



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

FORM

**AE-71201** (11-16-2011)

## 2012 ECONOMIC CENSUS

Museums, Art Galleries, Botanical and Zoological Gardens

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-71201**

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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

**PENALTY FOR FAILURE TO REPORT**

**CONTINUE 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 ↴

| Month                | Day                  | Year                 |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

0060 Name of new owner or operator

0061 EIN (9 digits)

|                      |                      |   |                      |                      |                      |                      |                      |                      |
|----------------------|----------------------|---|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | - | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|---|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|

0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.

0064 State

0065 ZIP Code

|                      |                      |                      |                      |                      |                      |   |                      |                      |                      |
|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | - | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---|----------------------|----------------------|----------------------|

0016 ☐ Other - Specify →

0815

**4** MONTHS IN OPERATION

Mark "X"  
if None

2012  
Number

Number of months in operation during 2012 (If none, mark "X" and go to 30.) . . . . . 0002

☐

|                      |                      |
|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|

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.   |
| <input type="text"/> | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> |
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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

**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 ☐

Mark "X"  
if None

| 2012                 |   |   |
|----------------------|---|---|
| \$ Bil.              | Mil.  | Thou.   |
| <input type="text"/> | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> |
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**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

**A. Number of employees for pay period including March 12 . . . . .** 0320 ☐

| 2012                 |                      |                      |
|----------------------|----------------------|----------------------|
| Number               |                      |                      |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

**B. Payroll before deductions**  
(Exclude employer's cost for fringe benefits.)

Mark "X"  
if None

**1. Annual payroll . . . . .** 0300 ☐

**2. First quarter payroll (January-March 2012) . . . . .** 0310 ☐

| 2012                 |   |   |
|----------------------|---|---|
| \$ Bil.              | Mil.  | Thou.   |
| <input type="text"/> | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> |
| <input type="text"/> | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> |
| <input type="text"/> | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> |

**8-18 Not Applicable.**

**19** KIND OF BUSINESS OR ACTIVITYWhich **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.****Museums and art galleries**

- 0700 712 110 00 1 ☐ Museum
- 712 120 00 1 ☐ Historic or heritage site
- 712 110 00 2 ☐ Art gallery or exhibitor with receipts primarily from admissions, contributions, and/or grants
- 453 920 00 2 ☐ Art gallery with receipts primarily from sales or commissions on sales of artwork
- 813 410 40 3 ☐ Art council

**Botanical or zoological garden**

- 712 130 00 1 ☐ Arboretum or botanical garden
- 712 130 00 2 ☐ Zoo/zoo/zoological garden
- 712 130 00 3 ☐ Aquarium
- 712 130 00 4 ☐ Other live animal, reptile, or plant exhibit, including wild animal parks

**Other attractions or exhibits**

- 712 110 00 3 ☐ Planetarium or observatory
- 712 190 00 1 ☐ Wildlife sanctuary or preserve, including bird sanctuaries
- 712 190 00 2 ☐ Conservation area, nature park, or preserve
- 712 190 00 4 ☐ Caverns, natural wonders, and similar tourist attractions
- 777 710 00 1 ☐ Other - *Describe* ↴

0701

**Other kind of business or activity**

- 813 211 00 3 ☐ Foundation - **not** operating museums, zoos, etc.
- 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 **5**) 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 the access or attendance to museums, historical and heritage sites, zoos, aquariums, 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 9** and live performances on **line 10**.

**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 19**.

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 REVENUE OR RECEIPTS - Continued

**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 11** - 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 12a** - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment.

**Line 12b** - Report receipts from granting permission for the commercial use of trademarked property (e.g., names, symbols, logos) owned or controlled by this establishment.

**Line 13** - 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 on books 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 18** - Report receipts from the rental of goods. Include 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 19** - 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 15**.

**Line 24** - 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 25**.

**Line 25** - 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 revenue or receipts                       |       | 2012  |      |       |
|--|-------|---|------|-------|
|  |       | Report thousands of dollars.<br>Estimates are acceptable. |      |       |
|  |       | \$ Bil.   | Mil. | Thou. |
| <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. Add lines 1a through 1e</b> . . . . .              | 30960 |   |      |       |
| <b>2.</b> Membership services . . . . .                  | 32510 |   |      |       |

CONTINUE WITH **22** ON PAGE 6

CONTINUE ON PAGE 6

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

| Description of revenue or receipts   |       | 2012  |      |       |
|--|-------|---|------|-------|
|  |       | Report thousands of dollars.<br>Estimates are acceptable. |      |       |
|  |       | \$ Bil.   | Mil. | Thou. |
| <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, historical, or natural theme . . . . .  | 31030 |   |      |       |
| <b>9.</b> Admissions to film exhibitions . . . . .   | 31050 |   |      |       |
| <b>10.</b> Admissions to live performing arts performances . . . . .   | 30900 |   |      |       |
| <b>11.</b> Conservation services . . . . .   | 31060 |   |      |       |
| <b>12.</b> Licensing of rights to use intellectual property  |       |   |      |       |
| <b>a.</b> Protected by copyright . . . . .   | 31480 |   |      |       |
| <b>b.</b> Protected by trademark . . . . .   | 31470 |   |      |       |
| <b>13.</b> Advertising revenues . . . . .  | 31250 |   |      |       |
| <b>14.</b> Amusement park and arcade-type rides, games, and attractions - <i>Describe</i>  |       |   |      |       |
|  | 31390 |   |      |       |
| <b>15.</b> Parking services . . . . .  | 33680 |   |      |       |
| <b>16.</b> Recreational vehicle and tent sites for travelers . . . . .   | 39440 |   |      |       |
| <b>17.</b> Meals and beverages, prepared and served or dispensed, for immediate consumption . . . . .  | 39460 |   |      |       |
| <b>18.</b> Rental of art works and other goods . . . . .   | 39500 |   |      |       |

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CONTINUE ON PAGE 7

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

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

| Description of revenue or receipts   | 2012  |      |       |
|--|---|------|-------|
|  | Report thousands of dollars.<br>Estimates are acceptable. |      |       |
|  | \$ Bil.   | Mil. | Thou. |
| <b>19.</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. Add lines 19a through 19c</b> . . . . . 39550  |   |      |       |
| <b>20.</b> Resale of merchandise . . . . . 39668   |   |      |       |
| <b>21.</b> All other operating receipts - Describe if more than 10 percent of total receipts  |   |      |       |
| <div style="border: 1px solid black; height: 30px; width: 550px;"></div> . . . . . 39763   |   |      |       |
| <b>22. OPERATING RECEIPTS - For taxable establishments, sum of preceding lines should equal 5, line B</b> . . . . . 39850  |   |      |       |
| <b>23.</b> Contributions, gifts, and grants  |   |      |       |
| <b>a.</b> Government . . . . . 39900   |   |      |       |
| <b>b.</b> Private . . . . . 39910  |   |      |       |
| <b>24.</b> Investment income, including interest and dividends . . . . . 39920   |   |      |       |
| <b>25.</b> Gains (losses) from assets sold (Report losses by including a dash prior to the dollar amount.) . . . . . 39930   |   |      |       |
| <b>26.</b> All other revenue - Describe if more than 10 percent of total revenue            |   |      |       |
| <div style="border: 1px solid black; height: 30px; width: 550px;"></div> . . . . . 39978   |   |      |       |
| <b>27. 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.)

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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

Tele-  
phone

Area code

Number

Extension

Fax

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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