



Date: March 10, 2026

To: Members of the House Committee on Commerce and Economic Development

From: Susan Evans McClure, Executive Director, Vermont Arts Council

Re: H.512 An act relating to the regulation of the event ticketing market

Thank you for the opportunity to weigh in on the proposed amendment to H.512.

The majority of people reselling tickets on the secondary market are professional individuals- industry estimates are 80% of resale is done by professional, individual resellers. Individuals buy a ticket from a venue and then the individual sells that ticket on a secondary resale market. They are doing this because they know they can make money off of an unregulated market.

As you've heard from me, from venues, and from national leaders, the price cap will make a huge difference ending the incentive for individual bad actors and resale platforms to make money off of resale in Vermont.

If you remove individuals from the definition of a reseller, that will effectively nullify the impact that we want the bill to have. Additionally, there is no real way to tell who is buying a ticket for personal use or for resale.

To share a concrete example, when you buy a ticket at the Flynn, to complete your purchase you must check a box that says, "I attest I am the ticket purchaser and will not submit fraudulent personal information with my ticket purchase. I do not intend to resell my purchased tickets on a secondary market." People check that box, and then they sell their ticket on the secondary market. Attesting that you are buying it for individual use is not currently preventing bad actors from taking advantage of Vermont consumers. If you exempt individuals from the definition of a reseller, it will not solve the problem that you are trying to address.

While we defer on all enforcement to the Attorney General's office, I will add that any loopholes offer a window for savvy scammers to step right through. This proposed amendment is creating a loophole for a problem that we are not seeing evidence of in Vermont.

As this bill has been debated, some have rightly asked, “Will Vermonters still be able to resell their tickets?” The answer to that is a resounding, “Yes, absolutely.” **As the bill is written now, Vermonters will still be able to re-sell tickets. This bill is designed to end predatory behaviors and is in line with other state legislation that protects Vermont consumers from predatory behavior.**

And not only will Vermonters be able to resell their tickets, they will also be confident in a transparent resale market. **Vermonters who are regular concert and sports ticket buyers are asking for this market to be regulated.** They want to know that when they buy a ticket, they’re not getting screwed. They want to know that when they have to sell a ticket they can’t use, they are part of a fair marketplace. No one who loves live events in Vermont and wants to see them succeed is trying to make gobs of money off of reselling their tickets. They know that margins are slim in this business, and they want Vermont artists and venues to thrive because that’s part of the magic of living there in our state.

The second part of the amendment suggests that the exemption for contracted resellers only include contracts in place when the bill is enacted. We are totally fine with that change, and I think it is a great solution to honor the contracts already in place and increase transparency in any future contracts that venues sign moving forward.