

Salems Riverfront Carousel

Executive Director / CEO

EIN 911815668

OR · NTEE N32Z

FY ending 2024-12-31

June 9, 2026

This analysis benchmarks the total compensation of **Marie Bradford-blevins, Executive Director / CEO** (\$92,300) against **every comparable organization** that fit the selection criteria — **48** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **77th** percentile of comparable organizations within the typical range

Benchmarked executive: Marie Bradford-blevins — reported title “Executive Dir.”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

SECTOR Organizations sharing the subject's NTEE classification (N32Z).

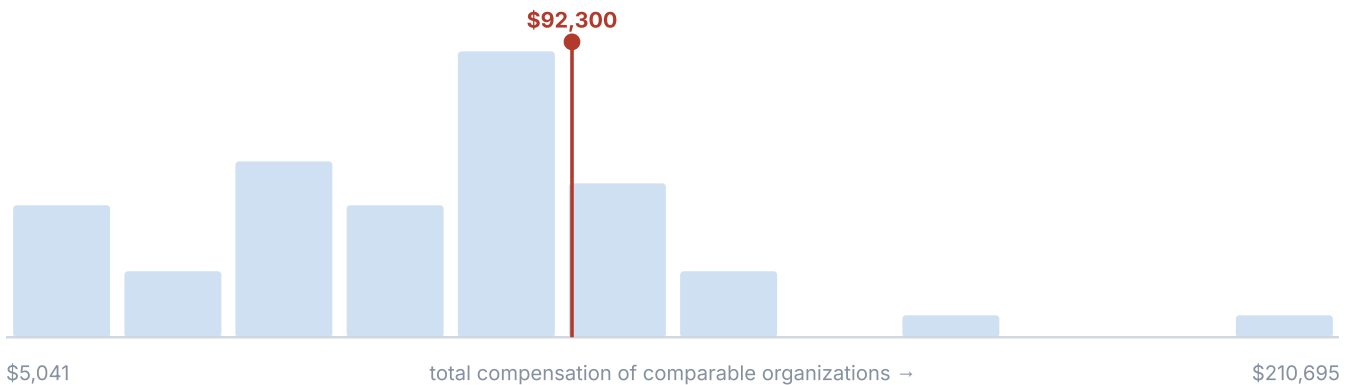
BUDGET Total revenue between \$297,394 and \$665,808 — 0.67x to 1.50x the subject's \$443,872 (the band tightens as size grows).

GEOGRAPHY Same NTEE sector (N32), nationwide + budget 0.67–1.5x revenue.

48 organizations qualified on sector, size, and geography

→ **48** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$20,041	\$44,548	\$74,663	\$89,535	\$104,398	\$92,300
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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 OR 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
Friends Of Hamilton County Parks Inc	IN	\$440,844	Executive Dir.	\$70,000	\$81,839	2023
Derivera Park Trust	OH	\$437,948	Administrato	\$37,025	\$42,228	2024
Monongahela River Trails Conservancy Limited	WV	\$436,815	Executive Director	\$47,500	\$55,381	2024
Wildrock Inc	VA	\$458,479	Executive Di	\$72,693	\$75,581	2024
Fort Wayne Trails Inc	IN	\$427,799	Former Exec	\$77,218	\$87,687	2024
Wood River Trails Coalition Inc	ID	\$460,102	Executive Director	\$81,502	\$96,119	2023
Downtown Providence Parks Network	RI	\$464,437	Executive Di	\$16,808	\$17,355	2024
National Parks Of Lake Superior Foundation	MN	\$423,277	Executive Director	\$87,600	\$93,209	2024
Winooski Valley Park District	VT	\$465,557	Executive Director	\$86,383	\$96,392	2023
Ranson Parks And Recreation Commission Inc	WV	\$408,753	Executive Director	\$23,841	\$28,618	2023
Clark Park Coalition	MI	\$408,303	Executive Di	\$55,000	\$62,937	2023
Play Groundnyc Inc	NY	\$482,496	Interim Ed	\$82,158	\$79,944	2024
Trails 2000 Inc	CO	\$398,572	Executive Director	\$81,334	\$83,981	2024
Mt Ascutney Outdoors Inc	VT	\$395,041	Executive Dir.	\$40,000	\$43,354	2024
Friends Of The Front Range Wildlife	CO	\$493,884	Executive Di	\$55,110	\$56,904	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Woodlands Conservancy	LA	\$391,920	Executive Director	\$68,000	\$80,630	2024
Ogden Dunes Home Association	IN	\$389,620	Treasurer	\$4,439	\$5,041	2024
Finger Lakes Trail Conference Inc	NY	\$388,351	Executive Director	\$48,333	\$47,030	2024
Harlem Valley Rail Trail Associatio	NY	\$385,167	Executive Di	\$48,750	\$48,837	2023
Mead Botanical Garden Inc	FL	\$505,171	Executive Di	\$73,377	\$76,420	2023
Idaho Trails Association	ID	\$373,154	Executive Director	\$68,992	\$79,031	2024
Brec Foundation	LA	\$363,185	Executive Director	\$177,692	\$210,695	2024
Enid Sports Association	OK	\$362,098	Executive Director	\$86,539	\$102,612	2024
United Parks As One	NJ	\$352,284	Treasurer	\$5,600	\$5,384	2024
Friends Of International Friendship Park	CA	\$350,167	Executive Dir.	\$36,000	\$33,474	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to OR 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 OR 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 48 organizations. Compensation range \$5,041–\$210,695; filing years 2023–2025.

SIZE BASIS Matched on total revenue (\$443,872); for reference, expenses \$465,841 and assets \$539,511.

ROLE MATCH	Marie Bradford-blevins, reported title " <i>Executive Dir.</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.
OUTLIERS	1 peer 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	77 th
Total compensation (D + F), as reported (no adjustments)	90 th
Reportable pay only (column D), adjusted	81 st
All sources (D + E + F), adjusted	75 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 (Marie Bradford-blevins) 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 48 similarly situated organizations (Same NTEE sector (N32), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$92,300 is reasonable (approximately the 77th 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.