U.S. DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. CENSUS BUREAU

FORM

AE-71104 (11-16-2011)

## **2012 ECONOMIC CENSUS**

**Performing Arts Companies** 

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

**DUE DATE** FEBRUARY 12, 2013

Need help or have questions?

- Read the accompanying information sheet(s) before answering the questions.
- Visit econhelp.census.gov
- Call 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

(Please correct any errors in this mailing address.)

ΔF-71104

## INFORMATION COPY DO NOT USE TO REPORT

**Report Online** - It's fast and secure! **Go to:** 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:

⋈ 0123456789

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?

Yes - Go to 2 0022 No - Enter curre

No - Enter current EIN (9 digits) — 0025

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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.)

> physical location

0035 Number and street

0036 City, town, village, etc.

0037 State 0038 ZIP Code

CONTINUE WITH 2 ON PAGE 2

Form AE-71104 (11-16-2011)

PHYSICA												
	AL LOCATION - C	ontinued										
<b>B.</b> Is this (Mark	s establishment լ k "X" only ONE b	ohysically lo	ocated inside	the legal b	oundarie	s of the cit	y, town,	village	e, etc.?	•		
0041	Yes	0042	No		0043	No legal l	boundari	es	0044		o not k	now
<b>C.</b> In wh	nat type of munic k "X" only ONE b	cipality is th	is establishme	ent physica	ally locate	ed?						
0046	City, village, or borough	0047	Town or town	nship	0048	Other			0024		o not k	now
	IONAL STATUS NE of the follow	ing best des	scribes this es	tablishmer	nt's opera	ational stat	us at the	end o	of 2012	2?		
(Mark "X	(" only ONE box.	)					_					
0011	In operation				- 11	COF	Yc					
0013	Temporarily or	seasonally i	inactive	ATI	ON	COF	OR	T				
0014	Ceased operation	on - 510 da	te at right —	0	TO	REP	M	onth	Da	у	Υe	ear
0015	Sold or leased t AND enter nan and Employer	o anothe of	p ra oi - Give as of new ow Number (FIN	e date at ri vner or ope	ght — erator		0018					
	0060 Name of ne			, solott <b>j</b>			0061 EI	N (9 di	aite)			
	oos italiic of he	W OWNER OF C	porator				0001 21	14 (5 G)	gits/			
								-				
	0062 Mailing add	ress (Numbe	r and street, P.0	O. Box, etc.)								
	0063 City, town, v	village, etc.				0064 Stat	te 0065 ZI	P Code	)			
	0063 City, town,	village, etc.				0064 Stat	te 0065 ZI	P Code		<u> </u>		
	0063 City, town, v	village, etc.				0064 Stat	te 0065 ZI	P Code		] -		
0016	Other - Specify		5			0064 Stat	te 0065 ZI	P Code		] -		
	Other - Specify	0818	5			0064 Stat	te 0065 ZI	P Code		- M	ark "X"	201
		0818	;			0064 Stat	te 0065 ZI	P Code		- M.	ark "X" None	
MONTHS	Other - <i>Specify</i> S IN OPERATION	0818		ono mark!	'Y" and o					if	None	
MONTHS	Other - Specify	0818		one, mark '	'X" and g					if		
MONTHS	Other - <i>Specify</i> S IN OPERATION	0818		one, mark '	'X" and g					if	None	
MONTHS	Other - <i>Specify</i> S IN OPERATION	0818		one, mark '	'X" and g					if	None	
MONTHS	Other - <i>Specify</i> S IN OPERATION	0818		one, mark '	'X" and g					if	None	
MONTHS	Other - <i>Specify</i> S IN OPERATION	0818		one, mark '	'X" and g					if	None	
MONTHS	Other - <i>Specify</i> S IN OPERATION	0818		one, mark '	'X" and g					if	None	
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MONTHS	Other - <i>Specify</i> S IN OPERATION	0818		one, mark '	'X" and g					if	None	
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MONTHS	Other - <i>Specify</i> S IN OPERATION	0818		one, mark '	'X" and g					if	None	

