

# Report to Municipal Council



<b>Meeting Date:</b> August 14, 2024	<b>Report Date:</b> August 2, 2024
<b>Reason Before Council:</b> Policy Direction / Approval	<b>Priority:</b> Normal
<b>Department:</b> Parks & Recreation	<b>Type of Meeting:</b> Regular Meeting

**Report Title:** Arena – LiveBarn Agreement

## **Recommended Resolution:**

Provide direction to staff whether to enter in an Agreement with LiveBarn or not.

## **Analysis & Background:**

**LiveBarn** provides Live and On Demand online broadcasts of amateur & youth sports from venue locations across the United States & Canada.

### **Pros:**

- Provides remote / online access to events at the arena.
- No initial or ongoing cost for setup by the Municipality.
- Possible source of revenue.

### **Cons:**

- The revenue is 20% of the membership that we up-sale for them, and 5% of streaming media revenue. The revenue is not expected to be significant.
- We are expected, per Agreement, to promote LiveBarn.
- We are expected to have staff interact with LiveBarn mostly for marketing purposes.
- All content remains the property of LiveBarn with exclusive rights for distribution. Not sure how social media livestreaming is dealt with.

In short, whether we enter into this Agreement or not, there is a ninety (90) day notice to terminate. Either way, it is to be determined whether it is a benefit to us or them as our played ice games (i.e. minor hockey games) are limited in numbers.



**Attachments:**

- Draft LiveBarn Agreement

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