



# 2012 ECONOMIC CENSUS

## Amusement Parks and Arcades

FORM  
**AE-71303** (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-71303**

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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

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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.)

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

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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* → 

Month	Day	Year

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

 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      2012 Number

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

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**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** SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Operating receipts (Amusement parlors and video arcades should include commissions received from vending and amusement machine operators.) . . . . . 0100

Mark "X" if None      2012

2012		
\$ Bil.	Mil.	Thou.

**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 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, 2012 . . . . . 0030

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**B.** Payroll before deductions (Exclude employer's cost for fringe benefits.) . . . . . Mark "X" if None

Mark "X" if None

2012

	\$ Bil.	Mil.	Thou.
1. Annual payroll . . . . . 0300 <input type="checkbox"/>			
2. First quarter payroll (January-March 2012) . . . . . 0310 <input type="checkbox"/>			

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**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 2012? If none of the provided selections seem appropriate, provide a specific description of the primary business activity. **Mark "X" only ONE box.**

**Amusement parks, exhibitions, and other attractions**

- 0700 713 120 00 1  Arcade or video game arcade
- 713 120 00 2  Family entertainment center with miniature golf course, go-cart track, etc. (i.e., multiple attractions)
- 713 120 00 5  Family fun center, children's entertainment, or children's party center
- 713 110 20 1  Amusement park **with** water park, theme park, or kiddie park
- 713 110 10 1  Water park
- 713 990 20 1  Concession operator - amusements, rides, etc.
- 713 990 40 2  Miniature golf course or driving range
- 713 990 80 E  Single amusement attraction (e.g., paintball, laser tag, parasail ride, bungee jumping, go-carts, putting greens, carousel ride) - Describe ↴
- 0701 777 713 01 1  Other parks or exhibitions - Describe ↴
- 0701

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CONTINUE WITH **19** ON PAGE 4

**CONTINUE ON PAGE 4**

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

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

- 0700 713 990 50 2  Concession operator - pinball, electronic games, and other amusement machines, excluding slot machines
- 713 990 50 1  Concession operator - juke boxes
- 454 210 00 1  Merchandise vending machine operator
- 773 000 00 2  Other kind of business or activity - *Describe type of business or activity* ↴

0701

**20 and 21** Not Applicable.

HOW TO REPORT PERCENTS



Percents should be rounded to the **whole** percent.

If figure is **38.7%** of total sales: **Report** →

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2012			
Report thousands of dollars OR whole percents. Estimates are acceptable.			
\$ Bil.	Mil.	Thou.	Percent
			39

**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 10 and line 11** - 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 12a** - 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 12b** - 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 12c** - 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 12d** - 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.

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 12e** - 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 13** - 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 17**.

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>1.</b> Admissions to amusement parks, arcades, and family entertainment centers . . . . . 31120				
<b>2.</b> Coin-operated games and rides				
<b>a.</b> Video games . . . . . 31131				
<b>b.</b> Other coin-operated games and rides . . . . . 31132				
<b>c. Add lines 2a and 2b</b> . . . . . 31130				
<b>3.</b> Carnival games and rides . . . . . 31140				
<b>4.</b> Mechanical rides and attractions . . . . . 31150				
<b>5.</b> Water rides and attractions . . . . . 31160				
<b>6.</b> Other amusement park and arcade rides, games, and attractions . . . . . 31170				
<b>7.</b> Corporate and party event services . . . . . 31400				
<b>8.</b> Room or unit accommodation for travelers . . . . . 39430				
<b>9.</b> Recreational vehicle and tent sites for travelers . . . . . 39440				
<b>10.</b> Packaged tours - Domestic . . . . . 33279				
<b>11.</b> Packaged tours - International . . . . . 33281				

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CONTINUE WITH **22** ON PAGE 6

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

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>12. Advertising revenues</b>				
<b>a. Advertising space and time in print, broadcast, and other media</b> . . . . . 31251				
<b>b. Leased display advertising media space</b> . . . . . 31252				
<b>c. Exclusivity rights</b> . . . . . 31256				
<b>d. Sponsorship rights</b> . . . . . 31254				
<b>e. Other advertising revenue</b> . . . . . 31257				
<b>f. Add lines 12a through 12e</b> . . . . . 31250				
<b>13. Rental of non-residential space in buildings or other facilities</b> . . . . . 39550				
<b>14. Rental of personal goods</b>				
<b>a. Rental of sports and recreational equipment</b> . . . . . 39504				
<b>b. Rental of other personal goods</b> . . . . . 39505				
<b>c. Add lines 14a and 14b</b> . . . . . 39500				
<b>15. Rental of storage lockers</b> . . . . . 39530				
<b>16. Rental of coin-operated amusement machines</b> . . . . . 39507				
<b>17. Parking services</b> . . . . . 33680				
<b>18. Meals and beverages, prepared and served or dispensed, for immediate consumption</b>				
<b>a. Meals and non-alcoholic beverages</b> . . . . . 39461				
<b>b. Alcoholic beverages</b> . . . . . 39462				
<b>c. Add lines 18a and 18b</b> . . . . . 39460				

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CONTINUE WITH **22** ON PAGE 7

**CONTINUE ON PAGE 7**

**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	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>19. Resale of merchandise</b>				
<b>a.</b> Books, newspapers, and periodicals . . . . . 39672				
<b>b.</b> Packaged food and beverages . . . . . 39609				
<b>c.</b> Apparel and memorabilia merchandise . . . . . 39614				
<b>d.</b> Resale of other merchandise . . . . . 39615				
<b>e. Add lines 19a through 19d</b> . . . . . 39600				
<b>20. All other operating receipts - Describe if more than 10 percent of total receipts</b> ↴				
[Blank Box] . . . . . 39765				
<b>21. TOTAL OPERATING RECEIPTS - Sum of lines should equal 5 if reporting in dollars</b> . . . . . 39850				100

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**23-25** Not Applicable.

**26** SPECIAL INQUIRIES

FRANCHISE

**1.** Was this establishment operating under any trademark(s) authorized by a franchisor in 2012?  
(Mark "X" only ONE box.)

0237  Yes - franchisee-owned establishment

0238  Yes - franchisor-owned establishment

0239  No

**2.** If yes, provide the trademark(s) below. ↴

0235 [Blank Box]

**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.)

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

Name of person to contact regarding this report

Title

Area code	Number	Extension
<input type="text"/>	<input type="text"/>	<input type="text"/>

Tele-  
phone

Fax

Area code	Number
<input type="text"/>	<input type="text"/>

E-mail address

Date completed

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

**Thank you for completing your 2012 ECONOMIC CENSUS form.  
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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