

# Midtown Raleigh Alliance Inc

Executive Director / CEO

EIN 452559048

NC · NTEE S46

FY ending 2024-12-31

June 10, 2026

This analysis benchmarks the total compensation of **Emile Hartman, Executive Director / CEO** (\$77,557) against **every comparable organization** that fit the selection criteria — **619** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **82<sup>nd</sup>** percentile of comparable organizations within the typical range

**Benchmarked executive:** Emile Hartman — 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 (S46).

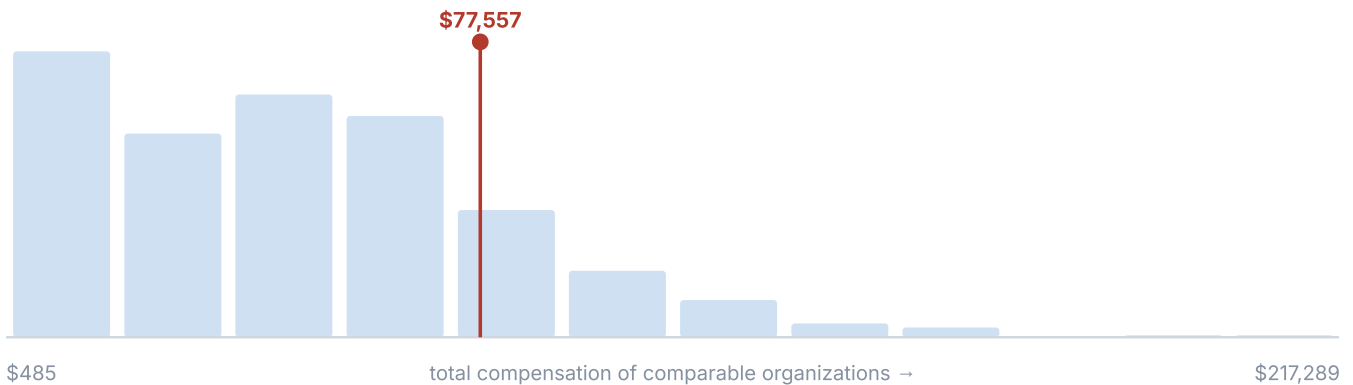
**BUDGET** Total revenue between \$92,329 and \$206,707 — 0.67x to 1.50x the subject's \$137,805 (the band tightens as size grows).

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

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

→ **619** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$7,226	\$20,229	\$45,203	\$68,872	\$91,955	\$77,557
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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="#">Ripley County Economic Development Corporation</a>	IN	\$138,295	Executive Director	\$75,000	<b>\$76,546</b>	2024
<a href="#">Sauk Centre Area Chamber Of Commerce</a>	MN	\$138,382	President Ceo	\$68,750	<b>\$65,746</b>	2024
<a href="#">The Delaware Small Business Chamber</a>	DE	\$138,736	President	\$36,000	<b>\$34,115</b>	2024
<a href="#">The Junior League Of Pensacola Inc</a>	FL	\$138,855	Executive Di	\$22,451	<b>\$20,412</b>	2024
<a href="#">Waltham Educators Association</a>	MA	\$138,874	Co-president	\$13,725	<b>\$11,629</b>	2025
<a href="#">Air Institute Corporation</a>	MD	\$136,650	Executive Director	\$97,717	<b>\$91,026</b>	2023
<a href="#">Main Street Fairmont Inc</a>	WV	\$136,324	Executive Di	\$1,875	<b>\$2,022</b>	2023
<a href="#">Thrive On Network Inc</a>	NY	\$139,340	Founder + Executive Director	\$81,500	<b>\$76,388</b>	2022
<a href="#">Northwest Ottawa Chamber Foundation</a>	MI	\$139,424	President	\$4,042	<b>\$3,934</b>	2025
<a href="#">Maslow Development Inc</a>	CA	\$139,467	Executive Director	\$93,750	<b>\$80,661</b>	2023
<a href="#">Main Street Searcy Inc</a>	AR	\$139,692	Executive Direc	\$51,879	<b>\$56,437</b>	2024
<a href="#">Manitowoc County Board Of Realtors Inc</a>	WI	\$139,712	Association Executive	\$48,300	<b>\$48,819</b>	2024
<a href="#">Lakehurst Small Business Roundtable</a>	NJ	\$139,773	Chair	\$41,000	<b>\$35,428</b>	2024
<a href="#">Unite Here Education And Support Fund</a>	NY	\$135,771	President & Director	\$82,648	<b>\$74,413</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Tennessee Latin American Chamber Of Commerce</a>	TN	\$135,769	Executive Director	\$56,513	<b>\$59,188</b>	2023
<a href="#">Janesville Innovation Inc</a>	WI	\$139,845	Director	\$14,898	<b>\$15,503</b>	2023
<a href="#">Pickaway County Visitors Bureau</a>	OH	\$140,099	Executive Di	\$41,677	<b>\$43,983</b>	2023
<a href="#">Certified Naturally Grown Inc</a>	CO	\$140,318	Secretary And Executive Director	\$44,058	<b>\$40,886</b>	2024
<a href="#">Interior Cabaret Hotel Restaurant &amp;</a>	AK	\$135,245	Sec/treas	\$13,490	<b>\$12,482</b>	2024
<a href="#">Chamber Of Commerce Trenton Mo</a>	MO	\$135,222	Past Executive Director	\$51,847	<b>\$54,715</b>	2023
<a href="#">Nuca Of Kentucky Inc</a>	KY	\$135,192	Executive Dir.	\$39,000	<b>\$40,551</b>	2024
<a href="#">Friends Of Residential Treasuresla</a>	CA	\$140,465	Executive Director	\$17,500	<b>\$14,625</b>	2024
<a href="#">Center For The Advancement Of The Steady</a>	VA	\$135,130	Executive Director	\$112,131	<b>\$107,877</b>	2023
<a href="#">Fentress County Chamber Of Commerce</a>	TN	\$140,491	Executive Director	\$40,596	<b>\$42,518</b>	2023
<a href="#">Grow Grand Island Inc</a>	NE	\$135,084	Chair Person	\$30,000	<b>\$31,228</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 **619** organizations. Compensation range \$485–\$217,289; filing years 2021–2025.

SIZE BASIS	Matched on total revenue (\$137,805); for reference, expenses \$132,867 and assets \$89,994.
ROLE MATCH	Emile Hartman, reported title "EXECUTIVE DIRECTOR", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	130 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	8 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	82 <sup>nd</sup>
Total compensation (D + F), as reported (no adjustments)	80 <sup>th</sup>
Reportable pay only (column D), adjusted	83 <sup>rd</sup>
All sources (D + E + F), adjusted	66 <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 (Emile Hartman) 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 10, 2026, comparing compensation against 619 similarly situated organizations (Same NTEE major group (S), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$77,557 is reasonable (approximately the 82<sup>nd</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 10, 2026.