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711

			Mark "X"		2012	
	Dollar figures should be <b>rounded</b> to <b>thousands</b> of dollars.		if None	\$ Bil.	Mil.	Thou.
HOW TO REPORT DOLLAR FIGURES	If a figure is \$2,035,628.79:	Report ——	<b>→</b> □		2	03
FIGURES	If a value is "0" (or less than \$500.00):	Report —	<b>→</b> 🛛	$ E\rangle$	<b>(AMP</b>	LE
REVENUE OR RECEI	PTS					
A. Tax Status						
section 501 of the	f the income of this establishment or c e Internal Revenue Code?				me taxes ur	nder
0103 Yes - Co	omplete line C  mplete line B F ORWAT  es of this (taxable) establishmens  mensus of the stablishmens  mensus of t	CN CC	PY			
0104 No - Co	molete line B - OPMAT	ION S	Mark "X"	RT	2012 Mil.	Thou.
	INFORM	TO RE	PO			Thou.
<b>B.</b> Operating receipt	s of this (taxable) cetatrish nen	0100				
C. Revenue and exp	enses bi wis (tax-exempt) establishme	ent				
<b>1.</b> Revenue		0101				
2. Expenses (Inc expenses idea	lude payroll, exclude bad debt and oth tified on the information sheet.)	ner 0140				
Not Applicable.						
Include:						
<ul> <li>Full- and part-ti Service Form 9 (EIN) shown to</li> <li>Exclude:</li> <li>Temporary stat</li> <li>Contractors, su</li> <li>Full- or part-tim</li> <li>Purchased or m</li> <li>Professional or</li> </ul>	me employees working at this establis 41, Employer's Quarterly Federal Tax I the left of the mailing address or correling obtained from a staffing service. becontractors, or independent contractors le leased employees whose payroll was panaged services, such as janitorial, guarding services purchased from an employeering, or accounting services	Return, and filed of ected in ①.  ors.  is filed under an of eard, or landscape	under the employee e services	e Employer in Empl	ldentification mpany's EIN	n Number I.
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19 KIND OF BUSINES						
If none of the prov	vided	owing best describes this establishment's principal kind of business or activity in 2012?  I selections seem appropriate, provide a specific description of the primary business activity.				
Mark "X" only O						
0700	nies	c, producers of legitimate theater				
711 110 20 8		Community theater				
711 110 20 4	Ш	Resident theater, including L.O.R.T. contracts				
711 110 20 6		Children's theater, including puppet				
711 110 20 1		Broadway production or road show, including similar productions outside New York				
711 110 20 2	New York					
711 110 20 3		Off-Off Broadway production, including strain productions outside New York  Stock-the-liter (x) up not get opera  Opera company, including high opera				
711 110 20 5		Stock the ter XX Long Met Opera TO REPUR				
711 110 10 1 Deera company including top topera						
711 110 20 9 Line heater - producing shows for presentation in dinner theaters, but not operating food service						
711 110 30 1		Dinner theater - producing shows and operating food service				
722 110 00 7		Dinner theater - operating food service but <b>not</b> producing shows				
711 110 20 A		Comedy troupe				
711 110 20 7		Other theatrical presentations, including vaudeville, industrial shows, outdoor drama, etc Describe				
0701						
Dance compan	У					
711 120 00 1	L	Ballet company				
711 120 00 2	Ц	Modern dance company				
711 120 00 3		Folk/ethnic dance company				
711 120 00 4		Other dance groups, artists, or presentations, including tap, ballroom, etc.				
611 610 10 2		Dance studio or school providing instruction				
Music group o	art	ist, excluding musical theater				
711 130 10 1		Symphony orchestra				
711 130 10 2		Chamber music organization, including chamber orchestra				
711 130 90 3		Independent musician or vocalist, including popular music groups or artists				
711 130 90 1		Dance or stage band or orchestra, excluding symphony or chamber				
711 130 90 2		Choral music group, including classical, revivalist, ethnic, barbershop, etc.				

CONTINUE WITH 19 ON PAGE 5

If not shown, please Number (CFN) from t	ente the n	er your 11-digit Census File nailing address.
19 KIND OF BUSINES	SS OI	R ACTIVITY - Continued
Music group o	r arti	st, excluding musical theater - Continued
<sup>0700</sup> 711 130 90 4		Jazz music group or artist, including Dixieland, swing, bop, avant-garde, and other styles rooted in jazz music
711 130 90 6		Other music groups, artists, or presentations, including classical, folk, rock, soul, country and western, rhythm and blues, drum and bugle corps, etc., (Exclude promoters.) - Describe
0701		
Other perform	ing a	rts companies
711 190 10 1		Circus
711 190 90 3		Traveling carnival COPY  Ice shows To REPORT  Other varietys 10 vs. troupes, or entertainment groups - Describe 7
711 190 90 1		Ice shows a second seco
711 190 90 2		Other variety's 10 vs troupes, or entertainment groups - Describe 7
0701		
Other kind of	busir	ness or activity
711 510 00 5		Author, writer, or composer
711 510 00 2		Actor, actress, comedian, or other independent entertainer
711 510 00 3		Independent film director or other motion picture artist or technician
711 510 00 8		Independent artist, excluding musical, commercial, or medical
711 320 00 4		Booking agency
532 490 90 2		Theatrical equipment rental
711 510 00 4		Independent theatrical lighting technicians, costume designers, etc.
711 510 00 6		Independent speaker
711 510 00 1		Disc jockey
711 310 00 6		Community arts center
711 310 00 7		Promoters of arts, sports, and similar events, with facilities - Describe
0701		
711 320 00 D		Promoters of arts, sports, and similar events, <b>without</b> facilities - <i>Describe</i>
711 020 00 0		Tromotors of arts, sports, and similar events, artifical rasimiles. Besonibe
0701		
773 000 00 2		Other kind of business or activity - Describe type of business or activity
0701		
0701	licalat	
20 and 21 Not App	ııcabl	e.



