



# 2007 ECONOMIC CENSUS

## Museums, Art Galleries, Botanical and Zoological Gardens

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

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

AE-71201

**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 |
|                                |  |            |               |

**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

71201016

**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:

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

Report

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.**

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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 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.)

**Museums and art galleries**

- 0700 712 110 00 1  Museums
- 712 120 00 1  Historic and heritage sites
- 712 110 00 2  Art galleries or exhibitors with receipts primarily from admissions, contributions, and/or grants
- 453 920 00 2  Art galleries with receipts primarily from sales or commissions on sales of artwork
- 813 410 40 3  Art councils

**Botanical and zoological gardens**

- 712 130 00 1  Arboretums and botanical gardens
- 712 130 00 2  Zoo/zoological gardens
- 712 130 00 3  Aquariums
- 712 130 00 4  Other live animal, reptile, or plant exhibits, including wild animal parks

**Other attractions or exhibits**

- 712 110 00 3  Planetaria and observatories
- 712 190 00 1  Wildlife sanctuaries or preserves, including bird sanctuaries
- 712 190 00 2  Conservation areas, nature parks, or preserves

CONTINUE WITH 1 ON PAGE 4

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

**Other attractions or exhibits - Continued**

- 0700 712 190 00 4  Caverns, natural wonders, and similar tourist attractions
- 777 710 00 1  Other - *Specify* ↴

0701

**Other kind of business or activity**

- 813 211 00 3  Foundations, **not** operating museums, zoos, etc.
- 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 the access or attendance to museums, historical and heritage sites, zoos, botanical gardens, and natural areas, e.g., national parks. Include both single-admission and multiple-admission tickets, and season passes. Admission receipts may include benefits in addition to the right of access, such as use of games and rides, guided tours, or food and beverages. Receipts for this product include admission charges, surcharges for admission to special events, and membership fees paid primarily for the right of admission. Report receipts from separate admissions paid to attend films on **line 12** and live performances on **line 13**.

**Line 2** - 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 18**.

**Line 3** - Report receipts from providing exhibitions to other institutions for a fee or commission.

**Line 7** - Report receipts from providing formal instruction by means of trips and tours that are designed to accomplish an educational objective. The trip or tour may be comprised of a complete course of instruction or be designed as a component of a course of instruction. Report travel tours with a cultural, historic, or natural theme, that are not part of a formal course of instruction on **line 8**.

**Line 8** - Report receipts from providing tour packages designed to expose the tourist to the culture, history, or natural environment of the destination(s). Tour packages are combinations of transportation, accommodation, meals, and guide services. Receipts may include the provision of additional services, such as the arrangement of visas and entrance to attractions. Include cruise packages. Include customized tour packages when sold as a bundle. Exclude local sightseeing tours.

**Line 9** - Report receipts from reserving pre-packaged and customized tours for travelers from tour operators or wholesalers for a fee or commission.

**Line 14** - Report receipts from providing technical services to repair or stabilize the condition of artistic, historical, and cultural works or artifacts, and protect them from future deterioration.

**Line 15a** - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment.

**Line 15b** - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment.

**Line 16** - 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.

**Line 17** - Report receipts from providing training in the operation and management of museums, historical sites, zoos, botanical gardens, natural areas, etc. Include upgrade training to teachers.

CONTINUE WITH **22** ON PAGE 5

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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 18** - 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 21**.

**Line 19a** - Report receipts from the rental of artistic, cultural, historical, or natural works. The works may be part of the collection of a museum, gallery or other institution, or owned by a commercial establishment. The works may be rented to such institutions or to individuals.

