

# Carmel Gallery Alliance

Executive Director / CEO

EIN 770462407  
 CA · NTEE A400  
 FY ending 2024-06-30  
 June 13, 2026

This analysis benchmarks the total compensation of **Hella M Rothwell, Executive Director / CEO** (\$15,932) against **every comparable organization** that fit the selection criteria — **39** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **15<sup>th</sup>** percentile of comparable organizations below the typical range for comparable organizations

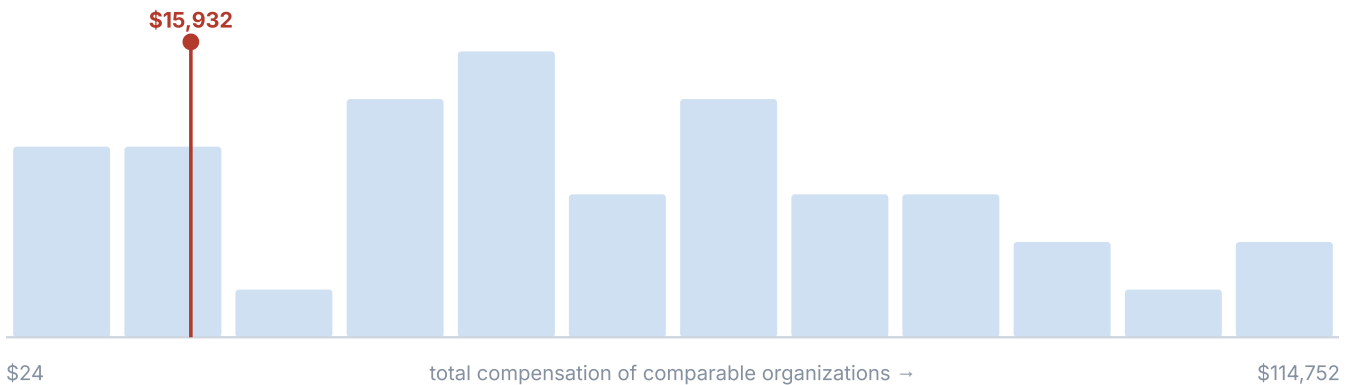
**Benchmarked executive:** Hella M Rothwell — reported title “CHIEF EXECUTIVE OFFICER”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

|           |   |
|-----------|---|
| SECTOR    | Organizations sharing the subject's NTEE classification (A400).   |
| BUDGET    | Total revenue between \$110,566 and \$247,536 — 0.67x to 1.50x the subject's \$165,024 (the band tightens as size grows). |
| GEOGRAPHY | Same NTEE sector (A40), nationwide + budget 0.67–1.5x revenue.  |

**39** organizations qualified on sector, size, and geography → **39** within the band form the benchmarked peer set.

## Distribution of comparable compensation



|          |          |          |          |          |          |
|----------|----------|----------|----------|----------|----------|
| \$11,131 | \$30,650 | \$43,595 | \$68,717 | \$87,477 | \$15,932 |
|----------|----------|----------|----------|----------|----------|



