



Date: April 15, 2026

To: Members of the Senate Committee on Economic Development, Housing & General Affairs

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

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

Live events are the heartbeat of Vermont’s creative economy and our local communities. The relationship between artists, performing arts venues, and consumers is crucial to supporting our local economies and bringing joy through the arts. As this committee has heard, deceptive online ticket practices— from fake websites to scam tickets to inflated prices—are negatively affecting both Vermont consumers and Vermont’s performing arts industry. Vermonters deserve, and they are asking for, common sense guardrails for online ticket sales that will protect consumers, small businesses, and our economy.

The Problem: You’ve heard a lot about the challenges that Vermont businesses and consumers are facing with live event tickets, I want to recap a few key problems:

- **Dramatically inflated prices:** Tickets on resale platforms are being sold for way, way more than the venues are selling them for. This is money that is going directly into the pockets of out-of-state resellers, and not to Vermont’s economy.
- **Selling nontransferable tickets:** Tickets are being sold even when the website says they are nontransferable, which means they are only for you. This has been a huge challenge for Noah Kahan’s national tour, who you heard from last week.
- **Tickets for resale before they are actually for sale (speculative tickets):** Tickets are for sale on resale platforms before the Vermont venue has sold a single ticket. These tickets simply do not exist, and yet they are being sold to the public.
- **Deceptive language and imagery on websites:** Resale website are using language like “Buy now!” and “Only 3% of tickets left!” when that is just not true. And they’re using the logos and information of Vermont venues to do it.

Most important, the unregulated ticket resale market is increasing costs for Vermont businesses and consumers. At a time when all of our costs are increasing, this bill is an opportunity for you to take action to cut costs for Vermonters and Vermont businesses.

Price Caps are a Measured, Tested Solution for Consumer Protection

While the bill covers a lot of important areas that will measurably improve the situation for consumers and venues, the heart of this bill is a price cap on the secondary resale market. While we know that no bill can completely solve the challenges of our modern internet age, **we do know that a price cap will have the most impact in ending the incentives for predatory online practices-** namely selling tickets online for grossly inflated prices and tricking Vermont consumers into purchasing them. **Price caps take away the incentives for predatory businesses to operate in Vermont while still enabling ticket purchasers to resell their tickets to recoup their loss.**

- **Price caps regulate abusive resale markups, they do not set the original price:** Price caps are a crucial part of the market working effectively and protecting consumers. Price caps do not set the original ticket price. They only regulate abusive resale markups that have no relationship to real demand. Markets only work when they are free from fraud and manipulation. Price caps simply prevent conduct that distorts competition.
- **There is no evidence that price caps drive consumers to “black markets”:** One of the false claims you have heard is that when you regulate the price of resale tickets, it limits competition and directs consumers to unregulated black markets. There is no evidence to suggest that a price cap makes things worse than they are right now for consumers. In fact, we have examples of the price cap improving the situation- like in Maine. As you heard last week, even with issues with enforcement, Maine is still operating as if the price cap will be enforced and it is dramatically helping their venues and consumers.
- **You can still resell tickets with a price cap:** There are examples in Vermont of the market currently working well with a price cap on resale: Tixel, who you heard from, manages resale for Higher Ground with a 10% cap on resale, and it is working well. In September of 2025, StubHub released guidance on their website for sellers in Maine. They simply said that resellers in Maine need to note the original price and factor in the 10% resale cap. They put a confirmation requirement on the website and app before a ticket can be listed. It can be as simple as that.
- **10% covers the cost for the ticket holder, and the cost for the transaction:** 10% is not an arbitrary amount, it covers the full cost of what the consumer paid for the ticket plus fees, and then any additional fees that may be incurred for resale.

