



LOCAL NEWS

Livonia warns of scammers selling fake event tickets, vendor spaces during holidays

City officials urging Livonia residents to verify legitimacy of tickets

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LIVONIA, Mich. - City officials are warning residents about an increase in scammers impersonating municipal departments to

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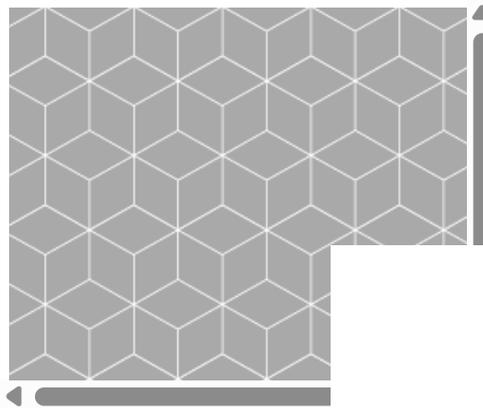
The scammers primarily target residents through social media, particularly on Facebook pages associated with city departments. Their typical approach involves posting comments claiming to resell tickets for various seasonal events, including Halloween activities, holiday parades, and special programs like Breakfast with Santa.

How the Scam Works

Scammers monitor event announcements on official city social media pages, then post comments claiming they can't attend and want to sell their tickets. In some cases, they attempt to sell tickets for events that are actually free to the public.

"We've had several instances over the past couple of years," Houchins explains. "One that immediately springs to my mind was when we had outdoor Halloween movies that were free. People were online trying to sell tickets."

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City officials are warning residents about an increase in scammers impersonating municipal departments to sell fake event tickets and vendor spaces as the holiday season approaches.

City officials advise residents to watch for these warning signs:

- Social media profiles with few or no friends
- Accounts created within the last six months
- Profile names that don't match their URLs
- Requests to continue conversations through direct messages
- Attempts to sell vendor spaces or transfer event registrations

Protecting Yourself

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- event registrations are not transferable or available for resale online
- Residents should verify any event-related information by calling city departments directly using contact information from Livonia.gov

Broader Impact

According to Nakia Mills from the Better Business Bureau (BBB), one in five people encounter or are targeted by scammers daily.

“These scammers are some of the best marketers,” Mills notes. “The same way that I’m in marketing and I understand that I need to tap into your emotions, they apply those same tactics.”

Resources for Victims

The BBB offers several resources for scam victims:

- Scam Tracker at bbb.org/scamtracker: Allows users to report scams and search for similar incidents in their area
- Survival Toolkit: Provides step-by-step guidance for scam victims, including tips for recovery and protecting financial information

Upcoming Legitimate Events

The City of Livonia has several official upcoming events, including:

- Shadows from the Past Halloween Walk at Greenmead (requires registration)
- Spooky Swim at Kirksey Recreation Center (requires registration)
- Candy Go Round (free event)
- Halloween Story Walk at the Library (free event)
- Wilson Barn Pumpkin Fest (free entry, some activities may have costs)

For legitimate event registration, visit livoniaparks.org or contact the relevant city department directly.

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