

# The Urban Oasis Inc

Executive Director / CEO

EIN 843768675

MD · NTEE S20

FY ending 2025-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Arica Gonzalez, Executive Director / CEO** (\$71,318) against **every comparable organization** that fit the selection criteria — **306** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **54<sup>th</sup>** percentile of comparable organizations within the typical range

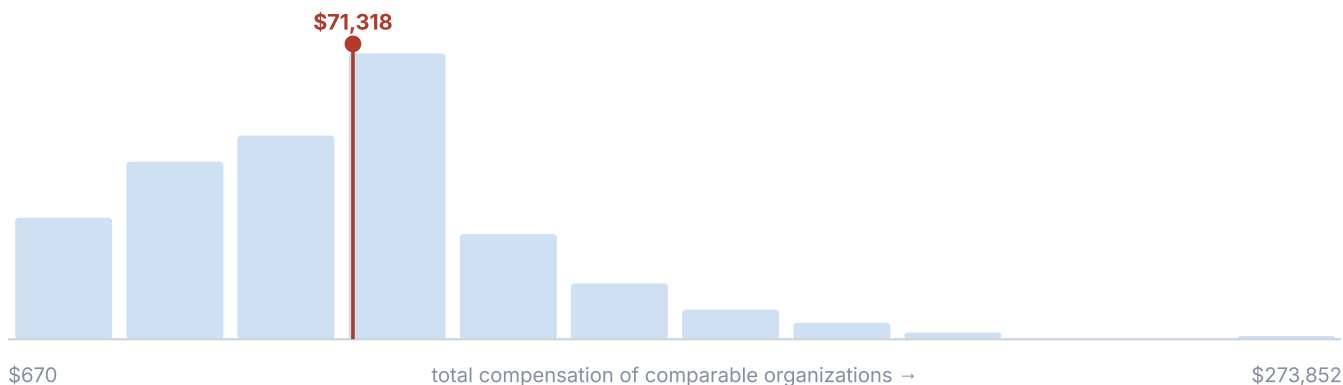
**Benchmarked executive:** Arica Gonzalez — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S20).
BUDGET	Total revenue between \$213,163 and \$477,231 — 0.67x to 1.50x the subject's \$318,154 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S20), nationwide + budget 0.67–1.5x revenue.

**306** organizations qualified on sector, size, and geography → **306** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$19,466	\$39,664	\$68,960	\$88,999	\$117,774	<b>\$71,318</b>
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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 MD 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="#">Volunteer Center Of East Central</a>	WI	\$317,651	Executive Di	\$74,823	<b>\$85,795</b>	2024
<a href="#">Millburn Short Hills Business Organization Inc</a>	NJ	\$318,755	Executive Director	\$110,318	<b>\$108,142</b>	2024
<a href="#">Beverly Main Streets Inc</a>	MA	\$318,844	Executive Di	\$93,549	<b>\$89,918</b>	2025
<a href="#">Central Adirondack Partnership For</a>	NY	\$316,243	Executive Di	\$59,980	<b>\$59,507</b>	2024
<a href="#">Southwest Collective</a>	IL	\$316,035	Exec Director	\$59,427	<b>\$64,145</b>	2024
<a href="#">Freeway Park Neighborhood Group</a>	WA	\$321,133	Executive Director	\$87,707	<b>\$86,215</b>	2024
<a href="#">The Orinda Association</a>	CA	\$321,844	Secretary	\$17,125	<b>\$16,235</b>	2024
<a href="#">Bayside Village Business Improvement</a>	NY	\$322,011	Executive Dir.	\$38,178	<b>\$37,877</b>	2024
<a href="#">Friends Of Georgetown</a>	DC	\$322,036	Executive Director	\$77,787	<b>\$74,945</b>	2024
<a href="#">Dubois County Area Development Corp</a>	IN	\$322,485	President-co	\$116,244	<b>\$138,566</b>	2023
<a href="#">Uptown Parnership Incorporated</a>	CA	\$323,144	Executive Director	\$95,434	<b>\$93,149</b>	2023
<a href="#">Gric Urban Members Association Inc</a>	AZ	\$312,925	Chair	\$4,800	<b>\$5,068</b>	2024
<a href="#">Springfield Avenue Partnership</a>	NJ	\$312,687	Executive Director	\$105,462	<b>\$103,381</b>	2024
<a href="#">Believe In Bristol Inc</a>	TN	\$324,220	Ex Dir	\$60,000	<b>\$67,459</b>	2025
<a href="#">Capital Area Health Alliance</a>	MI	\$325,169	Executive Di	\$107,540	<b>\$121,869</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Fulton Economic Development Corp</a>	IN	\$325,896	Executive Director	\$82,355	<b>\$95,353</b>	2024
<a href="#">AI Community Development Corporation</a>	TX	\$310,318	Secretary	\$40,922	<b>\$44,944</b>	2024
<a href="#">World Servants Inc</a>	PA	\$326,260	Executive Di	\$90,000	<b>\$98,540</b>	2024
<a href="#">Tappahannock Main Street</a>	VA	\$327,098	Executive Director	\$66,900	<b>\$73,015</b>	2023
<a href="#">Livermore Downtown Inc</a>	CA	\$308,752	Executive Director	\$105,232	<b>\$99,766</b>	2024
<a href="#">Blues To Green Inc</a>	MA	\$327,638	Executive Di	\$59,208	<b>\$58,416</b>	2024
<a href="#">Northend Rise Inc</a>	FL	\$327,715	Executive Director (Former)	\$152,690	<b>\$162,139</b>	2023
<a href="#">West End Revitalization Association</a>	NC	\$327,896	Co-founder Director	\$37,450	<b>\$43,740</b>	2023
<a href="#">The Pest Management Foundation Inc</a>	VA	\$328,040	Ceo Npma	\$37,002	<b>\$40,384</b>	2023
<a href="#">T R Hoover Community Development Corporation Inc</a>	TX	\$307,878	5106 Bexar St Dallas Tx 75215	\$15,000	<b>\$16,961</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to MD cost of living and 2025 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 MD 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](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

PEER COUNT    **306** organizations. Compensation range \$670–\$273,852; filing years 2021–2025.

SIZE BASIS     Matched on total revenue (\$318,154); for reference, expenses \$207,943 and assets \$160,027.

ROLE MATCH	Arica Gonzalez, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	17 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	6 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 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	61 <sup>st</sup>
Reportable pay only (column D), adjusted	55 <sup>th</sup>
All sources (D + E + F), adjusted	50 <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 (Arica Gonzalez) 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 306 similarly situated organizations (Same NTEE sector (S20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$71,318 is reasonable (approximately the 54<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.