



# 2012 ECONOMIC CENSUS

## Independent Artists, Writers, and Performers

**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](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**AE-71105**

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**Report Online** - It's fast and secure!  
**Go to:** [econhelp.census.gov](http://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 corporation - *Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below* → 

Month	Day	Year

 0018

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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* → 0815

**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 

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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.

EXAMPLE

**5** SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None      2012

Operating receipts . . . . . 0100 

\$ Bil.	Mil.	Thou.

**6** Not Applicable.

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**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 **7**.

**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 12, 2012 . . . . . 0000

--	--	--	--	--	--	--	--	--	--

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

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.**

**Independent artists, writers, and performers**

- 0700 711 510 00 5  Author, writer, or composer
- 711 510 00 2  Actor, actress, comedian, or other independent entertainer
- 711 510 00 3  Independent film director or other motion picture artist or technician
- 711 510 00 8  Independent artist, excluding musical, commercial, or medical
- 711 510 00 1  Disc jockey
- 711 510 00 6  Independent speaker
- 711 510 00 4  Independent theatrical lighting technicians, costume designers, etc.
- 711 510 00 H  Independent art restorer
- 711 510 00 M  Independent taxidermist

**Theater companies, producers of legitimate theater**

- 711 110 20 1  Broadway production or road show, including similar productions outside New York
- 711 110 20 2  Off-Broadway production, including H.A.T., B.A.T., Off-Loop, and similar productions outside New York
- 711 110 20 3  Off-Off Broadway production, including similar productions outside New York

CONTINUE WITH **19** ON PAGE 4

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**19** KIND OF BUSINESS OR ACTIVITY - Continued

**Theater companies, producers of legitimate theater - Continued**

- 0700 711 110 20 4  Resident theater, including L.O.R.T. contracts
- 711 110 20 5  Stock theater, excluding light opera
- 711 110 20 6  Children's theater, including puppet
- 711 110 20 8  Community theater
- 711 110 20 9  Dinner theater - producing shows for presentation in dinner theaters, but not operating food service
- 711 110 10 1  Opera company, including light opera
- 711 110 20 A  Comedy troupe
- 711 110 20 7  Other theatrical presentations, including vaudeville, industrial shows, outdoor drama, etc. - Describe 

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**Dance company**

- 711 120 00 1  Ballet company
- 711 120 00 2  Modern dance company
- 711 120 00 3  Folk/ethnic dance company
- 711 120 00 4  Other dance groups, artists, or presentations, including tap, ballroom, etc.
- 611 610 10 2  Dance studio or school providing instruction

**Music group or artist, excluding musical theater**

- 711 130 10 1  Symphony orchestra
- 711 130 10 2  Chamber music organization, including chamber orchestra
- 711 130 90 1  Dance or stage band or orchestra, excluding symphony or chamber
- 711 130 90 2  Choral music group, including classical, revivalist, ethnic, barbershop, etc.
- 711 130 90 3  Independent musician or vocalist, including popular music groups or artists
- 711 130 90 4  Jazz music group or artist, including Dixieland, swing, bop, avant-garde, and other styles rooted in jazz music
- 711 130 90 6  Other music groups, artists, or presentations, including classical, folk, rock, soul, country and western, rhythm and blues, drum and bugle corps, etc., (Exclude promoters.) - Describe 

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**Other kind of business or activity**

- 711 320 00 4  Booking agency
- 532 490 90 2  Theatrical equipment rental

CONTINUE WITH **19** ON PAGE 5

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

**19** KIND OF BUSINESS OR ACTIVITY - Continued

**Other kind of business or activity - Continued**

0700 711 310 00 6  Community arts center

773 000 00 2  Other kind of business or activity - Describe type of business or activity ↴

0701

**20 and 21** Not Applicable.

**HOW TO REPORT PERCENTS**

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

If figure is **33.75%** of total sales: **Report** →

2012

Report thousands of dollars OR whole percents. Estimates are acceptable.

\$ Bil.	Mil.	Thou.	Percent
			39

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**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 individuals and/or groups attending live performances of theatrical, musical, dance, and other performing artists and companies. Include admissions through the sale of general public tickets, seasonal subscriptions, personal seat licenses, box leases, bundles of admissions with food and beverage services, backstage passes, etc. Include admission and coverage charges as well as membership fees paid primarily for the right of admission.

