

May 13, 2015

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

Dear Christina:

Re: Public Sector Executive Compensation – March 31, 2015

I am pleased to present the Public Sector Executive Compensation schedule for Destination BC Corp. for the year ended March 31, 2015.

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.



Andrea Shaw
Chair, Destination BC Corp.

Enclosures

Destination BC Corp.
Statement of Executive Compensation
Year ended March 31, 2015
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 *Gaining the Edge*, the Provincial government's tourism strategy. In November 2014/15 Destination BC delivered its first three year corporate and marketing strategy.

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 (and overseas employees) 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. 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.

Summary Compensation Table at FISCAL, 2015

Name and Position (a)	Salary (b)	Bonus and / or Incentive Plan Compensation (c)	Benefits (d)	Pension (e)	All Other Compensation (expanded below)	2014/15 Total	Previous Two Years Totals	
							2013/14	2012/13
Marsha Walden, Chief Executive Officer	\$ 238,525	\$ -	\$ 36,184	\$ 23,447	\$ 839	\$ 298,995	\$ 107,602	\$ -
Grant Mackay, Vice- President, Operations	\$ 162,800	\$ 18,200	\$ 27,609	\$ 17,891	\$ -	\$ 226,500	\$ 226,672	\$ -
Alex Mackie, Acting Chief Financial Officer	\$ 59,995	\$ -	\$ -	\$ -	\$ -	\$ 59,995	\$ 148,460	\$ -
Maya Lange, Vice-President, Marketing	\$ 59,486	\$ 7,500	\$ 10,162	\$ 6,585	\$ -	\$ 83,733	\$ -	\$ -

Summary Other Compensation Table at FISCAL, 2015

Name and Position (a)	All Other Compensation	Severance (f)	Vacation payout (g)	Leave payout (h)	Vehicle / Transportation Allowance (i)	Perquisites / other Allowances (j)	Other (k)
Marsha Walden, Chief Executive Officer	\$ 839	\$ -	\$ 839	\$ -	\$ -	\$ -	\$ -
Grant Mackay, Vice- President, Operations	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Alex Mackie, Acting Chief Financial Officer	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Maya Lange, Vice-President, Marketing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Notes:

Alex Mackie, Acting Chief Financial Officer
Maya Lange, Vice-President, Marketing

Alex filled the position until June 30th 2014
Maya joined DBC on October 20th 2014