



2012 ECONOMIC CENSUS

Other Amusement and Recreation Industries

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-71302

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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 →
- 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 ↴

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Month	Day	Year

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

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

	2012 Number
Mark "X" if None	

71302020



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

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 REVENUE OR RECEIPTS

A. Tax Status

Was all or part of the income of this establishment or organization exempt from Federal income taxes under section 501 of the Internal Revenue Code?

0103 Yes - Complete line C

0104 No - Complete line B

B. Operating receipts of this (taxable) establishment (Amusement parlors and video arcades should include commissions received from vending and amusement machine operators.) 0100

C. Revenue and expenses of this (tax-exempt) establishment

1. Revenue 0101

2. Expenses (Include payroll, exclude bad debt and other expenses identified on the information sheet.) 0140

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.

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6 Not Applicable.

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 12 0320

B. Payroll before deductions (Exclude employer's cost for fringe benefits.)

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.

1. Annual payroll 0300

2. First quarter payroll (January-March 2012) 0310

8-18 Not Applicable.

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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.

Operators of sports and recreation facilities

- 0700
- 713 910 00 2 Golf course - membership, including country clubs
- 713 910 00 1 Golf course - public
- 713 990 40 1 Golf course - driving range or miniature golf facility
- 713 120 00 2 Family entertainment center with miniature golf course, go-cart track, etc. (i.e., multiple attractions)
- 713 120 00 1 Arcade or video game arcade
- 713 920 00 1 Skiing facility
- 713 990 80 E Single amusement attraction (e.g., paintball, laser tag, parasail ride, bungee jumping, go-carts, putting greens, carousel ride) - Describe

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- 713 950 00 1 Bowling center
- 713 990 80 9 Billiard parlor or pool hall
- 713 940 50 1 Roller skating rink
- 713 940 40 1 Ice skating rink

Marinas and yacht clubs

- 713 930 00 1 Marina
- 811 490 20 2 Boat yard - repair of boats
- 713 930 00 2 Yacht club **with** docking or storage facility
- 713 990 80 1 Yacht club **without** docking or storage facility
- 441 222 00 3 Boat dealers and other watercraft retail sales **without** storage
- 811 490 20 3 Boat, pleasure and repair and maintenance services **without** retailing new boats

Fitness and recreational sport center

- 713 940 90 1 Physical fitness center
- 812 990 90 7 Personal fitness trainer
- 713 940 90 4 Other sports and recreation facility, including tennis courts and swimming pools (Include youth and family membership and non-membership.)
- 713 940 90 2 Gymnasium or athletic club
- 713 940 90 7 Health spa or club **without** guestrooms for lodging
- 721 110 00 4 Resorts with guestrooms for lodging
- 624 190 00 0 Family services center - providing a range of services to all age groups without recreational facilities

CONTINUE WITH **19** ON PAGE 5

CONTINUE ON PAGE 5

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19 KIND OF BUSINESS OR ACTIVITY - Continued

Other recreation and amusement services

- 0700 713 990 80 6 Membership recreation and amusement club, without athletic facilities (e.g., bridge club)
- 611 620 00 1 Sports and recreation instruction, including swimming, gymnastics, horseback riding, martial arts, etc.
- 713 990 80 C Recreational sports team, club, or league with indoor or outdoor facilities
- 713 990 80 4 Outfitter, including hunting, shooting range, trapshooting, fishing, and rafting
- 713 990 80 2 Day camp - recreational
- 713 990 80 G River rafting or canoeing, including white water rafting
- 713 990 50 1 Concession operator - juke boxes
- 713 990 50 2 Concession operator - pinball, electronic games, and other amusement machines, excluding slot machines
- 713 990 20 1 Concession operator - amusements, rides, etc.
- 611 610 10 2 Dance studio or school providing instruction
- 713 990 10 1 Ballroom, dance hall, or discotheque, excluding bars and nightclubs serving alcoholic beverages
- 711 219 10 2 Individual sports professional, excluding jockeys or race car drivers
- 532 292 00 2 Rental of sports and recreational equipment, including beach chairs, boats, canoes, skis, motorcycles, etc.
- 777 713 02 1 Other amusement or recreation services - *Describe* ↴

