

# Performance Now Theatre Company

Executive Director / CEO

EIN 841603886  
 CO · NTEE A65  
 FY ending 2023-12-31  
 June 9, 2026

This analysis benchmarks the total compensation of **Ken Goodwin, Executive Director / CEO** (\$24,250) against **every comparable organization** that fit the selection criteria — **330** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **18<sup>th</sup>** percentile of comparable organizations below the typical range for comparable organizations

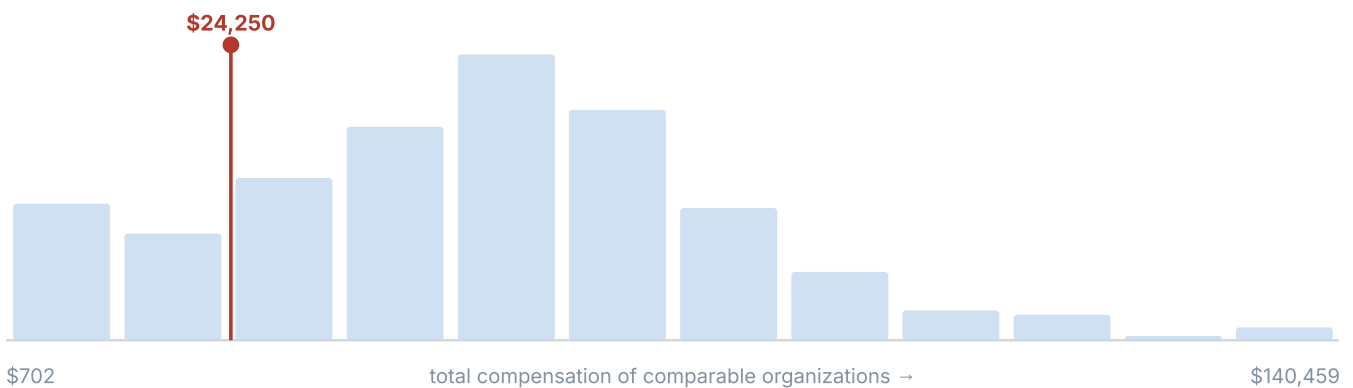
**Benchmarked executive:** Ken Goodwin — reported title “Executive Producer”, selected as the organization's **highest-paid individual** — no exact title match, so confirm this is a comparable role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A65).
BUDGET	Total revenue between \$295,567 and \$661,719 — 0.67x to 1.50x the subject's \$441,146 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A65), nationwide + budget 0.67–1.5x revenue.

**330** organizations qualified on sector, size, and geography → **330** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$13,004	\$32,559	\$50,894	\$65,658	\$81,870	\$24,250
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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 CO 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="#">Squonk Opera Inc</a>	PA	\$440,506	Co-executive Director/secretary	\$87,000	<b>\$87,884</b>	2024
<a href="#">Fiasco Theater Ltd</a>	NY	\$442,801	President/co-artistic Director	\$36,465	<b>\$33,378</b>	2024
<a href="#">Ojai Playwrights Conference</a>	CA	\$439,363	Managing Director	\$40,000	<b>\$34,988</b>	2024
<a href="#">Community Playhouse Inc</a>	IA	\$443,541	Executive Director	\$50,375	<b>\$57,523</b>	2023
<a href="#">Very Merry Theatre</a>	VT	\$437,977	Executive Director	\$41,428	<b>\$42,238</b>	2024
<a href="#">Take-up Productions</a>	MN	\$445,379	Trustee/manager	\$24,880	<b>\$25,639</b>	2023
<a href="#">The Actors Conservatory Theatre</a>	TX	\$435,935	General Production Manager	\$50,000	<b>\$52,160</b>	2023
<a href="#">Silicon Valley Shakespeare</a>	CA	\$435,774	Executive Director	\$40,000	<b>\$36,021</b>	2023
<a href="#">Bay Community Theatre Organization</a>	MI	\$435,678	General Manager	\$105,000	<b>\$109,783</b>	2024
<a href="#">Theatre Of The Oppressed Nyc Inc</a>	NY	\$447,079	Executive Director	\$80,641	<b>\$73,814</b>	2024
<a href="#">Cyt Tri-valley Inc</a>	CA	\$433,816	Managing Director	\$40,455	<b>\$35,386</b>	2024
<a href="#">White Bird Productions Inc</a>	NY	\$450,835	President	\$60,000	<b>\$56,543</b>	2023
<a href="#">Shakespeare By The Sea</a>	CA	\$431,335	Board Member	\$59,626	<b>\$52,154</b>	2024
<a href="#">Chandler Youth Theatre</a>	AZ	\$451,424	Director	\$50,000	<b>\$48,710</b>	2024
<a href="#">Balanced Almond Inc</a>	TX	\$451,494	President	\$40,134	<b>\$40,667</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">The Theatre Of The Emerging American</a>	NY	\$429,983	Producing Director	\$44,645	<b>\$42,073</b>	2023
<a href="#">Gingold Theatrical Group</a>	NY	\$452,801	Artistic Dir.	\$57,200	<b>\$52,358</b>	2024
<a href="#">On Stage Inc</a>	MA	\$428,531	Artistic Director	\$60,562	<b>\$53,706</b>	2025
<a href="#">Hallwalls Inc</a>	NY	\$454,638	Executive Dir.	\$50,500	<b>\$46,225</b>	2024
<a href="#">Highlands Little Theatre Inc</a>	FL	\$427,469	Theater Manager	\$40,766	<b>\$38,793</b>	2024
<a href="#">The Elm Shakespeare Company</a>	CT	\$455,494	Producing Artistic Directo	\$79,711	<b>\$75,707</b>	2024
<a href="#">Capital Fringe Inc</a>	DC	\$426,671	Presidentsecretary	\$108,156	<b>\$96,141</b>	2024
<a href="#">South Orange County Community Theatre</a>	CA	\$426,433	President	\$9,000	<b>\$7,669</b>	2025
<a href="#">Exodus Ensemble</a>	NM	\$456,258	Executive Di	\$38,595	<b>\$43,291</b>	2023
<a href="#">Emerging Artists Theatre Co Inc</a>	NY	\$426,009	Artistic Direct	\$26,000	<b>\$23,799</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CO 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 CO 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	<b>330</b> organizations. Compensation range \$702–\$140,459; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$441,146); for reference, expenses \$426,034 and assets \$52,887.
ROLE MATCH	Ken Goodwin, reported title " <i>Executive Producer</i> ", benchmarked as Executive Director / CEO. <b>Selected as the organization's highest-paid individual without an exact title match —</b>

**the board should confirm this is a comparable role.**

RELATED-ORG PAY	3 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	4 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	18 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	17 <sup>th</sup>
Reportable pay only (column D), adjusted	19 <sup>th</sup>
All sources (D + E + F), adjusted	18 <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 (Ken Goodwin) 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 330 similarly situated organizations (Same NTEE sector (A65), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$24,250 is reasonable (approximately the 18<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 9, 2026.