The bill amends consumer protection laws regarding ticket sales and resales for events. The bill requires operators and resellers to guarantee refunds to purchasers of tickets under certain circumstances. The bill prohibits an operator from denying an individual access to an event because the individual's ticket was bought through a reseller.

The bill also expands the actions that constitute a deceptive trade practice during the sale or resale of tickets. A person engages in a deceptive trade practice when, in the course of the person's business,
vocation, or occupation, the person:

- Displays trademarked, copyrighted, or substantially similar web designs, URLs, or other images and symbols with the intent to mislead a purchaser;
- Sells a ticket to an event without disclosing the total cost of the ticket, including the cost of any service charge or other fees that must be paid, or displays service charges and fees less prominently than the total price of the ticket; or
- Increases the price of a ticket once the ticket has been selected for purchase, with the exception of adding delivery fees.

Be it enacted by the General Assembly of the State of Colorado:

SECTION 1. In Colorado Revised Statutes, 6-1-718, amend (1)
introductory portion, (1)(c), (2), (3)(b), (4), and (5) as follows:

6-1-718. Ticket sales and resales - prohibitions - unlawful conditions - definitions. (1) As used in this section AND IN SECTION 6-1-720, unless the context otherwise requires:

(c)(I) "Place of entertainment" OR "VENUE" means a public or private entertainment facility IN THIS STATE, such as a stadium, arena, racetrack, museum, amusement park, or other place where performances, concerts, exhibits, athletic games, or contests are held, for which an entry fee is charged, to which the public is invited to observe, and for which tickets are sold.

(II) "Place of entertainment" OR "VENUE" does not include a ski area OR A MOVIE THEATER.

(2) Resellers AN OPERATOR OR A RESELLER FROM WHICH A PURCHASER BOUGHT A TICKET, AS APPLICABLE, shall guarantee a full refund of the ticket price to a THE purchaser if:

(a) The event for which the ticket was resold is canceled;

(b) The ticket does not or would not in fact grant the purchaser
admission to the event, for which the ticket was resold EXCEPT IF
NONADMISSION TO THE EVENT IS DUE TO AN ACT OR OMISSION BY THE
PURCHASER;

(c) The ticket PURCHASED FROM THE RESELLER OR OPERATOR, AS
APPLICABLE, is counterfeit; or

(d) The ticket PURCHASED FROM THE RESELLER OR OPERATOR, AS
APPLICABLE, fails to REASONABLY conform to its description as advertised
or as represented to the purchaser, by the reseller.

(3) (b) Nothing in this section shall be deemed to prohibit
PROHIBITS an operator from prohibiting the resale of:

(I) A contractual right in a season ticket package agreement that
gives the original purchaser a priority or other preference to enter into a
subsequent season ticket package agreement with the operator; OR

(II) A TICKET TO A PLACE OF ENTERTAINMENT IF THE TICKET WAS
INITIALLY OFFERED:

(A) AT NO CHARGE, AND ACCESS TO THE TICKET IS NOT
CONTINGENT UPON PROVIDING ANY FORM OF MONETARY CONSIDERATION;
OR

(B) BY OR ON BEHALF OF A CHARITABLE ORGANIZATION, AS
DEFINED IN SECTION 6-16-103 (1), FOR A CHARITABLE PURPOSE, AS
DEFINED IN SECTION 6-16-103 (2), WHERE ALL PROCEEDS FROM THE
TICKET SALE ARE PROVIDED TO THE CHARITABLE ORGANIZATION.

(4) A person, or entity, including an operator, that regulates
admission to an event shall not deny access to the event to a person in
possession of a valid ticket to the event, OR REVOKE A VALID TICKET TO
THE EVENT, regardless of whether the ticket is subject to a subscription or
season ticket package agreement, based solely on the ground that such
THE ticket was resold through a reseller that was not approved by the
operator.

(5) SUBJECT TO THE REQUIREMENTS OF SUBSECTION (4) OF THIS
SECTION, nothing in this section shall be construed to prohibit an operator
from maintaining and enforcing policies regarding conduct or behavior
at or in connection with the operator's venue.

An operator may revoke or restrict season tickets:

(a) For reasons relating to a violation of venue policies and to the
extent the operator may deem necessary for

(b) For the protection of the safety of patrons; or

(c) To address fraud or misconduct.

SECTION 2. In Colorado Revised Statutes, 6-1-720, amend (1)
introductory portion, (1)(a), and (2); and add (1)(c), (1)(d), (1)(e), (1)(f),
(1)(g), (1)(h), (1)(i), and (2.5) as follows:

6-1-720. Ticket sales - deceptive trade practice - definitions.

(1) A person engages in a deceptive trade practice when, in the course of
the person's business, vocation, or occupation, such THE person:

(a) Uses or causes to be used a software application that runs
automated tasks over the internet to access a computer, computer
network, or computer system, or any part thereof, for the purpose of
purchasing tickets in excess of authorized limits for an online event ticket
sale with the intent to resell such tickets; or

(c) USES OR CAUSES TO BE USED AN INTERNET DOMAIN NAME OR
SUBDOMAIN NAME IN AN OPERATOR'S OR RESELLER'S URL IF THE
INTERNET DOMAIN NAME OR SUBDOMAIN NAME USED CONTAINS ANY OF
THE FOLLOWING WITHOUT PRIOR WRITTEN AUTHORIZATION:

(I) THE NAME OF THE PLACE OF ENTERTAINMENT;

(II) THE NAME OF THE EVENT, INCLUDING THE NAME OF THE
INDIVIDUAL OR ENTITY SCHEDULED TO PERFORM OR APPEAR AT THE
EVENT; OR

