



DUE DATE
FEBRUARY 12, 2013

(Please correct any errors in this mailing address.)

Need help or have questions?

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** econhelp.census.gov
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

AE-71102

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Report Online - It's fast and secure!
Go to: econhelp.census.gov

- **OR** -

Mail your
completed
form to:

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples:

0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes - Go to **2** 0022 No - Enter current EIN (9 digits) → 0025

 -

2 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address?
(P.O. Box and rural route addresses are not physical locations.)

0031 Yes - Go to line B

0032 No - Enter physical location →

0035 Number and street

0036 City, town, village, etc.

0037 State

0038 ZIP Code

 -

CONTINUE WITH **2** ON PAGE 2



2 PHYSICAL LOCATION - Continued

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)

- 0041 Yes 0042 No 0043 No legal boundaries 0044 Do not know

C. In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)

- 0046 City, village, or borough 0047 Town or township 0048 Other 0024 Do not know

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012? (Mark "X" only ONE box.)

- 0011 In operation
- 0013 Temporarily or seasonally inactive
- 0014 Ceased operation - Give date at right →
- | | | |
|-------|-----|------|
| Month | Day | Year |
| | | |
- 0015 Sold or leased to another operator - Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

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| | |
|------------------------------------|---------------------|
| 0060 Name of new owner or operator | 0061 EIN (9 digits) |
| | - |

0062 Mailing address (Number and street, P.O. Box, etc.)

| | | |
|--------------------------------|------------|---------------|
| 0063 City, town, village, etc. | 0064 State | 0065 ZIP Code |
| | | - |

0016 Other - Specify →

4 MONTHS IN OPERATION

Mark "X" if None 2012 Number

Number of months in operation during 2012 (If none, mark "X" and go to 30.) 0002

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$2,035,628.79:** **Report** →

If a value is "0" (or less than \$500.00): **Report** →

Mark "X" if None

| 2012 | | |
|---------|------|-------|
| \$ Bil. | Mil. | Thou. |
| | | |
| | 2 | 036 |
| EXAMPLE | | |

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None 2012

Operating receipts (Include income from radio and television broadcasts and advertising.) 0100

| 2012 | | |
|---------|------|-------|
| \$ Bil. | Mil. | Thou. |
| | | |

6 Not Applicable.

71102024

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

7 EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in **1**.

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

Mark "X" if None

2012
Number

A. Number of employees for pay period including March 2012 0320

| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|

B. Payroll before deductions (Exclude employer's cost for fringe benefits) Mark "X" if None

| | 2012 | | |
|--|---------|------|-------|
| | \$ Bil. | Mil. | Thou. |
| 1. Annual payroll 0300 <input type="checkbox"/> | | | |
| 2. First quarter payroll (January-March 2012) 0310 <input type="checkbox"/> | | | |

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8 - 18 Not Applicable.

19 KIND OF BUSINESS OR ACTIVITY

Which **ONE** of the following best describes this establishment's principal kind of business or activity in 2012? If none of the provided selections seem appropriate, provide a specific description of the primary business activity. **Mark "X" only ONE box.**

Professional or semiprofessional sports club

- 0700
- 711 211 20 1 Baseball club
 - 711 211 10 1 Football club
 - 711 211 90 1 Basketball club
 - 711 211 90 2 Hockey club
 - 711 211 90 3 Soccer club
 - 711 219 10 2 Individual sports professional, excluding jockeys or race car drivers
 - 711 211 90 5 Other professional or semiprofessional sports club - Describe

0701

Racetrack operation and other racing activities

- 711 212 20 1 Auto racetrack
- 711 212 30 1 Horse racetrack with other gambling activities (e.g., slot machines, table games) onsite
- 711 212 30 2 Horse racetrack without other gambling activities onsite
- 711 212 10 1 Dog racetrack with other gambling activities (e.g., slot machines, table games) onsite

CONTINUE WITH **19** ON PAGE 4

CONTINUE ON PAGE 4

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19 KIND OF BUSINESS OR ACTIVITY - Continued

Racetrack operation and other racing activities - Continued

- 0700 711 212 10 2 Dog racetrack without other gambling activities onsite
- 711 219 20 1 Race car owner, driver, or team
- 711 219 20 3 Racing stable, dog or horse - entered in racing events
- 711 219 20 2 Jockey or harness driver or owner
- 713 290 20 5 Off-track betting parlor
- 711 219 20 5 All other racing - *Describe* ↴

0701

Other spectator sports

- 711 219 20 4 Trainer - animals for racing
- 711 219 10 1 Trainer - sports, independent
- 611 620 00 2 Golf or tennis professional providing instruction only (not participating)
- 777 711 02 1 Other spectator sports - *Describe* ↴

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0701

Other kind of business or activity

- 713 990 80 C Recreational sports team, club, or league with indoor or outdoor facilities
- 711 310 00 2 Sports arena or stadium, promoting shows and renting facilities
- 531 120 90 7 Owner of theater, arena, stadium, or similar facility but not promoting or presenting shows or events - only renting facility to others
- 711 320 00 5 Promoter of sporting events, including truck shows, horse shows, bike events, fishing events, wrestling events, and boxing events without own facilities
- 711 410 00 4 Manager or agent of individual sports professional
- 773 000 00 2 Other kind of business or activity - *Describe type of business or activity* ↴

0701

20 and 21 Not Applicable.