## ■ 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 CA 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="#">The Society Of Arts And Crafts</a>     | MA    | \$163,371 | Executive Di                      | \$95,762        | <b>\$97,088</b>  | 2025 |
| <a href="#">Public Trust</a>                       | PA    | \$169,980 | Executive Director And Ex Officio | \$25,000        | <b>\$28,872</b>  | 2024 |
| <a href="#">Photo Art &amp; Science Foundation</a> | MO    | \$158,544 | Executive Director                | \$52,500        | <b>\$66,298</b>  | 2023 |
| <a href="#">Hutchinson Art Association Inc</a>     | KS    | \$173,110 | Executive Director                | \$31,431        | <b>\$38,310</b>  | 2025 |
| <a href="#">Studio Gallery Association Inc</a>     | DC    | \$174,671 | Executive Director                | \$33,666        | <b>\$34,213</b>  | 2024 |
| <a href="#">Seattle Architectural Foundation</a>   | WA    | \$176,098 | Executive Director                | \$78,875        | <b>\$81,780</b>  | 2024 |
| <a href="#">Waterworks Art Museum</a>              | MT    | \$152,803 | Executive Di                      | \$31,091        | <b>\$39,958</b>  | 2023 |
| <a href="#">The Heidelberg Project</a>             | MI    | \$151,440 | Executive Di                      | \$96,000        | <b>\$114,752</b> | 2024 |
| <a href="#">Village Art Club Inc</a>               | AR    | \$182,528 | Director, Gallery Facilita        | \$2,106         | <b>\$2,741</b>   | 2024 |
| <a href="#">Dane Arts Mural Arts Inc</a>           | WI    | \$143,946 | Executive Director                | \$61,526        | <b>\$76,610</b>  | 2023 |
| <a href="#">Espanola Valley Fiber Arts Center</a>  | NM    | \$186,150 | Retail Manag                      | \$44,386        | <b>\$55,286</b>  | 2024 |
| <a href="#">Name Publications Inc</a>              | FL    | \$143,624 | President                         | \$6,000         | <b>\$6,528</b>   | 2024 |
| <a href="#">Riverside Arts Center</a>              | IL    | \$186,596 | Frmr Exec Dir                     | \$31,706        | <b>\$37,165</b>  | 2023 |
| <a href="#">Alleghany Highlands</a>                | VA    | \$143,122 | Executive Di                      | \$36,790        | <b>\$41,138</b>  | 2024 |
| <a href="#">Indy Convergence Inc</a>               | IN    | \$187,607 | Managing Director                 | \$12,445        | <b>\$15,648</b>  | 2023 |
| <a href="#">Michigan Fiber Festival Inc</a>        | MI    | \$142,147 | Festival Coordinator              | \$17,779        | <b>\$21,252</b>  | 2024 |

| ORGANIZATION  | STATE | REVENUE   | MATCHED TITLE        | COMP (REPORTED) | COMP (ADJUSTED)  | FY   |
|---|-------|-----------|----------------------|-----------------|------------------|------|
| <a href="#">Wartists Inc</a>                          | VA    | \$189,850 | President            | \$29,000        | <b>\$32,427</b>  | 2024 |
| <a href="#">Yeiser Art Center Inc</a>                 | KY    | \$198,758 | Exec Director        | \$42,921        | <b>\$54,980</b>  | 2023 |
| <a href="#">Japanese Embroidery Center Inc</a>        | GA    | \$201,901 | Bd Of Directors      | \$59,629        | <b>\$69,434</b>  | 2024 |
| <a href="#">Project Snap</a>                          | MI    | \$205,925 | Ceo                  | \$95,784        | <b>\$114,493</b> | 2024 |
| <a href="#">Copper Country Community Arts Council</a> | MI    | \$122,447 | Executive Director   | \$43,986        | <b>\$54,130</b>  | 2023 |
| <a href="#">Blair Center For The Arts Foundation</a>  | KS    | \$121,044 | Director             | \$28,995        | <b>\$37,347</b>  | 2023 |
| <a href="#">Through The Flower Corporation</a>        | NM    | \$116,522 | Executive Di         | \$35,000        | <b>\$43,595</b>  | 2024 |
| <a href="#">Nature's Best Photography Fund Inc</a>    | VA    | \$213,600 | Director / President | \$10,984        | <b>\$12,282</b>  | 2024 |
| <a href="#">Ten Thousand Villages</a>                 | NE    | \$215,115 | Executive Di         | \$52,000        | <b>\$66,683</b>  | 2023 |

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA 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 CA 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 | 39 organizations. Compensation range \$24–\$114,752; filing years 2023–2025.  |
| SIZE BASIS | Matched on total revenue (\$165,024); for reference, expenses \$158,931 and assets \$17,677.  |
| ROLE MATCH | Hella M Rothwell, reported title " <i>CHIEF EXECUTIVE OFFICER</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role. |

RELATED-ORG PAY 1 peer 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 | 15 <sup>th</sup>   |
| Total compensation (D + F), as reported (no adjustments)                                | 21 <sup>st</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 (Hella M Rothwell) 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 13, 2026, comparing compensation against 39 similarly situated organizations (Same NTEE sector (A40), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$15,932 is reasonable (approximately the 15<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 13, 2026.