



**Subject: LiveBarn Video Streaming**

**Report Number:** RCP -25-010

Department: Recreation, Culture and Parks Department

Submitted by: Julie Dawley

Meeting Type: Council Meeting

Meeting Date: Monday, February 10, 2025

**RECOMMENDATION**

- A. THAT report RCP-25-010 titled “LiveBarn Video Streaming” be received as information; and
- B. THAT Council endorse the addition of LiveBarn Video Streaming in the Memorial and Community Arena’s at the Tillsonburg Community Centre; and
- C. THAT a by-law to authorize the Mayor and Clerk to execute an agreement with LiveBarn Video Streaming for a six-year term, be presented to Council for consideration.

**BACKGROUND**

What is LiveBarn? [Live Streaming Youth & Amateur Sports | LiveBarn](#)

LiveBarn is a subscription service that allows viewers to watch events Live or On Demand for 30 days from any LifeBarn – installed venue across the United States and Canada.

Viewers can download the Livebarn IOS App or the LiveBarn Android App for mobile viewing, or the LiveBarn tvOS on Apple TV for home theatre viewing. For Fans who cannot make it to the game, LiveBarn is an excellent way to stay connected by watching events live or on –demand. Like a Netflix subscription for Youth Sports. Game day videos are only available up to 30 days after a game and then the videos are deleted.

The service allows the subscriber to:

- Download and save 30 second or 30 minute videos directly to your phone or computer

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- Download entire games/practices
- Tag highlights while watching live, in –venue and receive clips via email after the event
- Order single game breakdowns that focus on individual player performance
- Toggle between auto tracking and panoramic viewing modes
- Catch what you missed with live rewind and pick up where you left off with a book mark

LiveBarn charges either a monthly or annual membership fee. Upon payment subscribers are given a login and can live stream hockey games all across Canada and the United States.

LiveBarn will install video cameras, an internet connection and a computer monitor to provide the live streaming service. Installation costs will be the sole responsibility of LiveBarn. Town of Tillsonburg staff will work with LiveBarn to approve camera locations and the installation of any other necessary equipment to ensure it is in an approved location. Staff will ensure LiveBarn follow the Town of Tillsonburg Contractor Policy.

LiveBarn is designed to ensure that the Town of Tillsonburg and its staff maintain full control of the video content. The Town of Tillsonburg will be able to black out video service for any time frame. Staff will also be provided a free viewing account.

At present LiveBarn is in 100 Municipalities and 450 Arenas in Ontario. Memberships also include 3870 Live Streams – 1,903 Venue Partners – 10 Provinces – 49 States.

### **DISCUSSION**

The attached contract outlines the terms and benefits of entering into this agreement with LiveBarn. LiveBarn would have full exclusivity to stream content from Memorial and Community Arena for a six (6) year term, with ability to renew.

A unique code will be provided to staff and advertised to potential viewers. When used, the code will offer the user with a 10% discount off their membership rate while providing the Town of Tillsonburg 20% of their monthly or yearly membership fee. The code will generate revenue and provide statistics regarding the number of users of the service. This revenue share will be paid to the Town quarterly.

All maintenance and repairs will be provided by and are the financial responsibility of LiveBarn.

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LiveBarn will supply and post notices advising the public that Town venue is monitored by video cameras for security, safety and commercial purposes and that participants waive any claim relating to the capture of public transmission of participation while using the facility.

Marketing of LiveBarn will be shared between both parties. The Town of Tillsonburg Communications Team is fully informed of the requirements outlined in the contract and will provide the necessary support to fulfill these obligations.

LiveBarn maintains \$5,000,000.00 Of General Liability Insurance, \$2,000,000.00 in Media Coverage Insurance and \$2,000,000.00 in Cyber Insurance. The Town of Tillsonburg will not be liable to LiveBarn for any inconvenience or damages or loss of revenue due to power loss or shortage, mechanical breakdown, structural damage, roof collapse, fire, flood, renovations, improvements, alterations, or closure of the facility by it or any regulatory agency.

### **CONSULTATION**

Staff attended a presentation provided by Patrick Reynolds the Senior Operations Manager of Ontario for LiveBarn.

Staff also consulted with the Recreation and Sports Advisory Committee and Tillsonburg Minor Hockey Association, South Oxford Minor Hockey, Ringette, NBC Men's Hockey League, Tillsonburg Thunder and the Tillsonburg Figure Skating Club.

### **FINANCIAL IMPACT/FUNDING SOURCE**

As outlined in the attached contract, all installation, equipment, ongoing maintenance and repairs will be the sole responsibility of LiveBarn.

The Town of Tillsonburg will be responsible for the hydro needed to operate the video recording system.

The Town of Tillsonburg will receive 20% of all memberships purchased using our unique code provided by LiveBarn.

User Membership Prices are:

- Basic Plan is \$23.95 Per Month or \$215.40 Per Year – this membership enables users to watch on one device and download 30 second clips.

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- Premium Plan is \$33.95 Per Month or \$299.40 Per Year – this membership enables users to watch on two devices. Parents could provide Grandparents with a login. Also has the ability to download entire games.
- All pricing is in USD

### **CORPORATE GOALS**

- Lifestyle and amenities
- Customer service, communication and engagement
- Business attraction, retention and expansion
- Community growth
- Connectivity and transportation
- Not Applicable

Does this report relate to a specific strategic direction or project identified in the Community Strategic Plan? Please indicate section number and/or any priority projects identified in the plan.

**Goal** – Within the community, Tillsonburg will strive to offer residents the amenities, services and attractions they require to enjoy balanced lifestyles.

**Strategic Direction** – Increase opportunities to enjoy culture, events and leisure activities in Tillsonburg. Maintain and enhance programs and facilities to support an active, engaged senior population.

**Priority Project** – N/A.

### **ATTACHMENTS**

Appendix A – LiveBarn Venue Agreement

Appendix B - Sample Signage Wording