



2002 ECONOMIC CENSUS SPECTATOR SPORTS

FORM
AE-71102

OMB No. 0607-0887: Approval Expires 09/30/2004

DUE DATE
FEBRUARY 12, 2003

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

AE-71102

Please read the accompanying information sheet(s) before answering the questions.

Need help or have questions about filling out this form?

Visit our Web site at www.census.gov/econhelp

Call 1-800-233-6136, between 8:00 a.m. and 8:00 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.

**INFORMATION COPY
DO NOT USE TO REPORT**

(Please correct any errors in this 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 ink.
- Do not use pencil.
- Place an "X" inside the box.
- Please center numbers in their respective boxes. Examples:
- Do not put slashes through 0 or 7.

<input checked="" type="checkbox"/>	0	1	2	3	4	5	6	7	8	9
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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 MONTHS IN OPERATION

Number of months in operation during 2002 (If none, mark "X" and go to 29.) 0002

2002	
Number of months	

Mark "X" if None

2 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 2002 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes 0022 No - Enter current EIN (9 digits) → 0025

3 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

0032 No - Enter physical location →

0035 Number and street		
0036 City, town, village, etc.	0037 State	0038 ZIP Code

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

0041 Yes 0042 No 0043 No legal boundaries 0044 Do not know

C. Type of municipality where this establishment is physically located

0046 City, village, or borough 0047 Town or township 0048 Other or do not know



71102016

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.

If a figure is \$1,025,628.79:

If a value is "0" (or less than \$500.00):

Report

Report

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.
1	0 2 6	

4 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

Operating receipts (Include income from radio and television broadcasts and advertising.) 0100

2002		
\$ Mil.	Thou.	Dol.

5 E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE

A. Did this establishment have any e-commerce sales, receipts, and/or revenue in 2002? (E-commerce includes sales, receipts, and/or revenue from any transaction completed over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods or services may or may not be made online. Please see the information sheet(s) for further clarification.)

0181 Yes - Go to line B

0182 No - Go to 6

2002		
Estimates are acceptable		
\$ Mil.	Thou.	Dol.

B. E-commerce sales, receipts, and/or revenue of this establishment (Include e-commerce sales, receipts, and/or revenue in 4. Exclude sales taxes.) 0185

6 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 2.

Exclude:

- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Temporary staffing obtained from a staffing service.

For further clarification, see information sheet(s).

Mark "X" if None

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

2002	
Number	

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, 2002). 0310

2002		
\$ Mil.	Thou.	Dol.



71102024

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

7 LEASED EMPLOYMENT AND PAYROLL

A. Did this establishment have any full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN?

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- 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.
- Employees already reported in **6**.

For further clarification, see information sheet(s).

0241 Yes - Go to line B

0242 No - Go to **13**

Mark "X" if None

2002		
Number		

B. Number of leased employees for pay period including March 12. 0370

C. Payroll for leased employees before deductions (Exclude employer's cost for fringe benefits.)

1. Annual payroll for leased employees 0350

2002		
\$ Mil.	Thou.	Dol.

2. First quarter payroll for leased employees (January-March, 2002) 0360

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

8-17 Not Applicable.

18 KIND OF BUSINESS OR ACTIVITY

Principal kind of business or activity in 2002
(Mark "X" only ONE box.)

Professional or semiprofessional sports club

- 0700
- 711 211 20 11 Baseball clubs
 - 711 211 10 13 Football clubs
 - 711 211 90 16 Basketball clubs
 - 711 211 90 24 Hockey clubs
 - 711 211 90 32 Soccer clubs
 - 711 211 90 40 Other professional or semiprofessional sports clubs - Specify

0701

Racetrack operation

- 711 212 20 10 Auto racetracks
- 711 212 10 12 Dog racetracks
- 711 212 30 18 Horse racetracks

CONTINUE WITH **18** ON PAGE 4

CONTINUE ON PAGE 4

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18 KIND OF BUSINESS OR ACTIVITY - Continued

Racetrack operation - Continued

- 0700 711 219 20 13 Race car owners or drivers
- 711 219 20 21 Jockey or harness drivers
- 711 219 20 39 Racing stables, dog or horse - entered in racing events

Other spectator sports

- 711 219 10 15 Trainers - racing or sports, independent
- 711 219 10 23 Individual sports professionals, excluding jockey or race car drivers, participants
- 611 620 00 20 Golf or tennis professionals providing instruction only (not participating)
- 777 711 02 19 Other spectator sports - *Specify* ↴

0701

Other kind of business or activity

- 711 310 00 23 Sports arenas or stadiums, promoting shows and renting facilities
- 531 120 90 75 Owner of theater, arena, stadium, or similar facility but not promoting or presenting shows or events - only renting facility to others
- 711 320 20 76 Promoters of sporting events, including truck shows, horse shows, bike events, and fishing events, without own facilities
- 711 410 00 48 Manager or agent of individual sports professional
- 773 000 00 28 Other kind of business or activity - *Specify* ↴

0701

19-21 Not Applicable.

