



March 16, 2026

VIA ELECTRONIC DELIVERY

The Honorable Tim O'Driscoll
The Honorable Erin Koegel
Co-Chairs, House Commerce Finance and Policy Committee
Minnesota House of Representatives
St. Paul, MN 55155

RE: HF 4250 - OPPOSE

Dear Chair O'Driscoll, Chair Koegel, and Honorable Members of the Committee:

I write on behalf of SeatGeek in respectful opposition to HF 4250.

SeatGeek is deeply committed to a consumer-friendly ticketing industry, and we urge the Committee to adopt, as Minnesota has recently done in 2024, well-informed ticketing industry policies that help fans, embrace consumer choice and fair competition, and reflect modern technology and market realities. We also want local venues of all sizes to flourish: as Minnesota knows better than anywhere in the country, smaller independent venues and the artists they host are a critical and cherished part of the live entertainment ecosystem.

Through our various industry partnerships, we are deeply invested in the health, vitality and growth of the Minnesota live entertainment industry. SeatGeek is proud to be the Official Ticketing Partner of Minnesota United FC and the Official Fan to Fan Ticket Marketplace of University of Minnesota athletics. We are also the Official Ticket Marketplace of Major League Baseball (MLB), providing season ticket holders for all 30 MLB teams, including the Twins. We are a high-growth technology platform transforming the live event experience for fans, teams, and venues. Our enterprise ticketing technology allows teams and venues to efficiently grow their businesses while delivering a superior live experience that all fans deserve; we also provide a leading online resale platform that makes it easy and secure for fans to buy tickets and attend events with features such as Deal Score, our proprietary technology that helps fans find the best ticket prices for the best seats using our best-in-class mapping capabilities.

SeatGeek is somewhat unique in that we also compete directly for enterprise-level ticketing contracts against leading primary ticketing service providers, *i.e.*, Ticketmaster. Our primary ticketing clients include the NFL Dallas Cowboys, NHL Florida Panthers,



NBA Cleveland Cavaliers, and multiple leading professional soccer clubs across the U.S. as well as the UK Premier League.

We recognize that the intent of HF 4250 is to protect local fans and keep live entertainment events affordable, and therefore write with genuine appreciation for the bill sponsors' wish to advance crucial consumer protections for fans purchasing tickets to live events in Minnesota. However, we respectfully submit that the proposed imposition of resale price caps is in fact harmful to consumers. This has been widely recognized across the United States since the advent of the Internet era. Indeed, **as recently as November 2024, the Commonwealth of Massachusetts moved in the exact opposite direction as HF 4250 proposes**, rescinding from the books an over 100-year old resale price cap law that had not been enforced for decades.

When buyers and sellers have the option of a reliable marketplace like SeatGeek, one that allows for live event tickets to be sold at fair market value, fans can trust they are getting a fair price and that there will be consequences for any broken orders. We at SeatGeek are therefore proud of the [Buyer Guarantee](#)¹ that we stand behind for purchases made on our ticketing platform. When such secure marketplaces do not exist, consumers seek alternative black markets which provide none of these protections and often leave buyers with no recourse when a seller fails to deliver as advertised. We strongly recommend a thoughtful piece published in 2024 by the Josiah Bartlett Center for Public Policy in New Hampshire when the New Hampshire State Legislature was considering legislation that would have imposed resale price caps on live event tickets akin to those being proposed here: [Banning 'scalping' won't fix the ticket resale market](#).² In the Bartlett Center piece, the author stresses that imposing price controls on ticketing marketplaces would "create shortages in legitimate secondary ticket markets and stimulate a separate black market for event tickets." Similarly, an analyst from the R Street Institute (a Washington D.C. think tank "committed to classical liberalism, principled pluralism, and a more civil civic culture") has recently opined that [Price Caps on Secondary Ticket Sales Are Just Bad Policy](#).³

Of course, as has been experienced in the Twin Cities very recently, the opposite is also true: where a transparent and secure market is allowed to operate, live event ticket prices very often plummet in the days leading up to an event. See [Tickets to Paul McCartney's Minneapolis concert are surprisingly cheap](#), Minneapolis Star Tribune,

¹ <https://seatgeek.com/buyer-guarantee>

² <https://jbartlett.org/2024/03/banning-scalping-wont-fix-the-ticket-resale-market/>, March 2024

³ <https://www.rstreet.org/commentary/price-caps-on-secondary-ticket-sales-are-just-bad-policy/>, R Street Institute, August 7, 2025



