

SENATE, No. 1679

STATE OF NEW JERSEY

INTRODUCED NOVEMBER 18, 1996

By Senators SINGER and EWING

1 AN ACT concerning the resale of tickets for admission to places of
2 entertainment, amending and supplementing P.L.1983, c.135 and
3 repealing section 8 thereof and P.L.1995, c.169.

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5 **BE IT ENACTED** *by the Senate and General Assembly of the State*
6 *of New Jersey:*

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8 1. (New section) Any person licensed pursuant to P.L.1983,
9 c.135 (C.56:8-26 et seq.) shall clearly and conspicuously disclose his
10 license number in his advertisements. For purposes of this section,
11 "advertisement" means any attempt by a person licensed pursuant to
12 P.L.1983, c.135 (C.56:8-26 et seq.) directly or indirectly to induce the
13 purchase of tickets, appearing in any newspaper, magazine, periodical,
14 circular, sign or other written matter placed before the public, or in
15 any radio or television broadcast or any other media, electronic or
16 otherwise.

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18 2. Section 9 of P.L.1983, c.135 (C.56:8-34) is amended to read
19 as follows:

20 9. No person shall sell, offer to sell, resell, offer to resell or
21 purchase with the intent to resell any ticket, in or on any street,
22 highway, driveway, sidewalk, parking area, or common area owned by
23 a place of entertainment, or any other area adjacent to or in the
24 vicinity of any place of entertainment as determined by the director;
25 except that a person may resell, in an area which may be designated by
26 the place of entertainment, any ticket or tickets originally purchased
27 for his own personal or family use [at no greater than the lawful price
28 permitted under this act].
29 (cf: P.L.1983, c.220, s.4)

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31 3. Section 8 of P.L.1983, c.135 (C.56:8-33) and P.L.1995, c.169
32 are repealed.

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34 4. This act shall take effect immediately.

EXPLANATION - Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and intended to be omitted in the law.

Matter underlined thus is new matter.

1 STATEMENT

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4 This bill repeals section 8 of P.L.1983, c.135 (C.56:8-33), and,
5 thereby removes current statutory provisions that set forth maximum
6 premiums that are permitted to be charged by ticket agents when
7 selling or reselling tickets of admission to places of entertainment.
8 This bill also repeals section 1 of P.L.1995, c.169, which established
9 an 18-month period in which the resale price of each ticket subject to
10 the provisions of P.L.1983, c.135 (C.56:8-33) is not limited to the
11 price charged therefor and printed on the face of the ticket.

12 The bill provides that any person who is licensed pursuant to
13 P.L.1983, c.135 (C.56:8-26 et seq.) to engage in the business of
14 reselling tickets for admission to places of entertainment shall clearly
15 and conspicuously disclose his license number in his advertisements to
16 resell tickets.

17 In addition to establishing a permanent "free market" for the resale
18 of entertainment tickets, the bill is also a response to the need to
19 reduce government regulation of entertainment ticket sales and to
20 make these tickets available to consumers in the secondary market at
21 competitive prices.

22 Several major improvements have come about in the ticket resale
23 industry that warrant making permanent the elimination of price
24 limitations on ticket brokers selling tickets for admission to places of
25 entertainment. Since the enactment of the 18-month moratorium
26 established pursuant to P.L.1995, c.169, prices on the secondary
27 market have dropped significantly for many concerts and sporting
28 events due to competition. For example, tickets for concerts in the
29 south Jersey area that were sold prior to the moratorium at \$95-\$105
30 sold for \$35-\$45 for the same performer in 1996; New York Giant
31 tickets for the 1996-1997 season are selling for \$20-\$25 less than for
32 the 1995-1996 season.

33 Prior to the State embarking on its eighteen month experiment, only
34 four ticket brokers were licensed to do business. Since then, there has
35 been a dramatic increase in the number of State licensed brokers
36 conducting business in New Jersey. Nearly sixty ticket brokers are
37 licensed, with several more licensures pending. Some of these are new
38 businesses that have opened in New Jersey, thus creating new jobs
39 and additional revenues. In addition, ticket brokers who previously
40 operated businesses in New Jersey, but conducted business out-of-
41 State, are now bringing new revenues into New Jersey. Some of these
42 brokers have expanded their operations, thereby creating additional
43 job opportunities.

44 New Jersey tourism has benefited by the presence of licensed ticket
45 brokers operating in a "free market." Ticket brokers are now
46 marketing New Jersey events and are helpful in increasing attendance
at New Jersey venues.

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3 Eliminates current statutory requirement limiting prices charged by

4 ticket brokers.