HOW TO REPORT PERCENTS		2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ 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 4). 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 1a - Report amounts received from the sale of general or specific event admissions, exclusive of any State and local admissions taxes. Baseball, football and other professional athletic clubs should report total receipts from admissions to their home games, including visiting teams' share (both league and nonleague). Do not deduct any payments made to operators of the facilities used.

Line 1b - Report club's share of admissions for games away from home (both league and nonleague).

Line 7 - Report amounts received from the sale of food, candy, refreshments, including alcoholic beverages. Exclude all sales taxes. Do not include sales of concessions or vending machines operated by others at this establishment.

Line 9 - Report this Racetrack's share of receipts from pari-mutuel betting, exclude the State's share of such receipts.

Line 10 - Report this establishment's share of casino and other gaming receipts. Operators of coin-operated gambling machines (e.g., slots) should report here. For machines located in other establishments, include amounts paid to those establishments.

Line 12 - Report amounts received from coin-operated amusement machines operated by this establishment. Exclude gaming receipts.

CONTINUE WITH **23** ON PAGE 5

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 13 - Report local market revenues from radio and television broadcasts and this establishment's share of national broadcast receipts.

Line 14 - Report amounts received from display advertising in stadiums or arenas, advertising space in programs, and endorsement fees.

Line 15 - Report this establishment's share of receipts from concessions or vending machines operated by others at this establishment. Exclude gaming receipts.

Line 16 - Do not include receipts reported on line 1b. Include such receipts as fees from parking.

Description of sales, shipments, receipts, or revenue	Census use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
1. Admissions					
a. Admissions, excluding admission taxes (Include sports teams' total receipts for admissions to home games)	30500				
b. Sports teams only - report club's share of admissions for games away from home	30600				
2. Commissions or fees from representing or managing artists, athletes, entertainers, and others in contract negotiations, career management, etc.	30520				
3. Appearance fees	30610				
4. Rental fees for the use of facilities, including stadiums, arenas, or theaters	30550				
5. Fees from providing instruction or training	30620				
6. Sales of programs	30570				
7. Sales of food and beverages					
a. Sales of food and nonalcoholic beverages	39201				
b. Sales of alcoholic beverages	39202				
c. Sum lines 7a and 7b	39200				
8. Sales of other merchandise	39014				
9. Racetrack's share of receipts from parimutuel betting (Exclude the state's share of such receipts.)	30630				
10. Gaming receipts					
a. Gaming tables, slot machines, and other gaming activities or devices operated by this establishment (Exclude racetrack parimutuel receipts.)	30641				
b. This establishment's share of receipts from slot machines, gaming devices, off-track betting, and other gaming activities operated by others	30642				
c. Sum lines 10a and 10b	30640				
11. Purse (prize money)	30650				
12. Amusement machines operated by this establishment (Exclude slot machines and other gaming machines.)	30560				

CONTINUE WITH **22** 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	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
13. Radio and television income	30660				
14. Advertising, including endorsement fees	30590				
15. This establishment's share of receipts from concessions or amusement machines not operated by this establishment	30580				
16. All other operating receipts - <i>Specify if more than 10 percent of total receipts</i> ↴ 	39508				
17. TOTAL OPERATING RECEIPTS - Sum of lines should equal 4 if reporting in dollars	39690				1 0 0

23-25 Not Applicable.

26 SPECIAL INQUIRIES

NONOPERATING INCOME

1. Did this establishment have other receipts from business not reported in 4 during 2002?

3411 Yes

3412 No - Go to 29

2. Amounts

a. Royalties 3416

b. All other - *Specify* ↴

0836 3417

c. TOTAL (Sum lines 2a and 2b) 3415

2002		
\$ Mil.	Thou.	Dol.

27-28 Not Applicable.

29 OPERATIONAL STATUS

Activity that best describes this establishment's status at the end of 2002
(Mark "X" only ONE box.)

0011 In operation

0014 Ceased operation - Give date at right →

2002		
Month	Day	Year

0013 Temporarily or seasonally inactive

0015 Sold or leased to another operator - Give date at right AND enter new name and mailing address below ↴

0060 Name of new owner or operator	0061 Employer Identification Number
<input type="text"/>	Enter EIN of new owner (9 digits) → <input type="text"/> - <input type="text"/>
0062 Mailing address (number and street, P.O. Box, etc.) <input type="text"/>	
0063 City, town, village, etc.	0064 State 0065 ZIP Code
<input type="text"/>	<input type="text"/> - <input type="text"/>



71102065

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

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?

0078 Yes 0079 No - Enter time period covered →

FROM
0070

Month

Year

TO
0071

Month

Year

0072 Name of person to contact regarding this report

0073 Title

Telephone 0074	Area code	Number		Extension	Fax 0075	Area code	Number	
		-					-	

0076 Internet e-mail address

Date completed
0069

Month

Day

Year

Thank you for completing your 2002 Economic Census form.

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

71102073