71102040



If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

HOW TO REPORT PERCENTS

Percents should be **rounded to whole** percents.

If figure is **38.76%** of total sales: **Report** →

2012

Report thousands of dollars OR whole percents.

Estimates are acceptable.

| \$ Bil. | Mil. | Thou. | Percent |
|---------|------|-------|---------|
| | | | 39 |

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts by source either as a dollar figure or as a whole percent of total receipts (reported in **5**). See **HOW TO REPORT DOLLAR FIGURES** on page 2 and **HOW TO REPORT PERCENTS** above. Do not combine data for two or more receipts lines.)

Line 1 - Report receipts from the sale of tickets for admission to individual live sporting events. Receipts are from individual tickets, season tickets, personal seat licensing, and leasing of luxury suites or boxes. Personal seat licenses are a one-time fee that may be charged to purchase season tickets. Include admission to games of baseball, basketball, football, hockey, soccer, tennis, ice skating competitions, etc.

Line 2 - Report receipts from making a live public appearance or speech under contract to promoters, venue owners, and others. Include performances provided under contracts separate from intellectual property licensing agreements and under contracts that bundle performance and intellectual property in a single service. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Report licensing of rights to use intellectual property on the appropriate detail lines under **line 5**.

Line 3 - Report receipts from producing and presenting live sporting events under contract to individuals and business, or public entities (e.g., promoters, venue owners). Contracts may contain restrictions that define the time, manner, and geographical limit under which the client can commercially exploit the performance by selling admissions to the public. Examples of live sporting events under contract are: contract hockey, football, baseball, basketball, soccer, athlete or team services, tennis player services, and contract car and truck race driver and team services. Include receipts from prize money. Exclude receipts from technical (non-player) services. Report receipts from granting broadcast and other media rights to sporting events on **line 6**.

Line 4 - Report receipts from planning, organizing, marketing, and managing a live sports or performing arts event on behalf of others, including venue owners, performers, etc.

Line 5a - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment.

Line 5b - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment.

Line 6 - Report receipts from granting the right of access to a sporting event, facility, or activity for the purpose of commercially exploiting sounds, images, and other information of the event, facility, or activity. The contracts define the type of exploitation permitted, and may specify the ownership of intellectual property rights relating to the sounds, images, and other information. Exclude licensing of the right to rebroadcast or reuse copyrighted original broadcasts of sporting events.

Line 7a - Report receipts from providing advertising time or space in broadcasts and other media. Include the creation and design of advertisements when bundled with the provision of advertising time or space.

Line 7b - Report receipts from leased display advertising media space. Include installation of the advertising substrate in the advertising space, maintenance, and removal of the advertising substrate. The leasing agreement may include additional services, such as storage and rotation.

Line 7c - Report receipts from granting the right to name a performing arts or spectator sports venue. This right is typically sold to companies and serves to increase exposure of a company's brand name.

Line 7d - Report receipts from granting the right to associate specific goods or services, or a corporation or other entity, with an activity, product, or project that is carried out by another entity. Sponsorships usually include the provision of advertising display space and may include exclusivity rights.

Line 7e - Report receipts from providing product endorsements by individual professional athletes, performing artists, sports teams, or performing arts groups or companies.

Line 7f - Report receipts from granting the right to require that all sellers of a specified good or service sell only specific brands of that good or service (i.e., pouring rights).

Line 8 - Report receipts from providing advice and guidance to individual athletes and teams, designed to instruct and motivate in order to improve their competitiveness. The service may include one or more of the following components: instruction in the skills of a specific sport, assignment and monitoring of exercises and nutritional advice to improve general physical fitness, and provision of emotional and mental support to improve motivation.

Line 11a and line 11b - Report net receipts from providing access to pari-mutuel wagers on future, uncertain events, such as races and sporting events (e.g., pari-mutuel wagering on horse races, dog races, and jai-alai games). Report receipts from wagers using gambling machines on **line 11c**.