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0701

Other kind of business or activity

- 813 410 40 1 Civic, social, or fraternal association, including alumni associations, community membership clubs, etc. (*Exclude scouting and related youth development organizations.*)
- 813 410 30 2 Scouting or related youth development membership organization
- 711 510 00 2 Actor, actress, comedian, or other independent entertainer
- 711 410 00 1 Artists' and performers' agent or manager
- 711 510 00 5 Author, writer, or composer
- 711 510 00 1 Disc jockey
- 624 410 00 6 Child day care services/center, before or after school, separate from schools
- 773 000 00 2 Other kind of business or activity - *Describe type of business or activity* ↴

0701

20 and 21 Not Applicable.

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22 DETAIL OF REVENUE OR RECEIPTS

(Report receipts or revenue by source (reported in **5**) in dollar figures. See **HOW TO REPORT DOLLAR FIGURES** on page 3. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable lines.)

Line 1a - Report receipts from providing access to downhill and cross-country ski trails. Include admissions, sale of lift tickets and trail passes, annual membership fees that give access to lifts and trails, and nonrefundable initiation fees. Report corporate packages, birthday party packages, and similar party packages on **line 7**. Report prepared and served meals and beverages sold separately on the appropriate detail lines under **line 23**. Report ski equipment rental on **line 14**. Report admissions to races and competitions, as a spectator, on **line 16**.

Line 1b - Report receipts from providing access to and use of bowling lanes, for the purpose of playing five or ten-pin bowling. Include admissions and use fees, annual membership fees, and nonrefundable initiation fees. Report access to lawn bowling centers on **line 1f**. Report corporate packages, birthday party packages, and similar party packages on **line 7**. Report prepared and served meals and beverages sold separately on the appropriate detail lines under **line 23**. Report admissions to competitions, as a spectator, on **line 16**. Report membership in bowling leagues and associations on **line 20**.

Line 1e - Report receipts from admission to dance halls, discotheques, clubs, and similar places where music is played and patrons can dance. A beverage may be included in the price of admission. Include admission fees that may be referred to as a cover charge, annual membership fees, and nonrefundable initiation fees. Exclude admission to live musical and dance performances in concert halls, etc. Report corporate packages, birthday party packages, and similar party packages on **line 7**.

Line 1f - Report receipts from admissions to all other amusement and recreational industries not elsewhere provided for including; amusement rides, pin operated non-gambling device; archery or shooting ranges; billiard or pool parlors; boating clubs; dance halls; miniature golf courses; recreational day camps; recreational sports clubs; and riding stables. Include use fees, annual membership fees, and non-refundable initiation fees.

Line 2 - Report receipts from providing access to use the greens and other sporting facilities of a golf course or country club. Include green fees, whether for single or multiple rounds of golf, annual membership fees, nonrefundable initiation fees, and any separate charges to use tennis, swimming, or other sport and recreational facilities. Exclude caddy services. Report receipts from corporate packages, birthday party packages, and similar party packages on **line 7**. Report prepared and served meals and beverages sold separately on the appropriate detail lines under **line 23**. Report rental of golf carts and golfing equipment on **line 14**. Report admissions to tournaments, as a spectator, on **line 16**.

Line 2a - 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 membership fees paid primarily for right of admission and membership or initiation fees that are either refundable upon termination of the membership or are a transferable asset. Report receipts from the rental of meeting rooms, halls, etc., on **line 12**.

