



# 2012 ECONOMIC CENSUS

## Promoters, Agents, and Managers

FORM  
**AE-71103** (11-16-2011)

OMB No. 0607-0934: Approval Expires 12/31/2013

**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](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**AE-71103**

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**Report Online** - It's fast and secure!  
**Go to:** [econhelp.census.gov](http://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

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**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 → 0815

**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	[ ] [ ]

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**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

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

2012		
\$ Bil.	Mil.	Thou.

**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.**

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

- 0700 711 310 00 1  Performing arts center
- 711 310 00 2  Sports arena or stadium, promoting shows and renting facilities
- 711 310 00 4  Fairgrounds
- 711 310 00 3  Theater
- 711 310 00 6  Community arts center
- 531 120 90 7  Owner of theater, arena, stadium, or similar facility but not promoting or presenting shows or events - only renting facility to other
- 777 711 03 1  Other operation of promoter with facilities - Describe

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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
- 512 131 00 2  Film festival exhibitor
- 711 320 00 B  Beauty pageants
- 777 710 00 1  Other - Describe

0701

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

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

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

**Other kind of business or activity**

- 0700 711 130 90 3  Independent musician or vocalist, including popular music groups or artists
- 711 510 00 2  Actor, actress, comedian, or other independent entertainer
- 711 510 00 5  Author, writer, or composer
- 711 510 00 3  Independent film director or other motion picture artist or technician
- 773 000 00 2  Other kind of business or activity - Describe type of business or activity ↴

0701

**20 and 21** Not Applicable.

**22** DETAIL OF REVENUE OR RECEIPTS

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

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**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 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. Include receipts from prize money. 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.

**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.

CONTINUE WITH **22** ON PAGE 6

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**22** DETAIL OF REVENUE OR RECEIPTS - Continued

**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 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 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 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 a tie-out by another entity. Sponsorships usually include the provision of advertising display space and may include exclusivity rights.

**Line 13e** - Report receipts from providing product endorsements by individual professional athletes, performing artists, sports teams, or performing arts groups or companies.

**Line 13f** - 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 13g** - Report receipts from providing services that attract attention to a product, business, cause, etc., not elsewhere specified. Include the creation of advertising messages.

**Line 14** - 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 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 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.

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Description of revenue or receipts	2012		
	Report thousands of dollars. Estimates are acceptable.		
	\$ Bil.	Mil.	Thou.
<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			

CONTINUE WITH **22** ON PAGE 7

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71103063



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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.
<b>1.</b> Admissions to live performing arts performances - Continued			
<b>f.</b> Public appearances and speeches . . . . . 30906			
<b>g.</b> Other live performing arts performances, including fairs and festivals . . . . . 30907			
<b>h. Add 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> Sports and performing arts 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>Describe</i> ↴			
<div style="border: 1px solid black; height: 20px; width: 500px;"></div> . . . . . 31273			
<b>d. Add 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, excluding live performing arts . . . . . 31510			
<b>10.</b> Contract design services for intellectual property protected by trademark . . . . . 31520			

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CONTINUE WITH **22** ON PAGE 8

**22** DETAIL OF REVENUE OR RECEIPTS - Continued

Description of revenue or receipts	2012		
	Report thousands of dollars. Estimates are acceptable.		
	\$ Bil.	Mil.	Thou.
<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			
<b>13.</b> Advertising revenues			
<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 revenue . . . . . 31257			
<b>h. Add lines 13a through 13g</b> . . . . . 31250			
<b>14.</b> Membership services . . . . . 32510			
<b>15.</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. Add lines 15a and 15b</b> . . . . . 39460			

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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.
<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. Add lines 16a through 16c</b> . . . . . 39550			
<b>17.</b> Resale of merchandise . . . . . 39667			
<b>18.</b> All other operating receipts - Describe if more than 10 percent of total receipts $\nabla$			
<div style="border: 1px solid black; height: 30px; width: 100%;"></div> . . . . . 39762			
<b>19. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 5, line B</b> . . . . . 39850			
<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. Add 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. Add lines 21a through 21d</b> . . . . . 39910			
<b>22.</b> Investment income, including interest and dividends . . . . . 39920			

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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.
<b>23.</b> Gains (losses) from assets sold <i>(Report losses by including a dash prior to the dollar amount.)</i> . . . . . 39930			
<b>24.</b> All other revenue - <i>Describe if more than 10 percent of total revenue</i> ↴  39977			
<b>25. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal 23, line C1</b> . . . . . 39900			

**23-29** Not Applicable.

REMARKS *(Please use this space for an explanation that may be essential in understanding your reported data.)*

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**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

Area code	Number

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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