CONTINUE WITH **22** ON PAGE 6

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line 11c - Report net receipts from electronic and mechanical gambling machines (e.g., slot machines, video lottery terminals, coin-operated gambling machines). Exclude table games that use terminals to allow gamblers to enter their bets, keno games that operate as a lottery, gambling conducted over the Internet, and hosting gambling machines for a fee or commission.

Line 15 - Report receipts from the rental or leasing of space in buildings or other facilities for non-residential uses (e.g., office space, retail stores, or food service). Include rental of sites on a concession basis for such purposes as selling merchandise or meals at entertainment and sports venues. Include short-term rental of space for meetings, conventions, weddings, and similar events. Exclude receipts from rental of land, providing a location for the placement of coin-operated machines, and providing a location for the display of advertising messages. Report rental of parking spaces on **line 12**.

| Description of sales, shipments, receipts, or revenue | 2012 | | | |
|---|---|------|-------|---------|
| | Report thousands of dollars OR whole percents. Estimates are acceptable. | | | |
| | \$ Bil. | Mil. | Thou. | Percent |
| 1. Admissions to live sports events 30910 | | | | |
| 2. Contract live public appearances and speeches 30910 | | | | |
| 3. Contract live sporting events 30930 | | | | |
| 4. Sports and performing arts event management services 31530 | | | | |
| 5. Licensing of rights to use intellectual property | | | | |
| a. Protected by copyright 31480 | | | | |
| b. Protected by trademark 31470 | | | | |
| 6. Sporting event broadcast and other media rights | | | | |
| a. Broadcast rights 31461 | | | | |
| b. Other media rights 31462 | | | | |
| c. Add lines 6a and 6b 31460 | | | | |
| 7. Advertising revenues | | | | |
| a. Advertising space and time in print, broadcast, and other media 31251 | | | | |
| b. Leased display advertising media space 31252 | | | | |
| c. Venue naming rights 31253 | | | | |
| d. Sponsorship rights 31254 | | | | |
| e. Endorsement services 31255 | | | | |

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CONTINUE WITH **22** ON PAGE 7

CONTINUE ON PAGE 7

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

| Description of sales, shipments, receipts, or revenue | 2012 | | | |
|---|---|------|-------|---------|
| | Report thousands of dollars OR whole percents. Estimates are acceptable. | | | |
| | \$ Bil. | Mil. | Thou. | Percent |
| 7. Advertising revenues - Continued | | | | |
| f. Exclusivity rights 31256 | | | | |
| g. Other advertising revenue 31257 | | | | |
| h. Add lines 7a through 7g 31255 | | | | |
| 8. Sports coaching services 31311 | | | | |
| 9. Athletic instruction 31320 | | | | |
| 10. Race animal training 31350 | | | | |
| 11. Gambling services | | | | |
| a. Pari-mutuel sports gambling, on the event premises 31201 | | | | |
| b. Pari-mutuel sports gambling, away from the event premises 31202 | | | | |
| c. Gambling machines 31190 | | | | |
| 12. Parking services 33680 | | | | |
| 13. Meals and beverages, prepared and served or dispensed, for immediate consumption | | | | |
| a. Meals and non-alcoholic beverages 39461 | | | | |
| b. Alcoholic beverages 39462 | | | | |
| c. Add lines 13a and 13b 39460 | | | | |
| 14. Rental of material and equipment, including equipment for spectator sports and performing arts productions 39500 | | | | |
| 15. Rental of non-residential space in buildings or other facilities 39550 | | | | |
| 16. Resale of merchandise 39666 | | | | |

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CONTINUE WITH **22** ON PAGE 8

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

| Description of sales, shipments, receipts, or revenue | 2012 | | | |
|---|---|------|-------|---------|
| | Report thousands of dollars OR whole percents. Estimates are acceptable. | | | |
| | \$ Bil. | Mil. | Thou. | Percent |
| 17. All other operating receipts - Describe if more than 10 percent of total receipts ↴ <div style="border: 1px solid black; height: 30px; width: 100%;"></div> | | | | |
| 39761 | | | | |
| 18. TOTAL OPERATING RECEIPTS - Sum of lines should equal 5 if reporting in dollars | | | | 100 |
| 39850 | | | | |

23-29 Not Applicable.

REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

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30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

 Yes

 No - Enter time period covered →

| | | | | | |
|------|-------|------|----|-------|------|
| FROM | Month | Year | TO | Month | Year |
| | | | | | |

Name of person to contact regarding this report

Title

| | | |
|-----------|--------|-----------|
| Area code | Number | Extension |
| | | |

| | |
|-----------|--------|
| Area code | Number |
| | |

E-mail address

| | | | |
|----------------|-------|-----|------|
| Date completed | Month | Day | Year |
| | | | |

Thank you for completing your 2012 ECONOMIC CENSUS form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

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