



DESTINATION
BRITISH COLUMBIA™

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May 13, 2020

Christina Zacharuk
President and CEO
Public Sector Employers' Council Secretariat
Suite 210, 880 Douglas Street
Victoria, BC
V8W 2B7

Dear Ms. Zacharuk:

Re: **Public Sector Executive Compensation – March 31, 2020**

I am pleased to present the Public Sector Executive Compensation schedule for Destination BC Corp. for the year ended March 31, 2020.

I confirm that the Board of Destination BC Corp. is aware of the compensation paid to the Executive for the year ended and that the compensation provided for the Executive was within the approved compensation plan for the corporation.

Yours truly

Destination BC Corp.

A handwritten signature in black ink that reads "Dawn Black".

Dawn Black
Chair, Destination BC Corp.

Enclosures

Destination BC Corp.
Statement of Executive Compensation
Year ended March 31, 2020
Compensation Philosophy

BACKGROUND

Established on November 2, 2012 under the *Business Corporations Act* and continuing as a statutory Crown corporation pursuant to the [Destination BC Corp. Act](#), Destination BC Corp. is wholly owned by the Province of British Columbia and commenced operations on April 1, 2013.

Operating as Destination British Columbia (Destination BC), the Crown corporation works collaboratively with tourism stakeholders across the province to coordinate tourism marketing at the international, provincial, regional and local levels.

Destination BC is responsible for executing key components of ***Welcoming Visitors – Benefiting Locals – Working Together***, the Provincial government’s strategic framework for tourism in British Columbia.

MANDATE

Destination BC has a mandate to:

- Market British Columbia domestically, nationally and internationally as a tourist destination;
- Promote the development and growth of the tourism industry in British Columbia to increase revenue and employment in, and the economic benefits generated by, the industry, including, without limitation, by:
 - Providing support for regional, sectoral and community tourism marketing;
 - Providing industry leadership in tourism marketing;
 - Promoting training and development in relation to tourism marketing;
 - Providing support for visitor centres; and
 - Conducting tourism-related market research;
- Provide advice and recommendations to the minister on tourism-related matters;
- Enhance public awareness of tourism and its economic value to British Columbia; and
- Administer and perform agreements assigned to it by the Minister.

COMPENSATION PHILOSOPHY

The corporation is subject to the *Public Service Act* and all employees other than the Chief Executive Officer are subject to the terms and conditions of employment as laid down under that legislation. Consequently, Destination BC’s compensation philosophy follows those dictated by the Act and has embodied the following four core principles:

- **Performance** – Compensation programs support and promote a performance-based (merit) organizational culture.
- **Differentiation** – Differentiation of salary is supported where there are differences in the scope of the position within an organization, and/or due to superior individual team contributions.

- **Accountability** – Compensation decisions are objective and based upon a clear and well documented business rationale that demonstrates the appropriate expenditure of public funds.
- **Transparency** – Compensation programs are designed, managed and communicated in a manner that ensures the program is clearly understood by employees and the public while protecting individual personal information.

Destination BC is positioning itself as a learning organization and promotes self-awareness and encourages staff to advance themselves through training and work experience.

For the CEO, the compensation package was negotiated with the Public Sector Employers' Council and is in accordance with government's compensation guidelines.

Destination BC

Summary Compensation Table at 2020

Name and Position	Salary	Holdback/Bonus/ Incentive Plan Compensation	Benefits	Pension	All Other Compensation (expanded below)	2019/2020 Total Compensation	Previous Two Years Totals Total Compensation	
							2018/2019	2017/2018
Marsha Walden, Chief Executive Officer	\$ 239,234	-	\$ 36,396	\$ 24,370	-	\$ 300,000	\$ 297,679	\$ 296,487
Maya Lange, VP, Marketing	\$ 170,429	-	\$ 25,049	\$ 18,240	-	\$ 213,718	\$ 198,658	\$ 194,252
Grant L Mackay, VP, Destination Management	\$ 193,140	-	\$ 28,567	\$ 20,490	\$ 666	\$ 242,863	\$ 247,034	\$ 235,491
Richard Porges, VP Corporate Development	\$ 167,190	-	\$ 25,350	\$ 17,116	-	\$ 209,656	\$ 198,352	\$ 192,818

Notes

Marsha Walden, Chief Executive Officer	
Maya Lange, VP, Marketing	
Grant L Mackay, VP, Destination Management	
Richard Porges, VP Corporate Development	