

May 14, 2025

**Chair Taylor, Vice Chair Bonham, and Members of the Committee,**

I am writing to you today in strong support of HB 3167A, which takes a common-sense approach to increasing transparency and protecting the integrity of Oregon's arts and entertainment industry. As President and CEO of Britt Music & Arts Festival, an independent venue in Jacksonville, Oregon, I have spent years experiencing the issues plaguing our community from predatory ticket resale practices, and I am grateful for your consideration of this bill.

Speculative ticketing is a growing and deeply misleading problem in the live events industry. Third-party resellers frequently list tickets they do not actually own—often at drastically inflated prices, and even before the tickets are available to the public by the venue. This practice preys on fans who are eager to secure seats, misleading them into overpaying or purchasing tickets that do not exist. Many buyers don't realize they've been scammed until it's too late, whether their tickets never arrive, they show up at the venue to find their seats already taken, or they discover they've paid several times the face value.

At Britt, we see this happen regularly. Fans unknowingly purchase speculative tickets, only to later find out they were scammed or significantly overcharged.

Take Tamara, a Medford resident, who wanted to take her newly retired mother to see her favorite musician, Willie Nelson, at Britt. Tamara had never been to a live show anywhere, and was thrilled to have saved up money to treat her mom to something extra special. She searched online and unknowingly bought two speculative tickets from a reseller for \$1,500 each, believing it was the standard price. In reality, Britt's official ticket price was \$159. The reseller had no tickets in hand. Tamara was devastated when she realized she had been deceived. She was only able to attend because Britt staff personally stepped in to help.

Tamara's experience is far from an isolated one. We experience large numbers of resold tickets, marked well above face value and often fraudulent, at every single Britt show. While we honor legitimate tickets, our commitment to our artists requires that we disallow fraudulent tickets. This means denying access to the venue to patrons who were defrauded, or requiring them to buy a legitimate ticket from Britt at the door. Despite our clear messaging at every point in every transaction, patrons often feel as though Britt played a role in their experience, illustrating how these deceptive practices erode consumer trust and damage the relationship between venues, artists, and the audiences we serve.

Independent venues like Britt rely on strong, trusting relationships with their fans. Unlike large corporate spaces, we are deeply rooted in our communities and create live experiences that bring people together. When deceptive resellers manipulate fans, it doesn't just hurt the buyer—it also harms the trust that artists and venues work hard to build. Fans should feel confident that when they purchase a ticket, they know what they are buying, who they are buying from, and how much it will cost.

HB 3167A is a critical step forward. It directly addresses these issues by:

- Requiring all-in pricing, so consumers see the total ticket cost before entering payment information;
- Prohibiting speculative ticketing, ensuring that resellers cannot list tickets they don't actually possess;
- Banning misleading marketing tactics, including the unauthorized and misleading use of venue logos, branding, and website names that confuse buyers into thinking they are purchasing directly from official sources.

Importantly, this bill reflects the outcome of robust stakeholder engagement. Throughout the process, we engaged with secondary ticketing platforms, independent venues, consumer advocates, legislators, and others. These original discussions in the House led to several meaningful compromises intended to address concerns raised by the secondary market, while preserving the bill's core consumer protections.

The forthcoming amendment incorporates additional input from opposing stakeholders and reflects the results of extended negotiations. It includes several thoughtful adjustments made in response to the concerns raised throughout the process. We are especially grateful to Representative Marsh and Senator Taylor for convening the workgroup and for their commitment to ensuring this bill remains focused on the essential consumer protections needed in Oregon's entertainment industry.

By increasing transparency, cracking down on speculative ticketing, and preventing deceptive marketing, HB 3167A strengthens consumer protections and helps rebuild trust between venues and the audiences they serve. This is especially important for independent venues like Britt, which depend on direct relationships with our communities and need our fans to feel confident when buying tickets.

Passing HB 3167A is a smart, targeted way for Oregon to protect consumers and ensure fair access to live events. I urge your support and thank you for your time and consideration.

Sincerely,



**Abby McKee**  
*Britt Music & Arts Festival*