Line 3 - Report receipts from providing fitness and recreational sporting services or instruction in fitness and recreational sports facilities. Include fitness center membership fees, nonrefundable initiation fees, admission fees, and any separate fees to use tennis courts, swimming pools, skating rinks, weight rooms, squash courts, or other facilities. Report receipts from corporate packages, birthday party packages, and similar party packages on **line 7**. Report spa services charged for separately on **line 9**. Report prepared and served meals and beverages sold separately for immediate consumption on the appropriate detail lines under **line 23**. Report admissions to races and competitions, as a spectator, on **line 16**. Report fitness classes and sessions with personal trainers charged for separately on **line 19**.

Line 3a - 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 membership fees paid primarily for right of admission and membership or initiation fees that are either refundable upon termination of the membership or are a transferable asset. Report receipts from the rental of meeting rooms, halls, etc., on **line 12**.

Line 5 - Report receipts from providing space to dock a pleasure craft at a marina or other facility for a given period of time. Include launching and storing a pleasure craft, and supplying utility services to a pleasure craft at marinas, such as sewage pumping, water supply, television service, telephone service, etc. Include annual marina and yacht club membership fees, nonrefundable initiation fees, transient fees, and any separate admission charges to use tennis, swimming, or other facilities. Report receipts from the sale of fuel on **line 24b**, pleasure craft rental on **line 14**, and pleasure craft repair on **line 15a**.

Line 6 - Report receipts from the right to participate in sports tournaments and competitions as an individual or as a member of a team.

Line 7 - Report receipts from providing a bundle of entertainment and recreational services for a group of people, based on access to the facilities and services offered by facilities, such as skiing facilities, golf courses, bowling centers, amusement arcades. The service includes the use of the facility's attractions, such as rides and games, additional entertainment, such as clowns, and/or food and beverage services.

Line 8 - Report receipts from providing direction to good locations for fishing and hunting, and advice on technique. The guide accompanies the client to the location and usually provides meals.

Line 12 - 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 display of advertising messages, and rental of parking spaces. Report receipts from providing a location for the placement of coin-operated machines on **line 13**.

CONTINUE WITH **22** ON PAGE 7

CONTINUE ON PAGE 7

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22 DETAIL OF REVENUE OR RECEIPTS - Continued

Line 13 - Report receipts from providing a location for the placement of coin-operated machines, such as vending machines, video games, children's mechanical rides, for a fee or commission paid by the owners or lessors of the machines. Exclude providing a location for the placement of coin-operated gambling machines, such as slot machines and video lottery terminals.

Line 17 - Report receipts from providing coin-operated recreational games and rides. Players may win prizes from these devices (e.g., video games, pinball games, and air hockey games). Exclude receipts from providing games and rides bundled with admission to an amusement arcade or theme park. Report receipts from carnival games on **line 18**, and receipts from gaming machines, such as slot machines and video lottery terminals on **line 21**.

Line 18 - Report receipts from providing games in which a prize is won, commonly known as carnival or midway games. These games are usually played in amusement arcades and agricultural fairs (e.g., ring toss games, dart games, air gun games, and rope ladder games).

Line 20 - Report receipts to access a sports facility provided by amateur sports teams, leagues, and associations. Include annual club membership fees, nonrefundable initiation fees, and any separate charges to use facilities or participate in the sport. Report receipts from rental of equipment on **line 14**. Report receipts from admissions to events, as a spectator, on **line 16**.

Line 21 - 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 28 - Report revenue from investments, including interest and dividends. Exclude unrealized gains or losses. Report proceeds from the sale of investments and other assets on **line 29**.

Line 29 - Report the net gain (or loss) from the sale or trade of real property and financial assets, such as stocks and bonds. Exclude unrealized gains or losses.

