

Grand Forks Downtown Development Associa

Executive Director / CEO

EIN 464711617

ND · NTEE S41

FY ending 2023-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Jill Proctor, Executive Director / CEO** (\$80,567) against **every comparable organization** that fit the selection criteria — **542** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **54th** percentile of comparable organizations within the typical range

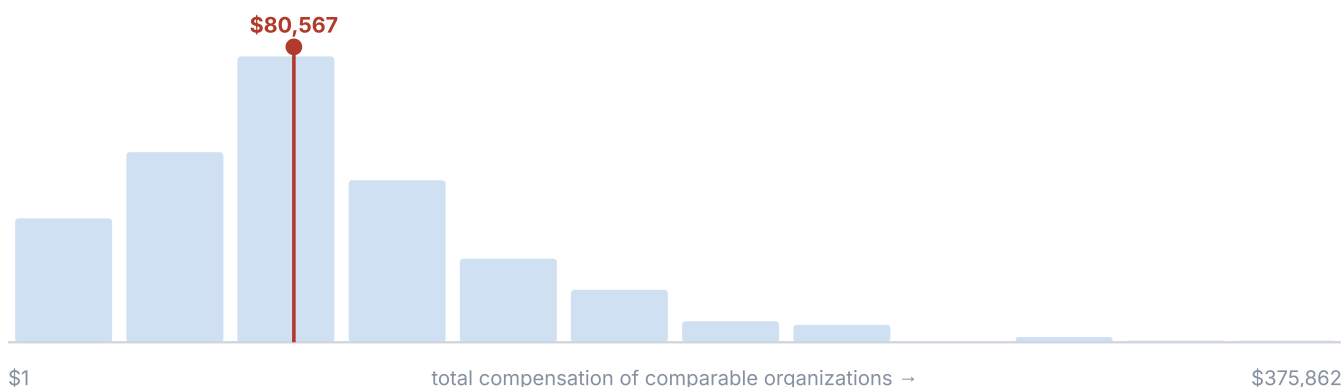
Benchmarked executive: Jill Proctor — reported title "PRESIDENT/CEO", a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S41).
BUDGET	Total revenue between \$272,518 and \$610,116 — 0.67x to 1.50x the subject's \$406,744 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S41), nationwide + budget 0.67–1.5x revenue.

542 organizations qualified on sector, size, and geography → **542** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$24,908 10TH	\$50,462 25TH	\$76,685 MEDIAN	\$112,553 75TH	\$160,956 90TH	\$80,567 THIS ORG · 54TH
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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 ND 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
Cary-grove Area Chamber Of Commerce	IL	\$406,788	President/ceo/secretary	\$99,250	\$86,363	2024
Michigan Mortgage Lenders Association	MI	\$407,536	Chief Executive Officer	\$96,943	\$88,564	2024
International Association Of Animal	PA	\$405,782	Executive Director	\$102,923	\$90,845	2024
Tarpon Springs Merchants Association Inc	FL	\$407,835	President	\$8,450	\$7,026	2024
Anderson Valley Winegrowers Association Inc	CA	\$408,095	Executive Director	\$98,601	\$75,359	2024
Heart Of The Valley Chamber Of Commerce	WI	\$408,215	Executive Dir.	\$96,290	\$86,713	2025
Utah Plumbing & Heating Contractors	UT	\$408,455	Executive Director	\$79,080	\$71,636	2024
Natchez Inc	MS	\$404,949	Executive Director	\$183,000	\$185,725	2023
New Mexico Information Technology And	NM	\$404,728	Executive Director	\$114,948	\$109,427	2024
Mechanical Contractors Assn Of	IA	\$404,675	Executive Director	\$13,989	\$13,957	2023
Staffing Services Association Of Il	IL	\$404,500	Executive Director	\$50,500	\$45,241	2023
Blue Valley Farm Show Inc	PA	\$409,333	President	\$2,119	\$1,870	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Venango County Fair Inc	PA	\$409,736	Treasurer	\$12,180	\$10,751	2024
Madison County Chamber Of Commerce	IA	\$403,434	Executive Dir.	\$65,388	\$63,369	2024
Utility Contractors Association Of	OR	\$403,221	Executive Director	\$89,400	\$73,482	2024
Boise Farmers Market Inc	ID	\$402,996	Executive Director	\$81,650	\$76,877	2024
Healthcare Laundry Accreditation Council	SD	\$410,762	Executive Director	\$144,260	\$140,916	2024
San Diego Military Advisory Council	CA	\$402,363	President & Ceo	\$100,000	\$78,686	2023
Vineland Downtown Improvement District Management Corporation	NJ	\$411,178	Executive Director	\$83,239	\$65,780	2024
Fp2 Inc	IL	\$401,909	Executive Director	\$80,000	\$69,612	2024
Hartselle Area Chamber Of Commerce	AL	\$401,838	President & Ceo	\$42,772	\$42,107	2023
Conference On Asian Pacific American Leadership	DC	\$401,759	Managing Director	\$86,744	\$69,364	2023
National Association Of Travel	WI	\$411,841	Executive Director Thru June	\$70,562	\$65,225	2024
Oregon Chiropractic Association	OR	\$399,982	Executive Di	\$63,029	\$53,337	2023
Stark Trumbull Area Realtors Inc	OH	\$399,578	Executivefinancial Adminstra	\$63,970	\$61,740	2023

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to ND 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 ND 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	542 organizations. Compensation range \$1–\$375,862; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$406,744); for reference, expenses \$406,008 and assets \$122,162.
ROLE MATCH	Jill Proctor, reported title " <i>PRESIDENT/CEO</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	29 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	18 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	54 th
Total compensation (D + F), as reported (no adjustments)	42 nd
Reportable pay only (column D), adjusted	56 th
All sources (D + E + F), adjusted	50 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 (Jill Proctor) 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 542 similarly situated organizations (Same NTEE sector (S41), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$80,567 is reasonable (approximately the 54th 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.