



Alejandra Bravo

CITY COUNCILLOR | **CHAIR, ECONOMIC & COMMUNITY DEVELOPMENT COMMITTEE**
WARD 9 • DAVENPORT

October 27, 2025

RE: Toronto sports and culture should be for everyone – not just the super-rich

Dear Members of the Economic and Community Development Committee,

Sporting events are historic occasions. Whether it's the Blue Jays facing off in the World Series, or the six upcoming FIFA World Cup soccer matches, Toronto is abuzz with excitement. But these events come with predatory price-gouging for fans. A ticket to the World Series game in Toronto in 1993 cost less than \$32 – now, resale tickets are going for up to \$10,000.

Other provinces have made progress on price-gouging. In Quebec, tickets cannot be resold for any price higher than face-value. But in 2019, Ontario Premier Doug Ford scrapped implementation of legislation that would have started to address sky-high resale prices.

Everyone should get a fair shot at participating in these historic moments in our city. Fans have a right to fair prices, both in the resale ticket market and other costs around the games, like parking and vending. I'm asking the members of the Committee to call on the Province of Ontario to do the right thing and stand up for fairness, and for the City of Toronto's bylaw enforcement teams to do our part and help with enforcement in the areas we can.

RECOMMENDATION

1. City Council request the Executive Director, Municipal Licensing and Standards to explore similar consumer protection enforcement activities for upcoming major sporting events, including the World Series games and FIFA World Cup events, as was employed during the Taylor Swift 2024 concert events in Toronto, to ensure commercial operators are fully complying with municipal bylaws and rules for businesses such as commercial parking lots and street vending.
2. City Council request the Government of Ontario to introduce legislative changes to combat predatory pricing and fraud, including restricting the re-sale of tickets at above face value.

Sincerely,

Alejandra Bravo
City Councillor - Ward 9, Davenport
Chair, Economic and Community Development Committee