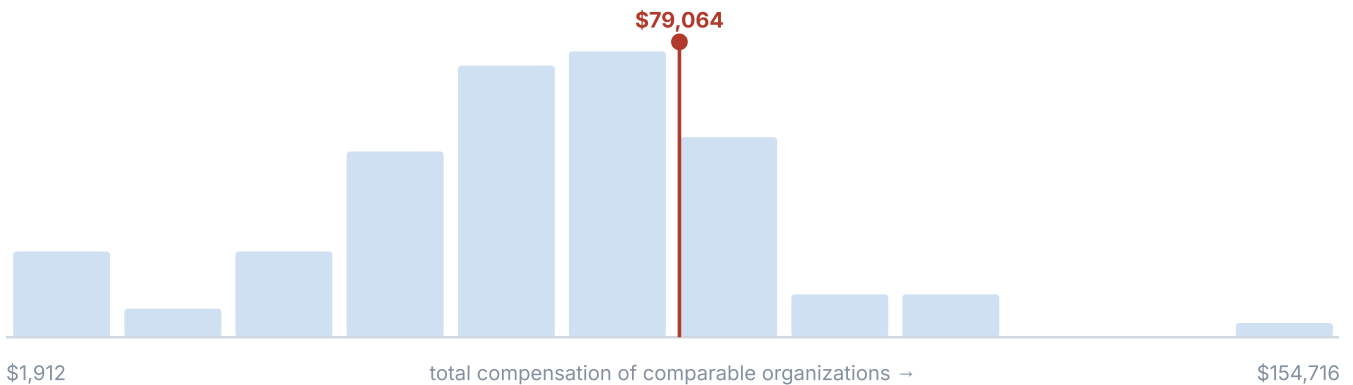
Benchmarked executive: Melissa Wraalstad — reported title “EXECUTIVE DIRECTOR”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A400).
BUDGET	Total revenue between \$310,047 and \$694,135 — 0.67x to 1.50x the subject's \$462,757 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A40), nationwide + budget 0.67–1.5x revenue.

87 organizations qualified on sector, size, and geography → **87** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$31,825	\$47,315	\$63,541	\$76,962	\$90,065	\$79,064
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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 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
Iowa Arts In Education	IA	\$464,535	Executive Director	\$57,001	\$59,761	2024
Trickster Art Gallery	IL	\$470,137	Executive Director	\$70,000	\$67,842	2023
Lanesboro Arts Center	MN	\$471,626	Executive Di	\$60,500	\$57,241	2024
The Luminary Inc	MO	\$472,141	Executive Dir.	\$79,685	\$80,813	2024
Art & Creativity For Healing	CA	\$475,839	Exec Dir/member	\$68,400	\$58,225	2023
Dallas Architecture Forum	TX	\$448,181	Executive Director	\$95,000	\$90,993	2024
Northeast Minneapolis Arts Assoc	MN	\$445,132	Executive Director	\$75,354	\$73,401	2023
Los Angeles Art Association	CA	\$442,183	Executive Dir.	\$92,800	\$78,995	2023
Dirt Palace Public Projects	RI	\$485,962	Co-executive Director	\$49,658	\$45,593	2024
Open Studio Project Inc	IL	\$438,996	Executive Di	\$69,250	\$63,509	2025
Participant Inc	NY	\$488,032	Founder/director	\$35,385	\$30,617	2024
Piedmont Craftsmen Inc	NC	\$433,757	President An	\$47,125	\$46,624	2024
Galveston Arts Center	TX	\$433,471	Executive Director	\$54,250	\$51,962	2024
Center For Contemporary Printmaking	CT	\$497,747	Executive Di	\$72,000	\$64,640	2024
Summerfair Cincinnati Inc	OH	\$498,021	Executive Director	\$74,044	\$77,311	2023
More Art Inc	NY	\$424,215	Executive Dir.	\$40,000	\$34,610	2024
Waco Creative Art Center	TX	\$502,765	Executive Director	\$41,023	\$39,293	2024
Rubys Clay Studio & Gallery	CA	\$504,281	Operations Dir	\$78,000	\$64,492	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Daylight Community Arts	NY	\$510,406	President	\$84,300	\$72,940	2024
The Center For Emerging Visual Artists Ltd	PA	\$412,739	Executive Director	\$91,948	\$90,392	2023
Floyd Community Center For The Arts	VA	\$412,595	Executive Director	\$58,117	\$53,731	2024
Center For Exploratory & Perceptual Arts	NY	\$409,364	Former Executive Director	\$46,158	\$41,117	2023
Art Feminism Inc	MD	\$407,503	Executive Director	\$93,320	\$83,539	2024
Wave Pool Corp	OH	\$403,451	Interim Executive Director	\$71,738	\$72,754	2024
Charlotte Art League Inc	NC	\$402,149	Executive Dir.	\$13,077	\$12,938	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	87 organizations. Compensation range \$1,912–\$154,716; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$462,757); for reference, expenses \$529,739 and assets \$1,620,600.
ROLE MATCH	Melissa Wraalstad, reported title " <i>EXECUTIVE 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.
OUTLIERS	3 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	78 th
Total compensation (D + F), as reported (no adjustments)	69 th
Reportable pay only (column D), adjusted	83 rd
All sources (D + E + F), adjusted	76 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 (Melissa Wraalstad) 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 87 similarly situated organizations (Same NTEE sector (A40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$79,064 is reasonable (approximately the 78th 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.