

# Downtown Brookings

Executive Director / CEO

June 9, 2026

This analysis benchmarks the total compensation of **Kirsten Gjesdal, Executive Director / CEO** (\$36,094) against **every comparable organization** that fit the selection criteria — **308** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **30<sup>th</sup>** percentile of comparable organizations within the typical range

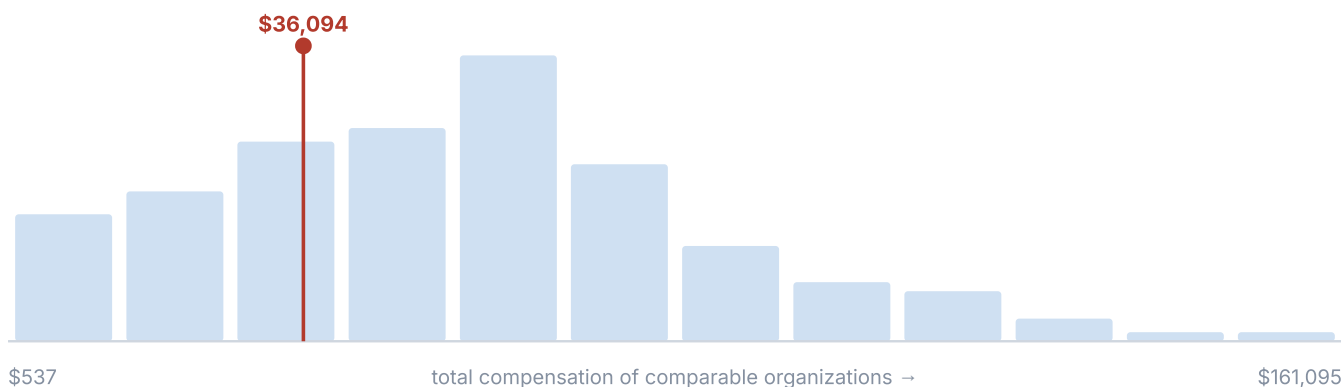
**Benchmarked executive:** Kirsten Gjesdal — reported title “Executive Dir.”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (S20).
BUDGET	Total revenue between \$199,656 and \$446,992 — 0.67x to 1.50x the subject's \$297,995 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (S20), nationwide + budget 0.67–1.5x revenue.

**308** organizations qualified on sector, size, and geography → **308** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$15,402	\$31,727	\$54,833	\$71,484	\$97,622	\$36,094
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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 SD 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="#">Canoga Park Improvement Association</a>	CA	\$299,192	Exc. Dir.	\$57,200	<b>\$44,754</b>	2023
<a href="#">District 2 Community Enhancement Corporation</a>	LA	\$299,563	President	\$92,935	<b>\$92,725</b>	2023
<a href="#">Puede Network</a>	TX	\$299,580	Executive Director	\$62,500	<b>\$55,024</b>	2024
<a href="#">Houghton Jones Neighborhood Task Force Inc</a>	MI	\$296,350	Office Manager	\$23,247	<b>\$21,118</b>	2024
<a href="#">United Human Services Of Se Alaska</a>	AK	\$296,107	Vice Preside	\$12,000	<b>\$10,097</b>	2024
<a href="#">Tooley Comm Development Group Inc</a>	FL	\$296,089	Chairman	\$70,000	<b>\$59,585</b>	2023
<a href="#">Davis Tennon Foundation</a>	WI	\$300,000	Director	\$75,000	<b>\$68,936</b>	2024
<a href="#">Main Street Murfreesbororutherford</a>	TN	\$300,829	Executive Dir.	\$70,750	<b>\$65,451</b>	2024
<a href="#">Wayne County Family Center</a>	PA	\$301,055	Executive Director	\$51,094	<b>\$46,168</b>	2023
<a href="#">Mount Washington Community</a>	PA	\$301,486	Executive Dir.	\$35,000	<b>\$30,718</b>	2024
<a href="#">Sgr Foundation</a>	PA	\$301,908	Executive Director	\$15,000	<b>\$13,165</b>	2024
<a href="#">Westwood Unidos</a>	CO	\$301,959	Executive Dir.	\$72,000	<b>\$70,336</b>	2021
<a href="#">Moravia Park Community Development Corporation</a>	MD	\$294,013	President	\$24,440	<b>\$20,704</b>	2023
<a href="#">Experience The Heart Of</a>	IN	\$293,906	Executive Di	\$42,250	<b>\$40,371</b>	2023
<a href="#">Foundation For Body Mind &amp; Spirit</a>	TX	\$292,958	President/ceo	\$35,219	<b>\$31,006</b>	2024
<a href="#">Malama Kula</a>	HI	\$303,970	Treasurer/ce	\$64,007	<b>\$50,435</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Mainstreet Of Athens Inc</a>	TN	\$304,388	Executive Director	\$22,371	<b>\$20,695</b>	2024
<a href="#">Amigos En Cristo Inc</a>	FL	\$305,295	Ceo	\$65,167	<b>\$53,879</b>	2024
<a href="#">Shaker Heights Development Corporation</a>	OH	\$290,507	Executive Director	\$89,719	<b>\$83,633</b>	2024
<a href="#">One In A Million Inc</a>	IL	\$289,444	President	\$36,656	<b>\$32,653</b>	2023
<a href="#">West Bank Business Association</a>	MN	\$288,979	Executive Director	\$30,808	<b>\$27,583</b>	2023
<a href="#">The San Juan Safe Communities</a>	NM	\$307,335	Executive Dir.	\$63,000	<b>\$59,636</b>	2024
<a href="#">Crime Stoppers Of Northeast Florida</a>	FL	\$307,480	Executive Di	\$67,465	<b>\$55,779</b>	2024
<a href="#">T R Hoover Community Development Corporation Inc</a>	TX	\$307,878	5106 Bexar St Dallas Tx 75215	\$15,000	<b>\$13,596</b>	2023
<a href="#">Main Street Gettysburg Inc</a>	PA	\$287,455	President	\$80,822	<b>\$70,935</b>	2024

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to SD 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 SD 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** 308 organizations. Compensation range \$537–\$161,095; filing years 2021–2025.

**SIZE BASIS** Matched on total revenue (\$297,995); for reference, expenses \$139,846 and assets \$159,046. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

**ROLE MATCH** Kirsten Gjesdal, reported title *"Executive Dir."*, benchmarked as Executive Director / CEO. The title maps directly to this role.

**RELATED-ORG PAY** 15 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	30 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	25 <sup>th</sup>
Reportable pay only (column D), adjusted	31 <sup>st</sup>
All sources (D + E + F), adjusted	27 <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 (Kirsten Gjesdal) 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 308 similarly situated organizations (Same NTEE sector (S20), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$36,094 is reasonable (approximately the 30<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.