

Submitter: jimi biron

On Behalf Of:

Committee: Senate Committee On Labor and Business

Measure, Appointment or Topic: HB4024

My name is Jimi Biron, I am the Director of Entertainment Programming and Venue Development for McMenamins Inc.

I oversee all of our concert operations including all of our ticketing contracts, sales, and customer service.

I am writing in support of the HB4024

The predatory practices of secondary market resellers, regardless of their visibility or legitimacy, has negatively impacted our business and corroded trust between us and our customers.

We have received inquiries re. tickets that haven't even gone on sale. People purchased Tanya Tucker tickets at 4 times the face value before the show had even gone on sale.

We have had violent situations where a customers 'fake' ticket was not allowed entry into the venue. This 'fake' ticket was sold by a reseller.

We routinely are addressing customer complaints regarding tickets that were not purchased from us or through our website. The questions range from:
"will my ticket work"-we cannot answer and don't know if the ticket has a legitimate barcode, even if it did there is no guarantee that isn't one of many tickets with the same bar code only the first of which will gain entry.

"why did you scalp your own tickets? I waited for the on sale and the show immediately sold out but I can see tickets on Stub Hub for 3 times the price" -we did NOT obviously sell our own tickets to stub hub

"why did you charge me so much" -we didn't

'Why can't I get a refund"-you didn't purchase the ticket from us.

We pride ourselves on excellent customer service, as a result we are employing staff who spend many hours a week, at our expense, addressing issues and concerns caused by scalpers and secondary market resellers.

One of the most egregious issues is the lack of website transparency and the inability to get servers like GOOGLE to address this.

Fans are very excited and in a rush to get their tickets before they sell out. The FIRST website that comes up is rarely, if ever, the actual venue. Many of these sites look like, use imagery, even logos of the actual venue. A customer, in a rush, excited and anxious, is unlikely to understand that is not the actual venue website-and why

should they when it so clearly looks like it and is selling the ticket they are needing?

Unfortunately many patrons don't recognize [ad] or know to scroll down and locate the real site. They purchase at an exorbitant price from a site and then are potentially sold a fake ticket and likely unable to get a refund.

I would like to add/introduce one more thing that isn't addressed in the current legislation-CHARGEBACKS

Many scalpers operate on a low level, only purchasing a handful of tickets. These 'casual' sellers may use multiple emails and addresses making it difficult when we 'scrub'* our audits. They may purchase 10 tickets and try to sell them for double or triple. When they are UNABLE to sell the they go to the bank and get a chargeback. This takes place AFTER we have paid the bands, after the show has taken place. We don't have the opportunity to sell those tickets, we have to give back the money for those tickets, and we have already paid the artist the money we received. We lost \$100,000 in 2023 in chargebacks alone. The banks are likely to issue without even investigating. We have employed new measures-that make it more difficult for a legitimate customer to get a ticket, and also cost us money, and have made great headway however it would be better that laws and practices addressed this instead of the venues needing to figure it out.

Thank you for your consideration.

Jimi Biron

jimi biron
director of music and entertainment
McMenamins Inc.
c. 503.341.1989

www.crystalballroompdx.com
www.edgefieldconcerts.com
www.grandlodgeconcerts.com

*Scrubbing is the term we use to go through the entire ticketing manifest and look for a customer purchasing tickets to multiple shows, customers from out of zip code or region, customers that use [4000 character limit]