

# Liberty Bell Pops

Executive Director / CEO

June 13, 2026

This analysis benchmarks the total compensation of **Matthew Koveal, Executive Director / CEO** (\$29,740) against **every comparable organization** that fit the selection criteria — **170** 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

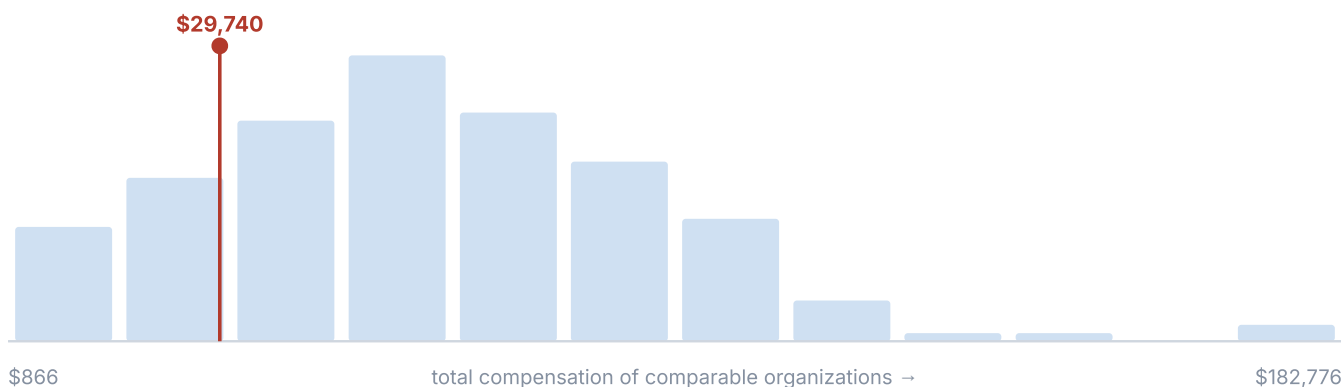
**Benchmarked executive:** Matthew Koveal — reported title “Executive Director”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A68).
BUDGET	Total revenue between \$317,115 and \$709,959 — 0.67x to 1.50x the subject's \$473,306 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A68), nationwide + budget 0.67–1.5x revenue.

**170** organizations qualified on sector, size, and geography → **170** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$17,878	\$37,820	\$58,222	\$77,645	\$98,472	\$29,740
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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 PA 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="#">Music To Life Inc</a>	VT	\$471,212	Executive Director	\$55,000	<b>\$54,081</b>	2025
<a href="#">Ppc Entertainment Inc</a>	CA	\$480,329	Artistic Dir.	\$69,583	<b>\$60,252</b>	2024
<a href="#">Mendelssohn Club Of Philadelphia</a>	PA	\$480,443	Executive Director	\$98,822	<b>\$98,822</b>	2024
<a href="#">Decoda Inc</a>	NY	\$465,077	General Manager	\$40,000	<b>\$36,245</b>	2024
<a href="#">Jazzmobile Inc</a>	NY	\$463,679	Director	\$48,000	<b>\$44,779</b>	2023
<a href="#">Mercury Soul Inc</a>	CA	\$463,634	Executive Dir.	\$120,000	<b>\$101,229</b>	2025
<a href="#">Pacific Northwest School Of Music</a>	WA	\$463,456	Key Employee	\$61,415	<b>\$56,766</b>	2023
<a href="#">Tamworth Music Festival</a>	VA	\$462,751	Executive Di	\$40,571	<b>\$39,282</b>	2024
<a href="#">Riverviewjazz Org</a>	NJ	\$462,102	Director	\$44,000	<b>\$39,394</b>	2024
<a href="#">Iris Music Project</a>	MD	\$461,813	Executive Director	\$85,000	<b>\$82,042</b>	2023
<a href="#">Phoenix Chamber Music Society</a>	AZ	\$461,745	Executive Director	\$56,375	<b>\$55,973</b>	2023
<a href="#">Art Of Elan</a>	CA	\$461,100	Executive Director	\$78,916	<b>\$68,333</b>	2024
<a href="#">Youth Choirs Inc</a>	TX	\$460,601	President	\$128,750	<b>\$129,147</b>	2024
<a href="#">Sam First</a>	CA	\$460,597	Executive & Artistic Director	\$35,305	<b>\$30,570</b>	2024
<a href="#">Music At Gretna Inc</a>	PA	\$460,354	Executive Di	\$85,000	<b>\$85,000</b>	2024
<a href="#">Young Artists Conservatory Of Music</a>	CA	\$459,777	Executive Director And Former Brd Director	\$28,000	<b>\$24,961</b>	2023
<a href="#">Compass Resonance</a>	CO	\$487,131	Artistic And Executive Dir	\$110,587	<b>\$106,334</b>	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Tkiya Music Inc</a>	NY	\$488,414	Executive Director	\$110,967	<b>\$103,521</b>	2023
<a href="#">Higher Octave Healing Inc</a>	AZ	\$490,179	Ceo	\$61,677	<b>\$61,238</b>	2023
<a href="#">I Am Music Inc</a>	CO	\$454,835	Executive Dir.	\$17,250	<b>\$16,587</b>	2024
<a href="#">Femme House</a>	NY	\$452,396	President	\$53,600	<b>\$48,569</b>	2024
<a href="#">The Early Music Guild Of Seattle</a>	WA	\$451,123	Executive Director	\$62,882	<b>\$58,122</b>	2023
<a href="#">Noe Valley Chamber Music</a>	CA	\$495,560	Co-artistic Director And Co-executive Director, Board Member	\$74,107	<b>\$62,515</b>	2025
<a href="#">Bach Dancing And Dynamite Society Inc</a>	CA	\$496,421	President & Ceo	\$85,532	<b>\$74,062</b>	2024
<a href="#">La Musica Di Asolo Inc</a>	FL	\$450,053	Executive Director	\$28,700	<b>\$26,339</b>	2025

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to PA 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 PA 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	170 organizations. Compensation range \$866–\$182,776; filing years 2023–2025.
SIZE BASIS	Matched on total revenue (\$473,306); for reference, expenses \$460,556 and assets \$45,484.
ROLE MATCH	Matthew Koveal, reported title " <i>Executive Director</i> ", benchmarked as Executive Director / CEO. The title maps directly to this 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**      3 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)	16 <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 (Matthew Koveal) 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 13, 2026, comparing compensation against 170 similarly situated organizations (Same NTEE sector (A68), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$29,740 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 13, 2026.