



# 2007 ECONOMIC CENSUS

## Promoters, Agents, and Managers

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

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

AE-71103

**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

71103014

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

0018

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

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.

If a figure is \$1,025,628.79:

Report

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

Report

Mark "X" if None

2007			
\$ Bil.	Mil.	Thou.	Dol.
	1 0 2 6		

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

**A. Tax Status**

1. Is this establishment operated on a not-for-profit basis?

0106  Yes - Go to line A2

0107  No - Complete line B

2. 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

Mark "X" if None

2007			
\$ Bil.	Mil.	Thou.	Dol.

B. Operating receipts of this (taxable) establishment . . . . . 0100

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

1. Revenue . . . . . 0101

2. Expenses (Include payroll) . . . . . 0140

**6 Not Applicable.**

71103022

**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 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).

Mark "X" if None	2007
	Number
<input type="checkbox"/>	

**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	2007			
		\$ Bil.	Mil.	Thou.	Dol.
1. Annual payroll . . . . . 0300	<input type="checkbox"/>				
2. First quarter payroll (January-March, 2007) . . . . . 0310	<input type="checkbox"/>				

**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.)

**Facility operators, including operators promoting arts, sports, and similar events**

- 0700 711 310 00 1  Performing arts centers
- 711 310 00 2  Sports arenas or stadiums, promoting shows and renting facilities
- 711 310 00 3  Theaters
- 711 310 00 5  Community art centers
- 711 310 00 4  Fairgrounds
- 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
- 777 711 03 1  Other operation of/or promoter with facilities - Specify

0701

**Promoters of arts, sports, and similar events, without facilities**

- 711 320 00 6  Concerts
- 711 320 00 3  Sports events
- 711 320 00 7  Theatrical shows
- 711 320 00 8  Fairs (state, county, etc.)
- 711 320 00 9  Rodeos
- 711 320 00 A  Arts festivals

CONTINUE WITH 19 ON PAGE 4

CONTINUE ON PAGE 4

71103030



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

**Promoters of arts, sports, and similar events, without facilities - Continued**

- 0700 512 131 00 2  Film festival exhibitors
- 711 320 00 B  Beauty pageants
- 777 710 00 1  Other - *Specify* ↴

0701

**Agents and managers for artists, athletes, entertainers, and other public figures**

- 711 410 00 1  Artists' and performers' agents or managers
- 711 320 00 C  Booking agencies, excluding motion picture
- 711 410 00 2  Sports figures' agents or managers
- 711 410 00 3  Authors, speakers, and other non-performing artists' agents
- 711 410 00 8  Talent agencies
- 711 410 00 9  Modeling agencies
- 711 410 00 A  Literary agencies
- 711 410 00 6  Speakers bureaus

**Other kind of business or activity**

- 773 000 00 2  Other kind of business or activity - *Specify* ↴

0701

**20 and 21** Not Applicable.

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

*(Report receipts or revenue by source (reported in 5) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 2. Do not combine data for two or more receipts or revenue lines. Both taxable and tax-exempt establishments should complete all applicable 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 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 3** - 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 receipts from licensing of rights to use intellectual property on the appropriate detail lines under **line 11**.

**Line 4** - 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 12**.

**Line 5** - Report receipts from planning, organizing, marketing, and managing a live sports or performing arts event on behalf of others, including venue owners, performers, etc.

CONTINUE WITH 22 ON PAGE 5

71103048

**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

**Line 6** - Report receipts from managing and coordinating various career-related activities (i.e., bookings for performances and public appearances) of artists, athletes, entertainers, and other public figures. Include receipts from representation services bundled with career management services that can not be reported separately.

**Line 7** - Report receipts from representing and advising artists, athletes, entertainers, and other public figures in contract negotiations. Include receipts from legal and other professional representation. Report bundled career management and representation services on **line 6**.

**Line 8** - 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 and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, and photographic and fine art). Exclude the sale of paintings, sculptures, and other fine art with only conventional end-use rights (i.e., sales to consumers for own-use).

