



March 12, 2025

Chair Sosa, Vice Chairs Chaichi and Osborne, and Members of the Committee,

My name is Abby McKee, President and CEO of Britt Music & Arts Festival, an independent venue located in Jacksonville, Oregon. I am writing to you today in strong support of HB 3167 -3, which takes a common-sense approach to increasing transparency and protecting the integrity of Oregon's arts and entertainment industry.

Speculative ticketing is a growing and deceptive issue in the live events industry. Third-party resellers list tickets for sale that they do not actually own, usually at inflated prices—sometimes before the tickets are even made available to the public. This misleading practice preys on fans who are eager to secure tickets, tricking them into overpaying or even purchasing tickets that do not exist. Many buyers don't realize they are dealing with a speculative reseller until it's too late—when they either never receive their tickets or discover they paid several times the face value. At Britt, we see this happening at literally every show—fans unknowingly purchase speculative tickets, only to realize later they were scammed or significantly overcharged.

Tamara, a Medford resident, wanted to take her retired mother to see her favorite musician, Willie Nelson, at Britt. She searched online for tickets and unknowingly purchased two speculative tickets from a reseller for \$1,500 each, believing this was the standard price. In reality, Britt's official ticket price was \$159 per ticket. The reseller had no actual tickets to sell, and Tamara was devastated when she realized she had been deceived. She was only able to attend because Britt staff personally stepped in to help her, not only to secure legitimate tickets, but also to provide evidence to her credit card company that she had been defrauded. Tamara's story is not unique—many fans fall victim to these deceptive practices, which undermine consumer trust and damage the relationship between venues, artists, and audiences.

Independent venues like Britt rely on strong, trusting relationships with their fans. Unlike large corporate event spaces, independent venues are deeply rooted in their communities, creating experiences that bring people together. When deceptive ticket resellers manipulate fans, it doesn't just hurt the buyer—it also damages the trust that venues and artists work so hard to build. Fans should feel confident that when they go to purchase a ticket, they know exactly what they are getting, where their money is going, and that their experience will be seamless.

That is why HB 3167 -3 is such a critical step forward. This bill takes direct aim at deceptive practices by requiring all-in pricing, ensuring that consumers know the full cost of a ticket—including all mandatory fees—before they enter financial information. It also ensures that ticket resellers cannot list tickets they don't actually have, preventing the kind of speculative ticketing that caused Tamara's experience. Additionally, it prohibits misleading marketing tactics, including the deceptive use of venue logos, branding, and website names to trick consumers into believing they are purchasing directly from an official source.



Another key change in the -3 amendment is the removal of the transferability provision from the base bill. I want to emphasize that this decision was not about limiting consumer choice but about preserving the status quo. The ability to set transferability rules is a complex issue that impacts artists, venues, and ticket buyers differently, and it is not something that should be rushed through in this legislation. After extensive stakeholder discussions, it became clear that this issue requires further exploration rather than a one-size-fits-all mandate. We welcome continued conversations in the interim if stakeholders want to explore solutions that balance consumer access with protections against fraud and speculative resale.

By increasing price transparency, cracking down on speculative ticketing, and stopping deceptive marketing practices, HB 3167 -3 strengthens consumer protections and helps venues maintain trust with their audiences. This is especially important for independent venues, which thrive on direct engagement with their communities and need their fans to feel safe and confident when purchasing tickets.

By passing HB 3167 -3, Oregon can help protect fans from deceptive ticketing practices and ensure fair access to live events. I urge your support for this bill, and I appreciate your time and consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Abby McKee".

Abby McKee
President & CEO
Britt Music & Arts Festival