



INFORMATION BRIEF

Meeting: January 27, 2025

LiveBarn at the Arena

DESCRIPTION:

Administration has been working to provide LiveBarn to our patrons for 2025-26 season. LiveBarn is a world-wide arena broadcasting service. LiveBarn's fully automated system broadcasts amateur and youth sporting events using cutting-edge technology that follows the flow of the game and you can watch from the comfort of home.

Live Barn provides arenas with 1-2 cameras on the ice for live or playback video that can be accessed on your phone, through an app with a minimum monthly charge to subscribers. They provide promotional materials, subscription codes and signage for the facility.

There is no cost to the community to have it installed, advertising is provided for the facility, and a QR code that subscribers can use to receive 10% off their subscription. 30% of the total subscription revenues linked to our Rink get returned to our Arena, after their initial investment.

We would have the ability to blackout the cameras for different events, practices, skate times. There would be no conflict with Claresholm JR A Thunders.

They are currently in Nanton, Vulcan, Stavely and moving into Fort Macleod's Rink shortly. The company has been in business for over 10 years, and operates in over 4500 rinks across Canada.

<https://www.livebarn.com/play-hockey>

BACKGROUND:

The second week of December 2024, a Minor Hockey Parent contacted administration asking if we had considered putting LiveBarn into our Rink. This initial conversation got the ball going.

Administration reached out to Claresholm Minor Hockey, Claresholm Skating Club, and Stavely Pond hockey to ask their opinion of LiveBarn. There were no issue brought up.

On December 20, 2024 the recreation manager toured the Stavely Arena, and asked the Arena Operator questions. It has been a positive experience on his end.



PREPARED BY: Denise Spencer, Recreation Manager

APPROVED BY: Abe Tinney – CAO

DATE: January 23, 2025
