

# 1231-1235 Good Hope Road Inc

Executive Director / CEO

EIN 873806971

DC · NTEE S11

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Shannan Herbert, Executive Director / CEO** (\$23,544) against **every comparable organization** that fit the selection criteria — **587** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **25<sup>th</sup>** percentile of comparable organizations within the typical range

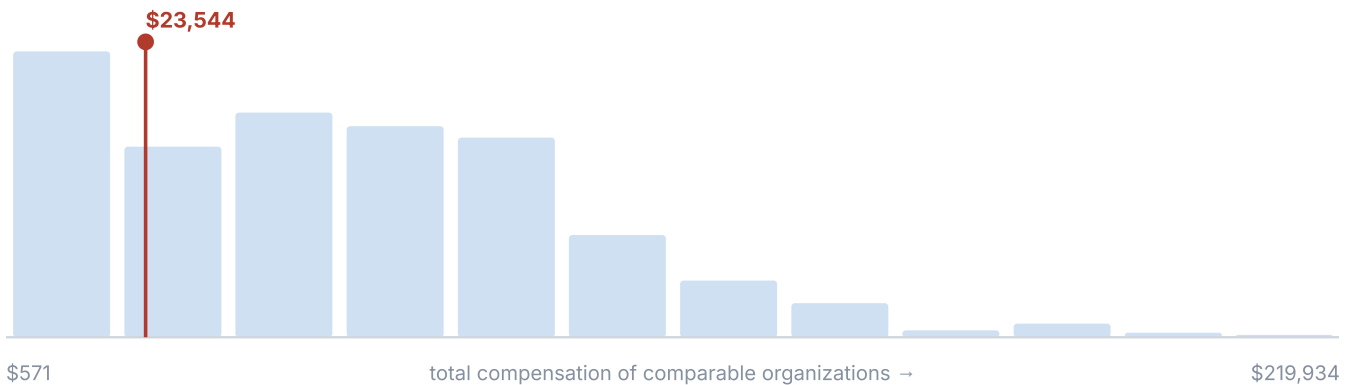
**Benchmarked executive:** Shannan Herbert — reported title “CHIEF EXECUTIVE OFFICER”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S11).
BUDGET	Total revenue between \$90,452 and \$202,506 — 0.67x to 1.50x the subject's \$135,004 (the band tightens as size grows).
GEOGRAPHY	Same NTEE major group (S), nationwide + budget 0.67–1.5x revenue.

**587** organizations qualified on sector, size, and geography → **587** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$7,858	\$22,872	\$52,728	\$80,426	\$106,204	\$23,544
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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 DC 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="#">Jamestown Regional Entrepreneur Center</a>	ND	\$135,026	Key Employee	\$75,539	<b>\$94,466</b>	2024
<a href="#">East Peoria Community Foundation Nfp</a>	IL	\$135,030	Administrative Assistant	\$1,800	<b>\$2,076</b>	2023
<a href="#">Grow Grand Island Inc</a>	NE	\$135,084	Chair Person	\$30,000	<b>\$36,770</b>	2024
<a href="#">Rock &amp; Wrap It Up Inc</a>	NY	\$134,916	Ceo	\$24,000	<b>\$24,714</b>	2024
<a href="#">Center For The Advancement Of The Steady</a>	VA	\$135,130	Executive Director	\$112,131	<b>\$127,022</b>	2023
<a href="#">Nuca Of Kentucky Inc</a>	KY	\$135,192	Executive Dir.	\$39,000	<b>\$47,748</b>	2024
<a href="#">Chamber Of Commerce Trenton Mo</a>	MO	\$135,222	Past Executive Director	\$51,847	<b>\$64,426</b>	2023
<a href="#">Interior Cabaret Hotel Restaurant &amp;</a>	AK	\$135,245	Sec/treas	\$13,490	<b>\$14,697</b>	2024
<a href="#">Community Property Inc</a>	WI	\$134,760	Director/treasurer	\$15,872	<b>\$18,890</b>	2024
<a href="#">The Greater Wilkes-barre Development</a>	PA	\$134,703	President/ceo	\$11,279	<b>\$12,818</b>	2024
<a href="#">Murray Main Street Program Inc</a>	KY	\$134,398	Executive Director	\$47,187	<b>\$57,771</b>	2024
<a href="#">Tennessee Latin American Chamber Of Commerce</a>	TN	\$135,769	Executive Director	\$56,513	<b>\$69,693</b>	2023
<a href="#">Unite Here Education And Support Fund</a>	NY	\$135,771	President & Director	\$82,648	<b>\$87,620</b>	2023
<a href="#">The Indus Entrepreneurs</a>	OR	\$133,776	Executive Director	\$35,103	<b>\$38,246</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Main Street Fairmont Inc</a>	WV	\$136,324	Executive Di	\$1,875	<b>\$2,381</b>	2023
<a href="#">Egleston Square Main Street Inc</a>	MA	\$133,546	Executive Director	\$56,435	<b>\$56,301</b>	2025
<a href="#">Camba Economic Development Corporation</a>	NY	\$133,495	President/ceo	\$87,526	<b>\$92,791</b>	2023
<a href="#">Air Institute Corporation</a>	MD	\$136,650	Executive Director	\$97,717	<b>\$107,181</b>	2023
<a href="#">West Broadway Neighborhood Association</a>	RI	\$133,281	Executive Director	\$45,619	<b>\$49,848</b>	2024
<a href="#">Community En Accion</a>	TX	\$133,058	Executive Director	\$102,500	<b>\$116,842</b>	2024
<a href="#">Nwgm Title Holding Company Iii Inc</a>	NH	\$132,850	President	\$19,521	<b>\$20,011</b>	2025
<a href="#">Opportunity Wichita Inc</a>	KS	\$132,579	President - Greater Wichita Partnership	\$28,612	<b>\$35,225</b>	2024
<a href="#">North Dakota Construction Council</a>	ND	\$132,470	Executive Dir.	\$12,000	<b>\$15,007</b>	2024
<a href="#">Midtown Raleigh Alliance Inc</a>	NC	\$137,805	Executive Director	\$77,557	<b>\$91,321</b>	2024
<a href="#">Crosspointe Church Holding Co Llc</a>	GA	\$132,082	Director	\$70,953	<b>\$83,700</b>	2023

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to DC 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 DC 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	587 organizations. Compensation range \$571–\$219,934; filing years 2021–2025.
SIZE BASIS	Matched on total revenue (\$135,004); for reference, expenses \$1,315,288 and assets \$7,804,212. <b>Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.</b>
ROLE MATCH	Shannan Herbert, reported title " <i>CHIEF EXECUTIVE OFFICER</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	123 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	7 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	25 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	28 <sup>th</sup>
Reportable pay only (column D), adjusted	0 <sup>th</sup>
All sources (D + E + F), adjusted	90 <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 (Shannan Herbert) 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 587 similarly situated organizations (Same NTEE major group (S), nationwide + budget 0.67–1.5× revenue).

3. The authorized body determined that total compensation of \$23,544 is reasonable (approximately the 25<sup>th</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 9, 2026.