September 26, 2025 (**resale sites listing tickets for McCartney U.S. Bank Stadium October 17, 2025 concert date “starting around \$35”**).⁴ See also [The Thrill of the Chase for a \\$9 Cyndi Lauper Ticket; Bargain hunters and even devotees wait it out for the right price to see concerts](#), Wall Street Journal, January 4, 2025;⁵ see also [Beyoncé Cowboy Carter Tickets Hit \\$20 on SeatGeek as Tour Kicks Off In Los Angeles](#), Digital Music News, April 28, 2025.⁶

The 2023-24 high-profile Taylor Swift Eras Tour provided multiple real-life examples proving this exact point. In country after country, where the supply of market-priced resale tickets for high-demand events was suppressed by resale price caps or other restrictions, there inevitably was an ensuing spike in ticket scams and proliferation of consumers being ripped off. For example:

- **Canada:** Prior to Ms. Swift’s November 2024 Toronto concerts, some 400 fans were ripped off to the tune of approximately \$300,000 after believing they were purchasing Taylor Swift tickets on Facebook but never receiving them. See [Apparent Taylor Swift ticket scam targets hundreds who claim to be out \\$300K](#), CTV News, November 17, 2024.⁷
- **Ireland:** Prior to Ms. Swift’s three July 2024 Dublin concerts, the Bank of Ireland warned fans that “scammers [...] will be using whatever channels are open to them to try to steal money from desperate Swifties” and that “[c]riminals have been using hacked social media accounts and online ads to try to con people out of hundreds of euro – and possibly even more.” See [Taylor Swift fans warned of ticket scams ahead of Dublin concerts; Bank of Ireland warns fans seeking tickets for Dublin gigs to be alert to criminals’ efforts to con them](#), Irish Times, June 24, 2024.⁸
- **United Kingdom:** As of April 2024, months before Ms. Swift’s eight London concert dates in June and August, Lloyds Bank was already estimating that

⁴<https://www.startribune.com/tickets-to-paul-mccartneys-minneapolis-concert-are-surprisingly-cheap/601480890>

⁵https://www.wsj.com/lifestyle/concert-tickets-cyndi-lauper-taylor-swift-springsteen-cheap-c45eba35?st=y79gm4&reflink=desktopwebshare_permalink

⁶<https://www.digitalmusicnews.com/2025/04/28/beyonce-cowboy-carter-tickets-low-prices/>

⁷<https://www.ctvnews.ca/canada/article/apparent-taylor-swift-ticket-scam-targets-hundreds-who-claim-to-be-out-300k/>

⁸<https://www.irishtimes.com/culture/music/2024/06/24/taylor-swift-fans-warned-to-be-aware-of-ticket-scam-ahead-of-dublin-concerts/>



thousands of UK fans had lost over £1 million in ticket scams, and that “90% of the reported concert ticket scams started on Facebook.” See April 17, 2024 Lloyds Bank Press Release, [“Avoid a Cruel Summer: Lloyds Bank issues urgent warning over Taylor Swift ticket scams,”](#)⁹ see also [One in four Britons victim of ticket scams for in-demand events, says Nationwide](#), *The Guardian (UK)* (“Building society makes warning to fans desperate not to miss out as resale for Glastonbury festival approaches”).¹⁰

- [Australia](#): Provincial police in early 2024 reported over 250 consumers complained of ticketing scams related to the Eras Tour. See [Victorian fans lose almost \\$300,000 in scams ahead of Taylor Swift Eras Tour as MCG issues warning for ticketless fans](#), Sky News Australia, February 7, 2024.¹¹

Respectfully, HF 4250 will not lower live event ticket prices or protect Minnesotans. It instead risks driving legitimate resale activity back onto the street corner or the dark corners of the web. Price caps drive legitimate consumer demand and online commerce to places where fraud and the abuse of fans continue to proliferate.

We welcome efforts intended to improve the ticket buying experience for Minnesota live event fans, as was done in 2024. We greatly appreciate any consideration you may choose to give this correspondence and welcome any additional questions or inquiries you may have.

Sincerely,

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⁹<https://www.lloydsbankinggroup.com/assets/pdfs/media/press-releases/2024-press-releases/lloyds-bank/2024.04.17-lloyds-bank-urgent-warning-over-taylor-swift-ticket-scams.pdf>

¹⁰<https://www.theguardian.com/money/2025/apr/07/one-in-four-britons-victim-of-ticket-scams-for-in-demand-events-says-nationwide>

¹¹<https://www.skynews.com.au/australia-news/crime/victorian-fans-lose-almost-300000-in-scams-ahead-of-taylor-swift-eras-tour-as-mcg-issues-warning-for-ticketless-fans/news-story/455223459481ef816a49f9382281bb81>