- **Vermont regulates many consumer prices to protect consumers:** From rent-a-centers¹, to the cost of pharmaceuticals (through the 340B Drug Pricing Program²), to basically every input and product of Vermont’s dairy industry, Vermont has a successful history of regulating prices to protect consumers. This bill is a natural extension of what works well when the state gets involved to protect consumers and our local economies.
- **Price caps have almost universal support:** Price caps are not a political issue, they are an issue that has across the board support. From Vermonters, and from national leaders in the music industry. You heard last week from Noah Kahan, but even Kid Rock, with his many complexities, is also in favor of this. In recent federal testimony in the Senate’s Commerce Committee, musician Kid Rock started his testimony by saying that he was an ardent capitalist. He then went on to say, and I quote, “In parts of Europe resale ticket prices are capped, and it seems to be working.... I have been advocating for a 10% price cap on the resale of a ticket.... resale ticket price caps work and protect real fans³.”

In March, the Senate Homeland Security and Government Affairs Committee’s Permanent Subcommittee on Investigations released a report recommending that Congress pass a law to enact a price cap on secondary ticket sales, saying, “A carefully designed cap—such as limiting resale prices to a fixed percentage above face value—could reduce incentives for large-scale scalping operations while preserving flexibility for legitimate resale⁴.”

- **Price caps work in Maine, and they work around the world:** You have heard from examples from Australia, from the UK, from Ontario, and from nearby in Maine that price caps work to fix this problem.

When you make it illegal to re-sell a ticket for a grossly inflated price, you remove the incentive for bad actors to scam Vermonters. It is ok, and in fact, it is better than ok, it is important, for Vermont to be in line with countries around the world on this issue. We can

¹ “The Vermont Statutes Online § 41b. Rent-to-own agreements; disclosure of terms.

<https://legislature.vermont.gov/statutes/section/09/004/00041b>

² “Vermont Gov. Phil Scott signs bill capping certain prescription prices.” NBC5. June 12, 2025.

<https://www.mynbc5.com/article/gov-scott-signs-bill-capping-certain-prescription-prices/65050487>

³ “Kid Rock Testifies Before Senate on Concert Ticket Fees.” CSPAN. Jan. 28, 2026.

<https://www.youtube.com/watch?v=D1udYN6RBKk>

⁴ “SO CASUALLY CRUEL: How Ticketmaster’s Monopoly Supercharges Prices and Fees Permanent Subcommittee on Investigations. https://www.hsgac.senate.gov/wp-content/uploads/2026_03_16-Live-Event-Ticket-Report-1.pdf

and should set the standard on how to protect artists, arts venues, sports events, fans and consumers.

Legislation that is Designed to Meet the Needs of Vermont's Market

I want to specifically point out something in this legislation that is unique to Vermont and was crafted by the House Committee to meet the needs of Vermont venues. There is an exemption to the price cap in the bill if a venue has a signed contract with a reseller. That means that if a venue has determined they want to their patrons to have access to a resale platform, that resale platform is not required to have a price cap. Some still will, like Higher Ground's relationship with Tixel, but the decision making power is in the hands of the venues.

While Seat Geek was testifying, Sen. Ram Hinsdale pulled up the UVM Athletics ticket page and saw the integration with Seat Geek for resale. That is exactly the example that inspired the exemption and it will fully be allowed to continue. I know your intent is not to break what isn't broken. So this exemption is a thoughtful compromise that will protect consumers, increase transparency, and put control of their product in the hands of the venues.

Vermonters are Demanding Fair, Transparent Markets

As the Executive Director of the Vermont Arts Council and the former chair of the board of the Addison County Economic Development Corporation, I have had the wonderful opportunity to work with many Vermont businesses. I have never experienced a situation where the business and nonprofit sector are coming to their elected officials and asking to be regulated. 250 businesses, nonprofits, and ticket fans signed the letter of support in less than 1 week.

The only people who do not want this bill to pass are the predatory, multinational corporations who are taking money out of our pockets, away from our event venues, and out of our communities.

As Noah Kahan told you, "This bill is a critical step in eliminating predatory resale behaviors and offering Vermonters a great solution for exchanging and reselling tickets in a safe marketplace."

Vermonters are counting on you to make their experiences here more affordable, and this bill will do exactly that, while also bringing more joy and connection, something we could all use more of these days.