**Line 26** - 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 27**.

**Line 27** - 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.

| Description of sales, shipments, receipts, or revenue                                       | Census use | 2007                     |      |       |      |
|---|------------|--------------------------|------|-------|------|
|   |            | Estimates are acceptable |      |       |      |
|   |            | \$ Bil.                  | Mil. | Thou. | Dol. |
| 0723  | 0720       | 0721                     |      |       |      |
| <b>1.</b> Admissions to cultural institutions   |            |                          |      |       |      |
| <b>a.</b> Museums   | 30961      |                          |      |       |      |
| <b>b.</b> Historic sites  | 30962      |                          |      |       |      |
| <b>c.</b> Botanical gardens   | 30963      |                          |      |       |      |
| <b>d.</b> Zoological and similar institutions   | 30964      |                          |      |       |      |
| <b>e.</b> Nature parks and other natural areas  | 30965      |                          |      |       |      |
| <b>f. Sum lines 1a through 1e</b>   | 30960      |                          |      |       |      |
| <b>2.</b> Membership services   | 32510      |                          |      |       |      |
| <b>3.</b> Traveling exhibits  | 30980      |                          |      |       |      |
| <b>4.</b> Guided tours and educative services   | 30990      |                          |      |       |      |
| <b>5.</b> School visits, children's parties and similar children's programs                 | 31000      |                          |      |       |      |
| <b>6.</b> Overnight recreational camps  | 31010      |                          |      |       |      |
| <b>7.</b> Academic trips and tours  | 31020      |                          |      |       |      |
| <b>8.</b> Packaged tours, with a cultural, historic or natural theme                        | 31030      |                          |      |       |      |
| <b>9.</b> Packaged tour reservation services  | 33117      |                          |      |       |      |
| <b>10.</b> Meals and beverages, prepared and served or dispensed, for immediate consumption | 39460      |                          |      |       |      |
| <b>11.</b> Resale of merchandise  | 39668      |                          |      |       |      |
| <b>12.</b> Admissions to film exhibitions   | 31050      |                          |      |       |      |
| <b>13.</b> Admissions to live performing arts performances                                  | 30900      |                          |      |       |      |
| <b>14.</b> Conservation services  | 31060      |                          |      |       |      |

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

| Description of sales, shipments, receipts, or revenue   | Cen-<br>sus<br>use | 2007                     |      |       |      |
|---|--------------------|--------------------------|------|-------|------|
|   |                    | Estimates are acceptable |      |       |      |
|   |                    | \$ Bil.                  | Mil. | Thou. | Dol. |
| 0723  | 0720               | 0721                     |      |       |      |
| <b>15.</b> Licensing of rights to use intellectual property   |                    |                          |      |       |      |
| <b>a.</b> Protected by copyright  | 31480              |                          |      |       |      |
| <b>b.</b> Protected by trademark  | 31470              |                          |      |       |      |
| <b>16.</b> Advertising services   | 31250              |                          |      |       |      |
| <b>17.</b> Training services  | 31380              |                          |      |       |      |
| <b>18.</b> Rental of non-residential space in buildings or other facilities                               |                    |                          |      |       |      |
| <b>a.</b> Rental of retail space  | 39551              |                          |      |       |      |
| <b>b.</b> Rental of space for food service  | 39552              |                          |      |       |      |
| <b>c.</b> Rental of other non-residential space in buildings or other facilities                          | 39557              |                          |      |       |      |
| <b>d. Sum lines 18a through 18c</b>   | 39550              |                          |      |       |      |
| <b>19.</b> Rental of art works and other goods  |                    |                          |      |       |      |
| <b>a.</b> Collection loans and rental of art works  | 39501              |                          |      |       |      |
| <b>b.</b> Rental of audio guides to cultural institutions   | 39502              |                          |      |       |      |
| <b>c.</b> Rental of other goods   | 39503              |                          |      |       |      |
| <b>d. Sum lines 19a through 19c</b>   | 39500              |                          |      |       |      |
| <b>20.</b> Amusement park and arcade-type rides, games, and attractions - <i>Specify</i> ↴                |                    |                          |      |       |      |
|   | 31390              |                          |      |       |      |
| <b>21.</b> Parking services   | 32430              |                          |      |       |      |
| <b>22.</b> Recreational vehicle and tent sites for travelers  | 39440              |                          |      |       |      |
| <b>23.</b> All other operating receipts - <i>Specify if more than 10 percent of total receipts</i> ↴      |                    |                          |      |       |      |
|   | 39763              |                          |      |       |      |
| <b>24. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal ⑤, line B</b> | 39850              |                          |      |       |      |
| <b>25.</b> Contributions, gifts, and grants   |                    |                          |      |       |      |
| <b>a.</b> Government  | 39900              |                          |      |       |      |
| <b>b.</b> Private   | 39910              |                          |      |       |      |
| <b>26.</b> Investment income, including interest and dividends  | 39920              |                          |      |       |      |

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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>27.</b> Gains (losses) from assets sold (Report losses by including a dash prior to the dollar amount.) | 39930      |                          |      |       |      |
| <b>28.</b> All other revenue - Specify if more than 10 percent of total revenue                            | 39978      |                          |      |       |      |
| <b>29. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 29, 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.**

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