



**DUE DATE**  
**FEBRUARY 12, 2008**

**Mail** your completed form to:  
**U.S. CENSUS BUREAU**  
**1201 East 10th Street**  
**Jeffersonville, IN 47134-0001**

AE-71102

**INFORMATION COPY  
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

**Please read** the accompanying information sheet(s) before answering the questions.

**Need help or have questions about filling out this form?**

**Visit** [www.census.gov/econhelp](http://www.census.gov/econhelp)

**Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

- OR -

**Write** to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

**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.
  - Place an "X" inside the box.
  - Please center numbers in their respective boxes.
  - Do not put slashes through 0 or 7.
- 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 in the mailing address the same as the one used for this establishment on its latest 2007 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
<input type="text"/>		<input type="text"/>	<input type="text"/>

**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

71102016

**3 OPERATIONAL STATUS**

Which ONE of the following best describes this establishment's operational status at the end of 2007?  
(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 \_\_\_\_\_ → 

Month	Day	Year

  
AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

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 

2007
Number

Number of months in operation during 2007 (If none, mark "X" and go to 50.) . . . . . 0002

<b>HOW TO REPORT DOLLAR FIGURES</b>		Dollar figures should be <b>rounded</b> to <b>thousands</b> of dollars.	Mark "X" if None	2007			
		If a figure is <b>\$1,025,628.79</b> :	Report → <input type="checkbox"/>	\$ Bil.	Mil.	Thou.	Dol.
		If a value is "0" (or less than \$500.00):	Report → <input checked="" type="checkbox"/>	1	0	2	6

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

Mark "X" if None 

2007
Number

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

**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 in 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).

**A.** Number of employees for pay period including March 12 . . . . . 0320

<b>B.</b> Payroll before deductions (Exclude employer's cost for fringe benefits.)	Mark "X" if None	2007			
		\$ Bil.	Mil.	Thou.	Dol.
		1. Annual payroll . . . . . 0300 <input type="checkbox"/>			
2. First quarter payroll (January-March, 2007) . . . . . 0310 <input type="checkbox"/>					

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

8 - 13 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 2007?  
(Mark "X" only ONE box.)

**Professional or semiprofessional sports club**

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

0701

**Racetrack operation**

- 711 212 20 1  Auto racetracks
- 711 212 10 1  Dog racetracks
- 711 212 30 1  Horse racetracks
- 711 219 20 1  Race car owners, drivers, or teams
- 711 219 20 2  Jockey or harness drivers or owners
- 711 219 20 3  Racing stables, dog or horse - entered in racing events
- 713 290 20 5  Off-track betting parlors
- 711 219 20 5  All other racing - Specify ↴

0701

**Other spectator sports**

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

0701

**Other kind of business or activity**

- 711 310 00 2  Sports arenas or stadiums, 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

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

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

- 0700 711 320 00 5  Promoters of sporting events, including truck shows, horse shows, bike events, fishing events, wrestling events, and boxing events without own facilities
- 711 410 00 4  Managers or agents of individual sports professional
- 713 990 80 C  Recreational sports teams and leagues
- 773 000 00 2  Other kind of business or activity - Specify

0701

**20 and 21** Not Applicable.

<p><i>HOW TO REPORT PERCENTS</i></p>	<p>If figure is <b>38.76%</b> of total sales:</p>	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
					3 9	

**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 licensing services. The contract specifies the disposition of any intellectual property rights arising from the work performed under the contract. Report receipts from 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 limits 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. 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 9a** - 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 9b** - 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 9c** - 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 9d** - 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.

CONTINUE WITH ON PAGE 5

CONTINUE ON PAGE 5

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

- Line 9e** - Report receipts from providing product endorsements by individual professional athletes, performing artists, sports teams, or performing arts groups or companies.
- Line 9f** - 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 10** - 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 17**.
- Line 12** - Report receipts from providing services to identify, evaluate, prevent, and treat sports injuries and associated conditions. Athletic trainers work in consultation with, and under the supervision of physicians and other health professionals.
- Line 13** - 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 16a** - Report receipts from providing access to pari-mutuel wagers on future, uncertain events, such as races and sporting events, at the site where the event will occur (e.g., pari-mutuel wagering on horse races, dog races, and jai-alai games). Exclude receipts from making pari-mutuel wagers on events taking place elsewhere, and all lottery type gambling. Report receipts from wagers using gambling machines on **line 16b**.
- Line 16b** - Report 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.

Description of sales, shipments, receipts, or revenue	Census use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>1.</b> Admissions to live sports events . . . . .	30910					
<b>2.</b> Contract live public appearances and speeches . . . . .	30940					
<b>3.</b> Contract live sporting events . . . . .	30930					
<b>4.</b> Event management services . . . . .	31530					
<b>5.</b> Licensing of rights to use intellectual property						
<b>a.</b> Protected by copyright . . . . .	31480					
<b>b.</b> Protected by trademark . . . . .	31470					
<b>6.</b> Sporting event broadcast and other media rights						
<b>a.</b> Broadcast rights . . . . .	31461					
<b>b.</b> Other media rights . . . . .	31462					
<b>c. Sum lines 6a and 6b</b> . . . . .	31460					

CONTINUE WITH **23** ON PAGE 6

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

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>7.</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. Sum lines 7a and 7b</b>	39460					
<b>8.</b> Resale of merchandise	39666					
<b>9.</b> Advertising services						
<b>a.</b> Advertising space and time in print, broadcast, and other media	31251					
<b>b.</b> Leased display advertising media space	31252					
<b>c.</b> Venue naming rights	31253					
<b>d.</b> Sponsorship rights	31254					
<b>e.</b> Endorsement services	31255					
<b>f.</b> Exclusivity rights	31256					
<b>g.</b> Other advertising services	31257					
<b>h. Sum lines 9a through 9g</b>	31250					
<b>10.</b> Rental of non-residential space in buildings or other facilities	39550					
<b>11.</b> Rental of material and equipment	39500					
<b>12.</b> Athletic training services	31300					
<b>13.</b> Sports coaching services	31310					
<b>14.</b> Athletic instruction	31320					
<b>15.</b> Race animal training	31350					
<b>16.</b> Gambling services						
<b>a.</b> Pari-mutuel sports gambling, on the event premises	31201					
<b>b.</b> Gambling machines	31190					
<b>17.</b> Parking services	32430					
<b>18.</b> All other operating receipts - Specify if more than 10 percent of total receipts $\nearrow$						
	39761					
<b>19. TOTAL OPERATING RECEIPTS - Sum of lines should equal ⑤ if reporting in dollars</b>	39850					1 0 0

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23-29 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	
		-					-	

Internet e-mail address

Date completed

Month Day Year

**Thank you for completing your 2007 ECONOMIC CENSUS form.**

**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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