

# Municipality of Lakeshore – Report to Council

## Community Services



**To:** Mayor & Members of Council

**From:** Frank Jeney, Acting Corporate Leader – Community Services

**Date:** June 2, 2023

**Subject:** LiveBarn Agreement – Livestreaming Hockey Games at Ice Rinks at the Atlas Tube Recreation Centre

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### Recommendation

Approve an agreement between LiveBarn Inc. and the Municipality of Lakeshore for livestreaming services at the Atlas Tube Recreation Centre for a 4-year term, as presented at the August 15, 2023 Council meeting; and

Direct the Clerk to read By-law 67-2023 during the Consideration of By-laws.

### Background

The Lakeshore Community Services Division has been researching Livestreaming options for the Atlas Tube Recreation Centre, as Livestreaming has become more popular for Arenas across the province of Ontario.

Livestreaming service provides the opportunity for Coaches, Athletes, Scouts, Parents and Guardians to view Live broadcast games or to view video archives. The Lakeshore Community Services Division has further had requests from Belle River Minor Hockey and Lakeshore Lighting about Livestreaming Services at the Atlas Tube Recreation Centre ice rinks.

Options for suppliers that provide this service were researched and reviewed. The Livestreaming services are operated by a camera that is setup without an operator and runs on motion of the puck. The models operate on a subscription-based system. Based on the research undertaken by Administration, Livebarn Inc. Services is recommended. Compared to other service providers, LiveBarn requires no financial contribution from the Municipality of Lakeshore, or Lakeshore user-groups.

### Comments

Livebarn Inc. is recommended as the service provider, based on the following considerations.

- LiveBarn provides venues with fully automated, HD Live Streaming and a video storage solution.
- Use is based on selling subscriptions which is available to a wide variety of users including Coaches, Parents, Guardians, Family, and others, to view remotely.
- Viewers can watch fully automated HD Live & On Demand broadcast from anywhere, at any time, on any device.
- Viewers can choose how to view games and choose tracking that automatically follows the flow of the game or control camera with panoramic view, zoom or 180 controls.
- With one subscription, viewers can view games and practices from other venues. This network of LiveBarn-installed venues is anticipated to keep expanding.
- Players and Coaches can share highlights and saved games with scouts, and share highlights via social media and email via monthly subscription.
- Viewers can save video for personal archive or analyze plays to improve team/player performance.
- Scouts can watch multiple teams and players from various Livebarn venues at their convenience.

Under the agreement, the Atlas Tube Recreation Centre staff will set the schedule for which games are livestreamed. The Recreation Scheduler, Team Leader – Recreation, Team Leader – ATRC Facilities and Fields, and the Division Leader – Community Services will meet regularly to manage the Livebarn schedule. Staff will have full control over the system, to set the times when the cameras automatically "wake up" and "go to sleep". Further, the Atlas Tube Recreation Centre staff have control over access to online feeds by creating Blackout or password-protected Privacy Sessions.

The Lakeshore DTCS Division will oversee the technical side of the program and internet and perform required system updates as required.

### **Conditions of the Agreement**

1. LiveBarn will, at its own expense, install and maintain all hardware and software required for the operation and maintenance of the Automated Online Broadcast Service to all three rinks.
2. Revenue generated from the Automated Online Broadcast Service will be the property of LiveBarn. However, LiveBarn will supply Lakeshore (the "Venue Owner") with a unique code to enable it to market and solicit new memberships for LiveBarn, for which LiveBarn will pay Lakeshore thirty percent (30%) of the revenues generated from the memberships (until such memberships are discontinued).
3. The term of the Agreement continues until the four (4) year anniversary of the Install Date, and it will automatically renew for successive terms of two (2) years, unless either party notifies the other in writing of its intent to discontinue the Agreement at least ninety (90) days before the expiration of the then current term.

4. Either party shall have the right to terminate the Agreement for any reason upon giving 90 days written notice to the other party.

Livebarn is aware of the Junior C League Agreement, and will not stream Lakeshore Canadiens Junior C games. This will be streamed by another livestreaming service. A report to Council will come once those terms are considered.

The Municipality of Lakeshore also has the capability to block out certain events with Livebarn. If an event or organizer wants to use a Camera with an operator, the Livebarn cameras can be blocked out in these instances.

### **Financial Impacts**

Lakeshore will have a unique sign-up link that will track local subscriptions. Lakeshore will receive a revenue share for those signed up through the Lakeshore link. It is not yet known the annual dollar amount for this partnership. Revenue will be placed into the ATRC budget as miscellaneous revenue for budget and financial reporting purposes.

LiveBarn Inc. will cover the cost of the internet and hardware maintenance to run the system.

### **Report Approval Details**

Document Title:	LiveBarn Agreement – Livestreaming Hockey Games at Ice Rinks at the Atlas Tube Recreation Centre.docx
Attachments:	
Final Approval Date:	Aug 8, 2023

This report and all of its attachments were approved and signed as outlined below:

Prepared by Frank Jeney

Approved by Justin Rousseau and Truper McBride