



2007 ECONOMIC CENSUS

Amusement Parks and Arcades

DUE DATE
FEBRUARY 12, 2008

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

AE-71303

**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

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"/>	<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

71303010

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

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

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2007
Number

Operating receipts (Amusement parlors and video arcades should include commissions received from vending and amusement machine operators.) . . . 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. Payroll before deductions (Exclude employer's cost for fringe benefits.)		Mark "X" if None	2007			
		1. Annual payroll 0300 <input type="checkbox"/>	\$ Bil.	Mil.	Thou.	Dol.
		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 - 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 2007?
(Mark "X" only ONE box.)

Amusement parks and other exhibitions

- 0700 711 190 10 1 Circuses or traveling carnivals
- 713 990 20 1 Concession operators: amusements, rides, etc.
- 711 320 00 8 Fairs (state, county, etc.)
- 712 190 00 4 Caverns, natural wonders, and similar tourist attractions
- 713 110 20 1 Amusement, theme, or kiddie parks
- 713 110 10 1 Water parks
- 713 120 00 1 Arcades or family fun centers
- 713 990 40 2 Driving ranges or miniature golf facilities
- 713 120 00 2 Family entertainment centers with miniature golf courses, go-cart tracks, etc. (i.e., multiple attractions)
- 713 990 80 E Single amusement attraction (e.g., paintball, laser tag, parasail rides, bungee jumping, go-carts, putting greens, carousal ride) - *Specify* ↴

0701

- 777 713 01 1 Other parks or exhibitions - *Specify* ↴

0701

Coin machine operator (or distributor), including operator of coin-operated machines located in other establishments

- 713 990 50 1 Concession operators: juke boxes
- 713 990 50 2 Concession operators: pinball, electronic games, and other amusement machines, excluding slot machines
- 454 210 00 1 Merchandise vending machine operator
- 812 990 90 3 Service machines (weight, blood pressure, etc.), excluding laundry and telephone

Other kind of business or activity

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

0701

20 and 21 Not Applicable.

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HOW TO REPORT PERCENTS		2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
If figure is 38.76% of total sales:		Report whole percents			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 access or attendance to amusement parks, theme parks, and arcades. Include both single-admission and multiple-admission tickets, and season passes. Include surcharges for admission to special events. Admissions may include benefits.

Line 2 - 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. Exclude receipts from gaming machines, such as slot machines and video lottery terminals. Report receipts from carnival games on **line 3**.

Line 3 - 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 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 amusement parks, theme parks, 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 12 - Report receipts from arranging, assembling, and marketing tour packages, including customized group tour packages, to travel agents, tour wholesalers, or individuals. Include transportation, tourist visas, lodging and hotel transfers, with or without other services, such as activities, cruises, attractions, and meals. Include city sightseeing tours.

Line 13a - 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 13b - 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 13c - 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 13d - 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 13e - Report receipts from providing services that attract attention to a product, business, cause, etc., not elsewhere specified. Include the creation of advertising messages. Include the sale of venue naming rights and endorsement services. Exclude public relations services.

Line 14 - 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 19**.

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	
1. Admissions to amusement parks, arcades, and family entertainment centers	31120					
2. Coin-operated games and rides						
a. Video games	31131					
b. Other coin-operated games and rides	31132					
c. Sum lines 2a and 2b	31130					

CONTINUE WITH 2 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

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	
3. Carnival games and rides	31140						
4. Mechanical rides and attractions	31150						
5. Water rides and attractions	31160						
6. Other amusement park and arcade rides, games, and attractions	31170						
7. Corporate and party event services	31400						
8. Meals and beverages, prepared and served or dispensed, for immediate consumption							
a. Meals and non-alcoholic beverages	39461						
b. Alcoholic beverages	39462						
c. Sum lines 8a and 8b	39460						
9. Resale of merchandise							
a. Books, newspapers, and periodicals	39672						
b. Packaged food and beverages	39609						
c. Apparel and memorabilia merchandise	39674						
d. Resale of other merchandise	39675						
e. Sum lines 9a through 9d	39600						
10. Room or unit accommodation for travelers	39430						
11. Recreational vehicle and tent sites for travelers	39440						
12. Packaged tours	33117						
13. Advertising services							
a. Advertising space and time in print, broadcast, and other media	31251						
b. Leased display advertising media space	31252						
c. Exclusivity rights	31256						
d. Sponsorship rights	31254						
e. Other advertising services	31257						
f. Sum lines 13a through 13e	31250						
14. Rental of non-residential space in buildings or other facilities	39550						

CONTINUE WITH  ON PAGE 6

CONTINUE 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
15. Rental of personal goods						
a. Rental of sports and recreational equipment	39504					
b. Rental of other personal goods	39505					
c. Sum lines 15a and 15b	39500					
16. Rental of toilets, showers, and changing rooms	39520					
17. Rental of storage lockers	39530					
18. Rental of coin-operated amusement machines	39507					
19. Parking services	32430					
20. All other operating receipts - Specify if more than 10 percent of total receipts ↴						
	39765					
21. TOTAL OPERATING RECEIPTS - Sum of lines should equal 5 if reporting in dollars	39850					1 0 0

23-25 Not Applicable.

26 SPECIAL INQUIRIES

FRANCHISE

Was this establishment operating under a trademark authorized by a franchisor in 2007?
(Mark "X" only ONE box.)

- 0237 Yes - franchisee owned establishment
- 0238 Yes - franchisor owned establishment
- 0239 No

27-29 Not Applicable.

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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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