## 22 DETAIL OF REVENUE OR RECEIPTS

(Report receipts or revenue by source (reported in 6) in dollar figures. See HOW TO REPORT DOLLAR FIGURES on page 3. 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
- Line 2 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 6, and technical (non-performance) services on line 7.
- Line 3 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, stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, and photographic and fine alt). Report sile of paintings, sculptures, and other fine art with only conventional end-use rights (i.e. sales to conjuncts for own-use) on line 8.

  Line 4 Report receipts from contract of cost of services in artistic and literary fields that may result in the creation of intellectual property that can be implicitly or explicitly protected by the right laws (e.g., book, screen, film and stage play manuscripts, choreographic and musical compositions, il have effect designs, and photographic and fine art).

  Line 5 Report receipts from contract design of trademarked material (e.g., company or institutional logos, symbols,
- Line 5 Report receipts from control de ligh of trademarked material (e.g., company or institutional logos, symbols, names) owned by the control atter.
- Line 6a Report receipts from granting permission to use copyrighted intellectual property owned or controlled by this establishment. Include licenses to use property protected by copyrights (e.g., book, screen, film and stage play manuscripts, choreographic and musical compositions, image effect designs, performing arts productions, and photographic and fine art). Include the right to broadcast, publish, reproduce, record, modify, incorporate, distribute, or rent copyrighted intellectual property. Include temporary transfers of rights through licensing and permanent transfer of individual or some rights (e.g., book and/or film rights) through sale of such rights. Report permanent transfers of all rights granted through outright sale of intellectual property on line 3.
- Line 6b Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment.
- Line 7 Report receipts from providing technical and artistic support services during the production of an audiovisual or sound recording work owned by others. This work is performed on a contract or fee basis. Include production management, director, cameramen, grips, sound engineer, extras, lighting, special effects, set placement and removal, captioning, foreign language dubbing, and narrator and session musician services.
- Line 8 Report receipts from the sale of original and copies of original paintings, sculptures, and other fine arts created by artists. Report original works for outright sale with all attendant property rights on line 3.
- Line 9 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 10 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 11 Report receipts from representing and advising artists, athletes, entertainers, and other public figures in contract negotiations.
- Line 13 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.



If n Nur	ot shown, please enter your 11-digit Census File on the mailing address.			
22	DETAIL OF REVENUE OR RECEIPTS - Continued			
		_	2012	
	Description of revenue or receipts		port thousands of stimates are according to the street are	
		\$ Bil.	Mil.	Thou.
1.	Admissions to live performing arts performances			
	a. Theatrical performances, non-musical			
	<b>b.</b> Musical theater and opera performances			
	CORV			
	c. Symphony and classical music performances			
	MEORMATION	RI		
	d. Popular music performance GET.O. IX. 5. 30904			
	c. Symphony and classical music performances  d. Popular music performances  NOTUSE TO REPO  NOTUSE TO REPO  NOTUSE TO REPO  30904  e. Dance performances, pushed and non-musical 30905			
	e. Dance performances, musical and non-musical			
	f. Public appearances and speeches			
	g. Other live performing arts performances			
	h. Add lines 1a through 1g			
•	On the state of th			
2.	Contract live performing arts performances			
	Theothical porformance non-musical			
	a. Theatrical performances, non-musical			
	h Musical theater and opera performances			
	<b>b.</b> Musical theater and opera performances			
	c. Symphony and classical music performances			
	o. Symphony and classical music performances			
	d. Popular music performances			
	a. r oparar masic portormaneco			
	e. Dance performances, musical and non-musical			
	Sunder performances, masical and non-masical 30325			
	f. Public appearances and speeches			
	g. Other contract live performing arts performances			
	g. c.n.c. communication of performing and performances.			
	h. Add lines 2a through 2g			
3.	Outright sale of intellectual property protected by copyright			
	CONTINUE WITH 29 ON PAGE 8			