**Line 9** - 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 10** - Report receipts from contract design of trademarked material (e.g., company or institutional logos, symbols, names) owned by the contractee.

**Line 11a** - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. Include licenses to use property that is 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 11b** - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment.

**Line 12** - 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 15a** - 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 15b** - 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 15c** - 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 15d** - 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 15e** - Report receipts from providing product endorsements by individual professional athletes, performing artists, sports teams, or performing arts groups or companies.

**Line 15f** - 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 15g** - Report receipts from providing services that attract attention to a product, business, cause, etc., not elsewhere specified. Include the creation of advertising messages.

**Line 16** - 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.

**Line 17** - 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 16**.

**Line 22** - 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 23**.

**Line 23** - 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.

CONTINUE WITH  ON PAGE 6

CONTINUE ON PAGE 6

71103055

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

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
<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. Sum lines 1a through 1g</b> . . . . .	30900				
<b>2.</b> Admissions to live sports events . . . . .	30910				
<b>3.</b> Contract live performing arts performances . . . . .	30920				
<b>4.</b> Contract live sporting events . . . . .	30930				
<b>5.</b> Event management services . . . . .	31530				
<b>6.</b> Career management services . . . . .	31280				
<b>7.</b> Representation services					
<b>a.</b> Performance contracts . . . . .	31271				
<b>b.</b> Sponsorship and endorsement contracts . . . . .	31272				
<b>c.</b> Other contracts - <i>Specify</i> ↴					
_____	31273				
<b>d. Sum lines 7a through 7c</b> . . . . .	31270				
<b>8.</b> Outright sale of intellectual property protected by copyright . . . . .	31500				
<b>9.</b> Contract production services for intellectual property protected by copyright, exclude live performing arts . . . . .	31510				
<b>10.</b> Contract design services for intellectual property protected by trademark . . . . .	31520				
<b>11.</b> Licensing of rights to use intellectual property					
<b>a.</b> Protected by copyright . . . . .	31480				
<b>b.</b> Protected by trademark . . . . .	31470				
<b>12.</b> Sporting event broadcast and other media rights . . . . .	31460				

71103063



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	Census use	2007			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
<b>13.</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 13a and 13b</b>	39460				
<b>14.</b> Resale of merchandise	39667				
<b>15.</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 15a through 15g</b>	31250				
<b>16.</b> Rental of non-residential space in buildings or other facilities					
<b>a.</b> Rental of retail space in or at sports venues or other entertainment or recreation venues	39551				
<b>b.</b> Rental of space for food service	39552				
<b>c.</b> Other rental of non-residential space in buildings or other facilities	39557				
<b>d. Sum lines 16a through 16c</b>	39550				
<b>17.</b> Membership services	32510				
<b>18.</b> All other operating receipts - <i>Specify if more than 10 percent of total receipts</i>					
	39762				
<b>19. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 2, line B</b>	39850				

CONTINUE WITH 22 ON PAGE 8

CONTINUE ON PAGE 8

71103071



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

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007			
		Estimates are acceptable			
		\$ Bil.	Mil.	Thou.	Dol.
0723	0720	0721			
<b>20.</b> Contributions, gifts, and grants - Government					
<b>a.</b> National Endowment for the Arts	39901				
<b>b.</b> All other federal, state, county, and municipal	39902				
<b>c. Sum lines 20a and 20b</b>	39900				
<b>21.</b> Contributions, gifts, and grants - Private					
<b>a.</b> Individuals	39911				
<b>b.</b> Foundations	39912				
<b>c.</b> Business and industry	39913				
<b>d.</b> Other, including labor unions, etc.	39914				
<b>e. Sum lines 21a through 21d</b>	39910				
<b>22.</b> Investment income, including interest and dividends	39920				
<b>23.</b> Gains (losses) from assets sold (Report losses by including a dash prior to the dollar amount.)	39930				
<b>24.</b> All other revenue - Specify if more than 10 percent of total revenue ↴					
	39977				
<b>25. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 5, line C1</b>	39990				

**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.**

71103089