(III) A NAME SUBSTANTIALLY SIMILAR TO THOSE DESCRIBED IN
SUBSECTIONS (1)(c)(I) AND (1)(c)(II) OF THIS SECTION;

(d) USES OR CAUSES TO BE USED, WITHOUT PRIOR WRITTEN
AUTHORIZATION, AN INTERNET WEBSITE TO DISPLAY A TEXT, IMAGE,
WEBSITE GRAPHIC, WEBSITE DESIGN, OR INTERNET ADDRESS THAT
INDIVIDUALLY OR IN COMBINATION IS SUBSTANTIALLY SIMILAR TO AN
OPERATOR’S INTERNET WEBSITE IN A MANNER THAT COULD REASONABLY
BE EXPECTED TO MISLEAD A POTENTIAL PURCHASER;

(e) (I) SELLS A TICKET TO AN EVENT AT A PLACE OF
ENTERTAINMENT WITHOUT DISCLOSING THE TOTAL TICKET COST,
INCLUSIVE OF ALL ANCILLARY FEES THAT MUST BE PAID IN ORDER TO
PURCHASE THE TICKET, THE FIRST TIME A PRICE IS DISPLAYED TO THE
PURCHASER AND ANYTIME THE PRICE IS DISPLAYED THEREAFTER.

(II) A PERSON IS NOT REQUIRED TO INCLUDE THE AMOUNT OF ANY
SALES TAX REQUIRED TO PURCHASE A TICKET WHEN DISCLOSING THE
TOTAL COST OF A TICKET TO A PURCHASER IN ACCORDANCE WITH
SUBSECTION (1)(e)(I) OF THIS SECTION IF THE PERSON DISCLOSES THE
AMOUNT OF ANY SALES TAX TO THE PURCHASER PRIOR TO COMPLETION OF
THE TRANSACTION.

(f) SELLS A TICKET TO AN EVENT AT A PLACE OF ENTERTAINMENT
WITHOUT DISCLOSING IN A CLEAR AND CONSPICUOUS MANNER THE
PORTION OF THE TICKET COST THAT REPRESENTS A SERVICE CHARGE FOR
THE PURCHASE OR OTHER FEE OR SURCHARGE FOR THE PURCHASE;

(g) MAKES A FALSE OR MISLEADING DISCLOSURE TO A PURCHASER OF SUBTOTALS, FEES, CHARGES, OR ANY OTHER COMPONENT OF THE TOTAL PRICE OF A TICKET;

(h) PRESENTS SUBTOTALS, FEES, CHARGES, OR ANY OTHER COMPONENT OF THE TOTAL PRICE OF THE TICKET MORE PROMINENTLY OR IN A FONT SIZE THAT IS LARGER THAN THE FONT SIZE USED TO PRESENT THE TOTAL PRICE OF THE TICKET; OR

(i) INCREASES THE TOTAL PRICE OF A TICKET AFTER THE FIRST TIME A PRICE IS DISPLAYED TO THE PURCHASER; EXCEPT THAT THE PERSON:

(I) SHALL ADD ANY APPLICABLE SALES TAX TO THE TOTAL PRICE OF A TICKET PRIOR TO THE COMPLETION OF THE TRANSACTION BY THE PURCHASER;

(II) MAY ADD FEES FOR THE DELIVERY OF NONELECTRONIC TICKETS BASED ON DELIVERY TO THE PURCHASER’S ADDRESS OR THE DELIVERY METHOD SELECTED BY THE PURCHASER IF THE PERSON DISCLOSES THE AMOUNT OF EACH DELIVERY FEE PRIOR TO ACCEPTING PAYMENT; AND

(III) MAY INCREASE THE TOTAL PRICE OF A TICKET IF THE PURCHASER’S TRANSACTION PERIOD HAS TIMED OUT AND THE PURCHASER HAS NOT YET PURCHASED THE TICKET.

(2) As used in this section, unless the context otherwise requires:

(a) "In excess of authorized limits" with regard to an online purchase of tickets, means exceeding a restriction on the number of individual tickets that can be purchased by any a single person or circumventing any other terms and conditions of access to an online event ticket sale established by the event sponsor or promoter OPERATOR.
(b) "INTERNET DOMAIN NAME" MEANS A GLOBALLY UNIQUE, HIERARCHICAL REFERENCE TO AN INTERNET HOST OR SERVICE THAT IS:

(I) ASSIGNED THROUGH A CENTRALIZED INTERNET NAMING AUTHORITY; AND

(II) COMPOSED OF A SERIES OF CHARACTER STRINGS SEPARATED BY PERIODS WITH THE RIGHTMOST STRING SPECIFYING THE TOP OF THE HIERARCHY.

(b) (c) "Online event ticket sale" means an electronic system process utilized by the sponsor or promoter of a sporting or entertainment event operator to make an original sale of tickets to such the event to the public over the internet.

(d) "URL" MEANS A UNIFORM RESOURCE LOCATOR FOR A WEBSITE ON THE INTERNET.

(2.5) DEFINITIONS IN SECTION 6-1-718 (1) APPLY TO TERMS AS THEY ARE USED IN THIS SECTION.

SECTION 3. Act subject to petition - effective date - applicability. (1) This act takes effect at 12:01 a.m. on the day following the expiration of the ninety-day period after final adjournment of the general assembly; except that, if a referendum petition is filed pursuant to section 1 (3) of article V of the state constitution against this act or an item, section, or part of this act within such period, then the act, item, section, or part will not take effect unless approved by the people at the general election to be held in November 2024 and, in such case, will take effect on the date of the official declaration of the vote thereon by the governor.

(2) This act applies to conduct occurring on or after the effective date of this act.