**Line 2** - Report receipts from producing and presenting a live performance in the performing arts 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 licensing services. 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 7**, and technical (non-performance) services on **line 8**.

**Line 4** - Report receipts from the sale of copyrighted intellectual property produced without contract for outright sale (i.e., with all-attendant property rights). Include intellectual properties for sale that are implicitly or explicitly protected by copyright (e.g., book, screen, film, stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, and photographic and fine art). Report sale of paintings, sculptures, and other fine art with only conventional end-use rights (i.e., sales to consumers for own-use) on **line 9**.

**Line 5** - Report receipts from contract production services in artistic and literary fields that may result in the creation of intellectual property that can be implicitly or explicitly protected by copyright laws (e.g., book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, and photographic and fine art).

**Line 6** - Report receipts from contract design of trademarked material (e.g., company or institutional logos, symbols, names) owned by the contractee.

**Line 7a** - Report receipts from granting permission to use copyrighted intellectual property owned or controlled by this establishment. Include licenses to use property protected by copyrights (e.g., book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, and photographic and fine art). Include the right to broadcast, publish, reproduce, record, modify, incorporate, distribute, or rent copyrighted intellectual property. Include temporary transfers of rights through licensing and permanent transfer of individual or some rights (e.g., book and/or film rights) through sale of such rights. Report permanent transfers of all rights granted through outright sale of intellectual property on **line 4**.

**Line 7b** - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment.

**Line 8** - Report receipts from providing technical and artistic support services during the production of an audiovisual or sound recording work owned by others. This work is performed on a contract or fee basis. Include production management, director, cameramen, grips, sound engineer, extras, lighting, special effects, set placement and removal, captioning, foreign language dubbing, and narrator and session musician services.

**Line 9** - Report receipts from the sale of original and copies of original paintings, sculptures, and other fine arts created by artists. Report original works for outright sale with all attendant property rights on **line 4**.

**Line 10** - Report receipts from providing services that attract attention to a product, business, cause, etc. Include the provision of space or time in print, electronic publications, or in broadcasts. Include the provision of display space on various surfaces, such as billboards and transit vehicles. Include the creation of advertising messages and agent services involved in buying and selling space or time for advertising messages. Include the sale of venue naming rights, sponsorship rights, endorsement services, and exclusivity rights.

CONTINUE WITH **22** ON PAGE 6

CONTINUE ON PAGE 6

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

**Line 11** - 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 12** - Report receipts from representing and advising artists, athletes, entertainers, and other public figures in contract negotiations.

**Line 14** - Report receipts from the sale of a bundle of services offered to members in exchange for payment of nonrefundable initiation fees and/or annual or periodic membership fees. Exclude receipts from membership or initiation fees that are either refundable upon termination of the membership or are a transferable asset. Report receipts from membership fees paid primarily for right of admission on the appropriate detail lines under **line 1**. Report receipts from the rental of meeting rooms, halls, etc., on **line 17**.

**Line 17** - 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, providing a location for the display of advertising messages, and rental of parking spaces.

Description of sales, shipments, receipts, or revenue	2012			
	Report in thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	M	Thou.	Percent
<b>1.</b> Admissions to live performing arts performances				
<b>a.</b> Theatrical performances, non-musical . . . . . 30901				
<b>b.</b> Musical theater and opera performances . . . . . 30902				
<b>c.</b> Symphony and classical music performances . . . . . 30903				
<b>d.</b> Popular music performances . . . . . 30904				
<b>e.</b> Dance performances, musical and non-musical . . . . . 30905				
<b>f.</b> Public appearances and speeches . . . . . 30906				
<b>g.</b> Other live performing arts performances . . . . . 30907				
<b>h. Add lines 1a through 1g</b> . . . . . 30900				
<b>2.</b> Contract live performing arts performances				
<b>a.</b> Theatrical performances, non-musical . . . . . 30921				
<b>b.</b> Musical theater and opera performances . . . . . 30922				
<b>c.</b> Symphony and classical music performances . . . . . 30923				
<b>d.</b> Popular music performances . . . . . 30924				
<b>e.</b> Dance performances, musical and non-musical . . . . . 30925				
<b>f.</b> Public appearances and speeches . . . . . 30926				

