The Major Events, Commemoration and Capital Experience Branch delivers the Celebration and Commemoration Program (CCP), a grants and contributions program with two main components: Celebrate Canada and Commemorate Canada.

### PROGRAM RELEVANCE
The CCP is considered relevant and addresses a demonstrable need. The program is aligned with government and PCH priorities.

#### CELEBRATE CANADA COMPONENT
Canadians are in agreement that there is a need for federal funding and this perceived need has risen in the last decade.

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>% Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>Canada Day</td>
<td>84%</td>
</tr>
<tr>
<td>2017</td>
<td>Multiculturalism Day</td>
<td>72%</td>
</tr>
<tr>
<td>2007</td>
<td>Multiculturalism Day</td>
<td>65%</td>
</tr>
<tr>
<td>2017</td>
<td>National Aboriginal Day</td>
<td>70%</td>
</tr>
<tr>
<td>2007</td>
<td>National Aboriginal Day</td>
<td>63%</td>
</tr>
<tr>
<td>2017</td>
<td>Saint-Jean-Baptiste Day</td>
<td>69%</td>
</tr>
<tr>
<td>2007</td>
<td>Saint-Jean-Baptiste Day</td>
<td>60%</td>
</tr>
</tbody>
</table>

### COMMEMORATE CANADA COMPONENT

#### Canadians approve of national commemorations
- 83% of Canadians agree that celebrations and commemorations are a good way to increase a sense of pride and belonging to Canada.
- 81% of respondents agreed that national commemorations are a good way to increase awareness of Canadian history.

#### Variable demands for funding
- The number of Commemoration applications increased from 29 applications in 2013-14 to 296 in 2015-16.
- The amount requested for commemoration projects varied ranging from a low of $7M in 2012-13 to a high of $37M in 2014-15.

#### The Comemorate component was responsive to government and departmental priorities, but the National Commemoration Policy and Interdepartmental Commemoration Committee (ICC) were deemed partially responsive to government and departmental priorities since November 2015.

- **National Commemoration Policy**
  - Lack of national principles for national commemorations.
  - Perceived lack of consultation with recipients, interested parties or professional historical expertise.

- **The Interdepartmental Commemoration Committee (ICC)**
  - Deemed effective particularly in fostering inter-departmental cooperation through communication (e.g. World Wars Working Group).
**Program Performance**

### Celebrate Canada Component

**Achieving expected outcomes**

- The component was effective in meeting the short-term result of creating opportunities to participate in community events open to the public and free of charge.
  - 6,8M people
  - Annual participation estimates: 8,400 opportunities
  - To participate in community celebration events open to the public and free of charge.

- A majority of surveyed recipients believe that Canadians participating in celebratory events significantly increased their:
  - 88% sense of belonging to local community
  - 85% sense of pride
  - 82% sense of belonging to Canada

- With the exception of National Aboriginal Day, participation has decreased:
  - Canada Day: 7.2M in 2011-12, 5.8M in 2015-16
  - Multiculturalism Day: 69,000 in 2011-12, 48,000 in 2015-16
  - Poster/Canada Day Challenge: 14,989 in 2007-08, 2,778 in 2015-16

### Commemorate Canada Component

**Achieving expected outcomes**

- The Commemorate Canada component reached its short-term result of creating opportunities to commemorate and celebrate historic figures, places, events, and accomplishments.
  - 232 Number of projects funded across Canada
  - 6.2M Number of participants who took part, representing an average of 145,000 per commemoration event

- There were varied participation rates among Canadians aware of Commemorate Canada activities:
  - 29% Anniversaries of World Wars
  - 11% Anniversary of Women’s Right to Vote
  - 24% Anniversary of the Grey Cup
  - 76% Men
  - 50% Women

- Low participation rates in Quebec were found across all commemoration themes

**Efficiency and Economy**

- Total expenditures doubled from $23M in 2011-12 to $47.8M in 2015-16
  - 103%

- The average cost per participant was less than $1 for Celebrate Canada events
  - 35M in G&C
  - 38.6M participants

**Service Standards Were Not Always Met...**

- Acknowledgement of receipt of application
- Celebrate Canada
  - Commemorate Canada

- Notification of the funding decision
- Celebrate Canada
  - Commemorate Canada

- ...in part due to implementation issues during phase 1 of GCM
- ...in part due to the variance in number of commemoration projects
  - 6 projects
    - 2011-12
  - 59 projects
    - 2014-15
  - 136 projects
    - 2015-16
**RENEW THE POLICY AND COMMEMORATION GUIDELINES**

The evaluation found that in order to keep the programs and suggested themes in step with government priorities and the issues of interest to Canadians, it needs to be updated and strengthened particularly to make room for reconciliation, and to better identify commemorative themes with high demand.

**PRINCIPLES**

Guiding principles that promote a broad and inclusive vision for commemoration, to be better aligned with government priorities

**DEFINITIONS**

Definitions including a statement that persons or events are “nationally significant” as determined by the Historic Sites and Monuments Board of Canada (HSMB) (while retaining the current right to mount commemorations that have not been recognized by the Board), and a definition of “national reach”

**ROLES**

Clarity on the role of all member Departments in the ICC in leading commemorations and making evidence-based recommendations to the Five-Year Plan in their area of expertise/mandate

**REMOVE**

Remove all nonessential barriers to applications for commemoration funding such as requirements for a positive story or participation in existing institutions, or national pride

**CONSULTATIONS**

Development of consultation mechanisms to be used to identify or confirm which potential commemoration themes might be relevant to Canadians

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**STRENGTHEN DATA USED TO INFORM AND ENHANCE CCP**

CCP should strengthen data collection, monitoring and analysis, to improve management, monitoring of high-risk, high-value projects, and to provide a stronger evidence base for the CCP’s contribution to its intermediate and long-term outcomes.

**MONITORING**

Implement a systematic monitoring of high-value/risk projects

**ATTENDANCE**

Include an estimate of attendance in the site visit reports from the periodic monitoring of Celebrate events by Regional staff, and make it available to ICC HQ staff in order to verify trends in attendance

**MEASURES**

Develop a measure of the geographic reach “across Canada” to complement the CCP medium-term result for Celebrate of “Canadians across Canada have opportunities to participate in community events that are open to the public and free of charge”