



DESTINATION
BRITISH COLUMBIA™

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May 11, 2022

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

Dear Mr. Davison:

Re: **Public Sector Executive Compensation – March 31, 2022**

I am pleased to present the Public Sector Executive Compensation schedule for Destination BC Corp. for the year ended March 31, 2022.

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, appearing to read 'Scott Fraser'.

Scott Fraser
Chair, Destination BC Corp.

Enclosures

Destination BC Corp.
Statement of Executive Compensation
Year ended March 31, 2022
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.

EXECUTIVE COMPENSATION DISCLOSURE

Destination BC

Summary Compensation Table at Fiscal 2022

Name and Position	Salary	Holdback/Bonus/ Incentive Plan Compensation	Benefits	Pension	All Other Compensation (expanded below)	2021/2022 Total Compensation	Total Compensation	
							2020/2021	2019/2020
Richard Porges, Chief Executive Officer ¹	\$ 224,833	-	\$ 34,397	\$ 22,711	\$ 11,710	\$ 293,651	\$ 237,568	\$ 209,656
Maya Lange, VP, Marketing ²	\$ 178,601	-	\$ 26,903	\$ 18,462	-	\$ 223,966	\$ 219,574	\$ 213,718
Grant Mackay, VP, Destination Management ³	\$ 114,377	-	\$ 17,786	\$ 11,266	-	\$ 143,429	\$ 243,678	\$ 242,863
Neil McInnes, Acting VP, Corporate Development ⁴	\$ 146,456	-	\$ 22,336	\$ 14,864	\$ 6,715	\$ 190,372	\$ 161,580	-
Alison McKay, Acting VP, Destination Management ⁵	\$ 98,570	-	\$ 13,488	\$ 11,549	-	\$ 123,607	-	-
Susan Rybar, Acting VP, Destination Management ⁶	\$ 91,321	-	\$ 6,786	\$ 6,513	-	\$ 104,620	-	-

Summary Other Compensation Table at Fiscal 2022

Name And Position	All Other Compensation	Severance	Vacation payout	Leave payout	Vehicle / Transportation Allowance	Perquisites / other Allowances	Other
Richard Porges, Chief Executive Officer	\$ 11,710	-	\$ 11,710	-	-	-	-
Maya Lange, VP, Marketing	-	-	-	-	-	-	-
Grant Mackay, VP, Destination Management	-	-	-	-	-	-	-
Neil McInnes, Acting VP, Corporate Development	\$ 6,715	-	\$ 6,715	-	-	-	-
Alison McKay, Acting VP, Destination Management	-	-	-	-	-	-	-
Susan Rybar, Acting VP, Destination Management	-	-	-	-	-	-	-

Note:

¹ Effective August 3, 2021, Richard Porges was appointed as Chief Executive Officer and provided a base salary of \$235,000. Of the actual base salary \$224,833, \$68,102 was compensated as Interim Chief Executive Officer and \$156,731 was compensated as Chief Executive Officer.

² This position met criteria for inclusion in the 2020/21 executive compensation freeze, which came into effect on August 31, 2020. As a result, this individual was ineligible to receive a performance-based increase for the 2020/21 performance year.

³ Effective October 31, 2021, Grant Mackay retired as VP, Destination Management.

⁴ Effective May 31, 2021, Neil McInnes was appointed as Acting VP Corporate Development and provided a base salary of \$150,900. Of the actual base salary \$146,456, \$25,796 was compensated as Chief Financial Officer and \$120,661 was compensated as Acting VP, Corporate Development

⁵ Effective January 1, 2021, Alison McKay was appointed as Acting VP, Destination Management and provided a base salary of \$150,900. Of the actual base salary \$98,570, \$61,552 was compensated as Director of Destination and Industry Development and \$37,018 was compensated as Acting VP, Destination Management

⁶ Effective June 7, 2021, Susan Rybar was appointed as Acting VP, Destination Management and provided a base salary of \$175,000.