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Description of revenue or receipts	2012		
	Report thousands of dollars. Estimates are acceptable.		
	\$ Bil.	Mil.	Thou.
1. Amusement and recreational services			
a. Skiing facility services 31071			
b. Bowling center services 31072			
c. Roller skating rink services 31075			
d. Ice skating rink services 31076			
e. Admissions to dance halls and clubs 31077			
f. Other amusement and recreational services 31078			
2. Golf course and country club services			
a. Memberships 31081			
b. Greens/guest fees 31082			
c. Add lines 2a and 2b 31080			

CONTINUE WITH **22** ON PAGE 8

CONTINUE ON PAGE 8

71302079



22 DETAIL OF REVENUE OR RECEIPTS - Continued

Description of revenue or receipts	2012		
	Report thousands of dollars. Estimates are acceptable.		
	\$ Bil.	Mil.	Thou.
3. Fitness and recreational sports center services			
a. Memberships 31091			
b. Admissions 31092			
c. Add lines 3a and 3b 31090			
4. Personal training services 33763			
5. Pleasure craft docking, launching, storage, and utilities services			
a. Pleasure craft dockage services 31101			
b. Pleasure craft launching services 31102			
c. Water, sewage, and other utilities for pleasure craft 31103			
d. Pleasure craft storage services 31104			
e. Add lines 5a through 5d 31100			
6. Registration for sports tournaments and matches 31110			
7. Corporate and party event services 31400			
8. Hunting and fishing guide services 31410			
9. Spa services 31420			
10. Room or unit accommodation for travelers 39430			
11. Recreational vehicle and tent sites for travelers 39440			
12. Rental of non-residential space in buildings or other facilities 39550			
13. Hosting of vending machines, video games, and other non-gambling coin-operated machines 39561			
14. Rental of sports and recreational equipment 39504			

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CONTINUE WITH **22** ON PAGE 9

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22 DETAIL OF REVENUE OR RECEIPTS - Continued

Description of revenue or receipts	2012		
	Report thousands of dollars. Estimates are acceptable.		
	\$ Bil.	Mil.	Thou.
15. Repair and maintenance of sports and recreational equipment			
a. Pleasure craft 32102			
b. Other sports and recreational equipment 32104			
c. Add lines 15a and 15b 32100			
16. Admissions to live sports events 30910			
17. Coin-operated games and rides			
a. Video games 31131			
b. Other coin-operated games and rides 31132			
c. Add lines 17a and 17b 31130			
18. Carnival games and rides 31140			
19. Athletic instruction 31320			
20. Amateur sports team and club services 31450			
21. Gambling machines 31190			
22. Child day care services 30590			
23. 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 23a and 23b 39460			

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CONTINUE WITH **22** ON PAGE 10

22 DETAIL OF REVENUE OR RECEIPTS - Continued

Description of revenue or receipts	2012		
	Report thousands of dollars. Estimates are acceptable.		
	\$ Bil.	Mil.	Thou.
24. Resale of merchandise			
a. Resale of equipment for sports and recreational activities 39617			
b. Resale of fuel 39669			
c. Resale of other merchandise 39671			
d. Add lines 24a through 24c 39699			
25. All other operating receipts - Describe if more than 10 percent of total receipts ↴			
<input type="text" value=""/> 39764			
26. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 5, line B 39850			
27. Contributions, gifts, and grants			
a. Government 39900			
b. Private 39910			
28. Investment income, including interest and dividends 39920			
29. Gains (losses) from assets sold (Report losses by including a dash prior to the dollar amount.) 39930			
30. All other revenue - Describe if more than 10 percent of total revenue ↴			
<input type="text" value=""/> 39979			
31. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 5, line C1 39990			

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23-25 Not Applicable.

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

26 SPECIAL INQUIRIES

FRANCHISE

1. Was this establishment operating under any trademark(s) authorized by a franchisor in 2012?
(Mark "X" only ONE box.)

0237 Yes - franchisee-owned establishment

0238 Yes - franchisor-owned establishment

0239 No

2. If yes, provide the trademark(s) below. ↴

0235

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27-29 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

Area code	Number	Extension

Telephone

Area code	Number

Fax

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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