



March 17, 2026

Chair Koegel and Commerce Committee Members,

I write on behalf of Live Nation Entertainment in support of HF4250 as a significant and positive reform meant to make concert going more accessible for everyday fans and limit the impact of predatory middlemen on the live event ecosystem. Unrestricted pricing on the resale market undermines artist intentions and fan experiences. The only feasible solution to this issue is intentional legislative change, which this bill provides.

The overwhelming majority of artists price tickets to be affordable to their fans, prioritizing access and meaningful connection with crowds over maximizing their economic opportunity. Despite this we hear countless stories about fans priced out of events by professional ticket brokers who Hoover up inventory and dramatically increase prices, creating artificial scarcity and taking advantage of fans' desire to see artists they love.

This proposal would take the necessary step of disincentivizing this practice by capping resale markups for concert tickets on the secondary market. We are strongly in support of this approach and encourage the legislature to take it seriously as the only way to address this behavior affecting your constituents every day.

Minnesota is already a leader in consumer protection reform regarding the live events industry passing comprehensive reform in 2023 with a ban on bots, speculative tickets, and deceptive websites, stopping those tactics from artificially driving prices up for consumers. HF4250 represents the continuation of your leadership in this space and gives other states a model to follow.

Thank you

Josh Stephens, Senior Manager of Government Affairs, Live Nation Entertainment.