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**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
<b>2.</b> Contract live performing arts performances - Continued				
<b>g.</b> Other contract live performing arts performances . . . . . 30927				
<b>h. Add lines 2a through 2g</b> . . . . . 30920				
<b>3.</b> Contract performing arts performances for film and television . . . . . 31510				
<b>4.</b> Outright sale of intellectual property protected by copyright . . . . . 31510				
<b>5.</b> Contract production services for intellectual property protected by copyright, excluding live performing arts . . . . . 31510				
<b>6.</b> Contract design services for intellectual property protected by trademark . . . . . 31520				
<b>7.</b> Licensing of rights to use intellectual property				
<b>a.</b> Protected by copyright				
<b>(1)</b> To film intellectual property . . . . . 31481				
<b>(2)</b> To record intellectual property . . . . . 31482				
<b>(3)</b> To perform intellectual property . . . . . 31483				
<b>(4)</b> To broadcast intellectual property . . . . . 31485				
<b>(5)</b> To publish intellectual property . . . . . 31486				
<b>(6)</b> To reproduce intellectual property . . . . . 31487				
<b>(7)</b> Other . . . . . 31488				
<b>(8) Add lines 7a(1) through 7a(7)</b> . . . . . 31480				
<b>b.</b> Protected by trademark . . . . . 31470				
<b>8.</b> Support services for production of audiovisual works and studio sound recordings . . . . . 30970				

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CONTINUE WITH **22** ON PAGE 8

**CONTINUE 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
<b>9.</b> Sale of paintings, sculptures, and other fine arts - <i>Describe</i>				
<input type="text"/>				
30950				
<b>10.</b> Advertising revenues . . . . .	31250			
<b>11.</b> Sports and performing arts event management services . . . . .	31530			
<b>12.</b> Representation services				
<b>a.</b> Performance contracts . . . . .	31271			
<b>b.</b> Sponsorship and endorsement contracts . . . . .	31272			
<b>c.</b> Other contracts - <i>Describe</i>				
<input type="text"/>	31273			
<b>d. Add lines 12a through 12c</b> . . . . .	31270			
<b>13.</b> Fine arts and theatrical performance instruction . . . . .	31290			
<b>14.</b> Membership services . . . . .	32510			
<b>15.</b> Meals and beverages, prepared and served or dispensed, for immediate consumption				
<b>a.</b> Meals and non-alcoholic beverages . . . . .	39461			
<b>b.</b> Alcoholic beverages . . . . .	39462			
<b>c. Add lines 15a and 15b</b> . . . . .	39460			
<b>16.</b> Rental of material and equipment . . . . .	39500			
<b>17.</b> Rental of non-residential space in buildings or other facilities	39550			
<b>18.</b> Resale of merchandise . . . . .	39665			

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CONTINUE WITH **22** ON PAGE 9

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**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
<b>19.</b> All other operating receipts - Describe if more than 10 percent of total receipts $\nabla$ <div style="border: 1px solid black; height: 30px; width: 100%;"></div>				
39782				
<b>20. TOTAL OPERATING RECEIPTS - Sum of lines should equal 5 if reporting in dollars</b> . . . . . 39850				100

**23 and 24** Not Applicable.

**25** EXPORTED SERVICES

**NOTE** - An exported service is a product (e.g., service performed, license agreement) that is sold or transferred to, or performed for a customer or client (individual, government, business establishment, etc.) located **outside** the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Include products provided to unaffiliated and affiliated foreign firms (e.g., foreign parent firms, subsidiaries, branches). Exclude products provided to domestic subsidiaries of foreign firms.

**A.** Did the receipts or revenue (reported in 5) include any amounts for exported services?

0911  Yes - Go to line B

0912  No - Go to 30

2012		
\$ Bil.	Mil.	Thou.

**B.** Amount of receipts or revenue for exported services . . . . . 0914

**26-29** Not Applicable.

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

**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

Telephone: Area code: Number: Extension:

Fax: 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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