

To: **Mayor and City Council**  
Through: **Ryan Schroeder, City Manager**  
From: **Dave Schletty, Assistant Parks & Recreation Director**  
Date: **January 11, 2021**

## Approve LiveBarn Contract to Provide Livestream of Ice Arena Events

### **BACKGROUND INFORMATION:**

We have seen COVID-19 affect most activities that used to be considered routine, including youth sports and the ability to safely watch youth sports. Recent restrictions placed on our facilities by State and Federal safety guidelines have meant limiting or in some cases banning spectators inside our facilities. Staff has been approached by the Sibley Area Youth Hockey Association (SAYHA) to install an automated online broadcasting system. LiveBarn is a nation-wide company that specializes in these automated systems, specifically in ice facilities. Many arenas in the metro area already have contracts with LiveBarn in their facilities, including South St Paul, Cottage Grove, Burnsville, Rosemont, Hastings, and most St Paul arenas. Staff has contacted many of these arenas and heard of no issues or concerns with LiveBarn. Highlights of the contract agreement with LiveBarn include:

- \$0 out of pocket cost for the City. LiveBarn pays for all install, equipment, software and internet needs. Including paying for their own internet installation and ongoing internet access. (This means no network access issues for our IT department)
- No liability for damage to their equipment. They fully support, maintain and repair all equipment. If repeated damage occurs, they reserve the right to cancel the contract.
- City receives a 30% revenue share. For any user that signs up and maintains a paid membership using a unique code (unique to the West St Paul Arena) the City receives a 30% share of the revenue generated and the end user gets a 10% discount on the membership.
- Exclusivity Clause is only for other automated broadcast systems. It would not affect any recording or broadcasting by a live person (parent, coach, NDC4, etc.) manually operating a camera.
- 6 year contract, but may be terminated at any time with 90-day notice. (6 years of exclusivity would remain for 6 years if contract terminates early.)
- After initial marketing and advertising, the City could assign all marketing and promotion to SAYHA, Sibley Hockey Boosters or any other user group.

Approval of this contract and installation of the LiveBarn system will give parents, grandparents, friends and others the opportunity to safely watch hockey games from anywhere they have an internet connection.

### **STAFF RECOMMENDATION:**

Approve the contract agreement with LiveBarn for installation of an automated online broadcasting system in the West St Paul Ice Arena.

**ATTACHMENT:** LiveBarn Venue Agreement