

DATE: June 16, 2025

REPORT NO: CS-05-2025

SUBJECT: **LiveBarn Agreement**

CONTACT: Cynthia Summers, Director, Community and Protective Services

OVERVIEW

The Township of West Lincoln has been approached by LiveBarn to provide livestreaming services for minor hockey from the West Lincoln Community Centre. This service will allow community members to subscribe to the service and allow them to watch games remotely. Currently 98 Ontario municipalities participate in this service, including Niagara-on-the-Lake, St. Catharines, Thorold, Pelham, Fort Erie, Welland, Lincoln, Port Colborne and Hamilton. LiveBarn would like to have this system implemented for the 2025-2026 hockey season.

RECOMMENDATION:

1. That, Recommendation Report CS-05-2025 titled “LiveBarn Agreement” dated June 16, 2025 be received; and,
2. That, Council approve the agreement between LiveBarn Inc. and the Township of West Lincoln for livestreaming services at the West Lincoln Community Centre for a 4-year term, with a 2-year renewal clause; and,
3. That, a By-Law be passed to authorize the Mayor and Clerk to enter into an agreement with LiveBarn.

ALIGNMENT TO STRATEGIC PLAN:

Theme #1

- Build a safe, connected, caring and active community

BACKGROUND:

The West Lincoln Community Services Division has been researching Livestreaming options for the West Lincoln Community Centre (WLCC), as Livestreaming has become more popular for Arenas across the province of Ontario.

CURRENT SITUATION:

Currently LiveBarn provides venues with fully automated, HD Live Streaming and a video storage solution for 98 Ontario municipalities, including nine in the Niagara and Hamilton region. 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 West Lincoln Community Centre staff will set the schedule for which games are livestreamed. The Manager of Community Services and the Supervisor Parks and Recreation will meet 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 West Lincoln Community Centre staff have control over access to online feeds by creating Blackout or password-protected Privacy Sessions.

The West Lincoln Community and Protective Services Division will oversee the technical side of the program and internet and perform required system updates as required.

CONDITIONS OF THE AGREEMENT

- LiveBarn will, at its own expense, install, maintain all hardware, software and internet bandwidth required for the operation and maintenance of the Automated Online Streaming Service to the Community Centre rink. The venue owner shall assume the cost of electricity.
- Revenue generated from the Automated Online Streaming Service will be the property of LiveBarn. However, LiveBarn will supply West Lincoln (the "Venue Owner") with a unique code to enable it to market and solicit new memberships for LiveBarn, for which LiveBarn will pay West Lincoln thirty percent (30%) of the revenues generated from the memberships (until such memberships are discontinued).
- 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.

- Either party shall have the right to terminate the Agreement for any reason upon giving 90 days written notice to the other party.
- The Township of West Lincoln 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.
- The Township of West Lincoln agrees to post a notice at the entrance to the rink advising the public that the venue is monitored by video cameras for security, safety and commercial purposes, and participants waive any claim relating to the capture or public transmission of his/her participation while at the venue.

The proposed legal agreement has been reviewed by West Lincoln counsel.

FINANCIAL IMPLICATIONS:

There is no cost to the Township to offer LiveBarn event streaming services at the West Lincoln Community Centre. West Lincoln will receive a revenue share for those signed up through a West Lincoln unique sign-up link that will track local subscriptions. This is contingent upon West Lincoln advertising its unique subscription code. It is not yet known the annual dollar amount for this partnership but it is anticipated to be minimal and under \$1,500. Any revenue received will be reflected in the Recreation operating budget.

LiveBarn Inc. will cover the cost of the internet and hardware maintenance to run the system. The Township of West Lincoln will cover the incremental costs of electricity.

INTER-DEPARTMENTAL COMMENTS:

This report was reviewed by Corporate services, the CAO, and the Legal and Legislative Services Department.

CONCLUSION:

The Administration recommends to Council that That Council approve an agreement between LiveBarn Inc. and the Township of West Lincoln for livestreaming services at the West Lincoln Community Centre for a 4-year term, with a 2 year renewal clause. This will improve the community experience of enjoying minor hockey within our community, particularly for those who cannot attend the games in person.

Prepared & Submitted by:

Cynthia Summers
Director of Community and
Protective Services

Approved by:

Truper McBride
CAO