



DESTINATION  
BRITISH COLUMBIA™

12th Floor, 510 Burrard Street  
Vancouver, British Columbia  
Canada V6C 3A8

Phone: (604) 660-2861 Fax: (604) 660-3383  
Corporate: [www.DestinationBC.ca](http://www.DestinationBC.ca)  
Consumer: [www.HelloBC.com](http://www.HelloBC.com)

May 11, 2023

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, 2023**

I am pleased to present the Public Sector Executive Compensation schedule for Destination BC Corp. for the year ended March 31, 2023.

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', written over a light blue dotted grid background.

Scott Fraser  
Chair, Destination BC Corp.

Enclosures

**Destination BC Corp.**  
**Statement of Executive Compensation**  
**Year ended March 31, 2023**  
**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 ***A Plan for Recovery and Resiliency 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 at the same time 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 2023**

Name and Position	Salary	Holdback/Bonus/ Incentive Plan Compensation	Benefits	Pension	All Other Compensation (expanded below)	2022/2023 Total Compensation	Previous Two Years Totals Total Compensation	
							2021/2022	2020/2021
Richard Porges, Chief Executive Officer	\$ 235,000	-	\$ 36,533	\$ 23,157	\$ 19,366	\$ 314,056	\$ 293,651	\$ 237,568
Lesley Christian, Chief Financial Officer	\$ 127,714	-	\$ 19,869	\$ 12,570	\$ 7,603	\$ 167,756		
Maya Lange, VP, Marketing	\$ 164,723	-	\$ 25,614	\$ 16,225	-	\$ 206,562	\$ 223,966	\$ 219,574
Neil McInnes, VP Corporate Development	\$ 166,298	-	\$ 25,859	\$ 16,380	\$ 2,999	\$ 211,536	\$ 190,371	\$ 161,580
Alison McKay, VP Destination Management	\$ 157,131	-	\$ 24,435	\$ 15,477	\$ 3,286	\$ 200,329	\$ 123,607	

**Summary Other Compensation Table at 2023**

<b>Name and Position</b>	<b>All Other Compensation</b>	<b>Severance</b>	<b>Vacation Payout</b>	<b>Paid Leave</b>	<b>Vehicle / Transportation Allowance</b>	<b>Perquisites / Other Allowances</b>	<b>Other</b>
Richard Porges, Chief Executive Officer	\$ 19,366	-	\$ 19,366	-	-	-	-
Lesley Christian, Chief Financial Officer	\$ 7,603	-	\$ 7,603	-	-	-	-
Maya Lange, VP, Marketing	-	-	-	-	-	-	-
Neil McInnes, VP Corporate Development	\$ 2,999	-	\$ 2,999	-	-	-	-
Alison McKay, VP Destination Management	\$ 3,286	-	\$ 3,286	-	-	-	-

**Notes**

Richard Porges, Chief Executive Officer	<b>General Note:</b> For fiscal 2022/23, Richard Porges was in the role of Chief Executive Officer for the entire period with a base salary of \$235,000.
Lesley Christian, Chief Financial Officer	<b>General Note:</b> Effective July 18, 2022, Lesley Christian was appointed as Chief Financial Officer and provided a base salary of \$132,237.
Maya Lange, VP, Marketing	<b>General Note:</b> Effective April 1, 2022, Maya Lange was provided a 6% performance-based salary increase from \$178,601 to \$189,317. For fiscal 2022/23, Maya Lange was on unpaid leave for approximately 30 days.
Neil McInnes, VP Corporate Development	<b>General Note:</b> Effective June 1, 2022, Neil McInnes was appointed as VP, Corporate Development and provided a base salary of \$166,400.
Alison McKay, VP Destination Management	<b>General Note:</b> Effective October 3, 2022, Alison McKay was appointed as VP, Destination Management and provided a base salary of \$163,280.