22	DETAIL OF REVENUE OR RECEIPTS - Continued				
				2012	
	Description of revenue or receipts		•	ort thousands of imates are acc	
			\$ Bil.	Mil.	Thou.
4	Contract was district associated for intelligence of a second second for a second for				
4.	Contract production services for intellectual property protected by copyright, excluding live performing arts	31510			
5.	Contract design services for intellectual property protected by trademark :	31520			
6.	Licensing of rights to use intellectual property				
	a. Protected by copyright	<b>31-30</b>			
	- NANTION CO		DT		
	b. Protected by trademark	3 470	KI		
7.	Support services for production of audiovisual vorteal distudio ound				
	a. Protected by copyright  b. Protected by trademark  Support services for production of audiovisual vell-sate studio Ound recordings  Sale of paintings, sculptures, and other fine arts - Describe 7	30970			
8.	Sale of paintings, sculptures, and other fine arts - Describe 7				
		30950			
9.	Advertising revenues	31250			
10.	Sports and performing arts event management services	31530			
11	Representation services				
11.	nepresentation services				
	a. Performance contracts	21271			
	a. Terrormance contracts	312/1			
	<b>b.</b> Sponsorship and endorsement contracts	21272			
	b. Oponsorship and endorsement contracts	31272			
	c. Other contracts - Describe				
		31273			
	d. Add lines 11a through 11c	31270			
12.	Fine arts and theatrical performance instruction	31290			
13.	Membership services	32510			
14.	Meals and beverages prepared for immediate consumption				
	a. Meals and non-alcoholic beverages	39461			
	<b>b.</b> Alcoholic beverages	39462			
	CONTINUE WITH <b>②</b> ON PAGE 9				

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.			ű
DETAIL OF REVENUE OR RECEIPTS - Continued			
Description of revenue or receipts		2012 ort thousands o timates are acce	
	\$ Bil.	Mil.	Thou.
<b>15.</b> Rental of material and equipment			
<b>16.</b> Rental of non-residential space in buildings or other facilities			
17. Resale of merchandise  18. All other operating receipts - Describe if more than Appropriate Library INFORMSE TO REPONDENCE T	RT		
19. OPERATING RECEIPTS - For taxable establishments, sum of preceding			
20. Contributions, gifts, and grants - Government			
a. National Endowment for the Arts			
<b>b.</b> All other federal, state, county, and municipal			
c. Add lines 20a and 20b			
21. Contributions, gifts, and grants - Private			
<b>a.</b> Individuals			
<b>b.</b> Foundations			
c. Business and industry			
d. Other, including labor unions, etc.			
e. Add lines 21a through 21d			
<b>22.</b> Investment income, including interest and dividends			
23. Gains (losses) from assets sold (Report losses by including a dash prior to the dollar amount.)			
CONTINUE WITH <b>②</b> ON PAGE 10			

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OHH AE-71104 (11-16-2011)				rage it
DETAIL OF REVENUE OR RECEIPTS - Continued				
Description of revenue or receipts	_	Est	2012 ort thousands imates are a	cceptable.
		\$ Bil.	Mil.	Thou.
24. All other revenue - Describe if more than 10 percent of total revenue				
· ·				
	39976			
25. TOTAL REVENUE - For tax-exempt establishments, sum of lines should equal <b>9</b> , line C1	39990			
23 and 24 Not Applicable.				
25 EXPORTED SERVICES	ODV			
NOTE - An exported service is a product (e.g., service per cm) to celected or performed for a customer or client (indigitally) government, business en United States (i.e., outside the 50 States, U.s. the Columbia, U.S. Communiculated products provided to the fill inted and affiliated foreign if (m) (t.g. branches). Exclude products provided to domestid so is alaries of roreign  A. Did the receipts or revelue reported in (5) include any amounts for exposed.  1. Yes - Go to line B				<b>de</b> tne ssessions). es,
0912 No - <i>Go to</i> <b>30</b>		\$ Bil.	2012 Mil.	Thou.
0912		<b>Ф</b> БП.	IVIII.	Tilou.
<b>B.</b> Amount of receipts or revenue for exported services	0914			
CERTIFICATION - This report is substantially accurate and was prepared in	n accordanc	e with the	e instruction	าร.
Is the time period covered by this report a	Year		Month	Year
Calefidat year:	Toal		William	Tour
☐ Yes ☐ No - Enter time period covered → FROM		ТО		
Name of person to contact regarding this report  Title	2			
Name of person to contact regarding this report	3			
Area code Number Extension	Area code	Э	Num	ber
Tele- phone – – Fax		-	-	
E-mail address		Month	Day	Year
Date	e npleted			
Thank you for completing your 2012 ECON	IOMIC C	ENICIE	S form	

Thank you for completing your 2012 ECONOMIC CENSUS form.

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