



Unified Enterprise Survey – Annual

# 2006 Survey of Service Industries: Spectator Sports, Event Promoters, Artists and Related Industries

**This document is confidential when completed.**

Si vous préférez recevoir ce questionnaire en français,  
veuillez nous téléphoner au numéro sans frais suivant :  
1 888 881-3666.

If necessary, please make address label corrections in the boxes below.



|      |                          |  |      |                                    |   |
|------|--------------------------|--|------|------------------------------------|---|
| 0001 | Legal name               |  | 0004 | Address<br>(number<br>and street)  |   |
| 0002 | Business<br>name         |  | 0005 | City                               |   |
| 0021 | Title of<br>contact      |  | 0006 | Province/<br>Territory<br>or State |   |
| 0008 | First name<br>of contact |  | 0053 | Country                            | 0007 Postal code/<br>Zip code   |
| 0028 | Last name<br>of contact  |  | 0010 | Language<br>preference             | 1 <input type="checkbox"/> English      2 <input type="checkbox"/> French |

This information is collected under the authority of the *Statistics Act, Revised Statutes of Canada, 1985, Chapter S19.*

**COMPLETION OF THIS QUESTIONNAIRE IS A LEGAL REQUIREMENT UNDER THIS ACT.**

## A - Introduction

### Survey Purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. For more information on this survey, please access [www.statcan.ca/english/survey/index.htm](http://www.statcan.ca/english/survey/index.htm).

### Data-sharing Agreements

In an effort to reduce reporting burden, Statistics Canada has entered into agreements with provincial and territorial statistical agencies for the sharing of data. The data are kept confidential and used for statistical purposes only. Please see the enclosed Reporting Guide for details of these agreements.

### Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada. Please see the enclosed Reporting Guide for more information.

### Fax or Other Electronic Transmission Disclosure

Statistics Canada advises you that there could be a risk of disclosure during the facsimile or other electronic transmission. However, upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*.

**Please return the questionnaire within 30 days.**

**Please mail the completed questionnaire in the enclosed envelope  
or fax it to Statistics Canada at 1 888 883-7999.**

Lost the return envelope or need help? Call us at **1 888 881-3666** or mail to:  
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at [www.statcan.ca](http://www.statcan.ca)



## B - Main Business Activity

1. Please describe the nature of your business.

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2. Please check the **one main activity** which most accurately represents your **main** source of revenue.

### Spectator Sports

0277  Sports teams and clubs (professional, semi-professional and amateur teams and clubs presenting events before an audience)

0278  Horse race tracks

0279  Racehorse stables and racehorse training (**include** racehorse trainers, jockeys and harness drivers)

0280  Other spectator sports and independent sports professionals (e.g., independent athletes, sports trainers, scouts, other race tracks; **include** teams, owners and drivers)

(please specify):

0281

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### Promoters (Presenters) of Performing Arts, Sports and Similar Events

#### With facilities

0282  Live theatre and other performing arts presenters (**include** festivals)

0284  Fair organizers, agricultural

0283  Sports stadiums and other presenters

#### Without facilities

0285  Performing arts promoters (presenters) (**exclude** festivals)

0286  Festivals

0287  Agricultural fair promoters

0288  Sports presenters and other presenters

### Industries Related to Performing Arts and Spectator Sports

0289  Agents and managers for artists, athletes, entertainers and other public figures

0317  Independent artists, writers and performers (independent "freelance" individuals, **excluding** musicians and vocalists) (e.g., costume and set designers, comedians, spokespersons, directors)

(please specify):

0316

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0308  Other industries related to performing arts and spectator sports

(please specify):

0309

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0307  Independent musicians and vocalists – Please complete **Section L** and return the questionnaire.

0040  None of the above – Please call **1 888 881-3666** for further instructions.

## C - Reporting Period Information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2006 and March 31, 2007. Please indicate below the period covered by this questionnaire.

|             |      |    |    |           |      |    |    |
|-------------|------|----|----|-----------|------|----|----|
|             | YYYY | MM | DD |           | YYYY | MM | DD |
| <b>From</b> | 0011 |    |    | <b>To</b> | 0012 |    |    |

2. If you **did not operate** this business unit for a **full year**, please check the reason(s) below:

0031 1  Seasonal operations      2  New business      3  Change of fiscal year      4  Change of ownership      5  Ceased operations      6  Temporarily inactive

### Reporting Instructions:

- Report for business unit(s) specified on the label on the front page.
- Complete only the questions that apply to your business.
- When precise figures are not available, please provide your best estimate.
- Report in Canadian dollars only. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the enclosed Reporting Guide for further information.

## D - Revenue

|  |      | CAN\$ |
|--|------|-------|
| 1. <b>Sales of goods and services</b> (e.g., rental and leasing income, commissions, fees, admissions, services revenue)<br>Report net of returns and allowances. A detailed breakdown will be requested in <b>Section F</b> . | 2299 |       |
| 2. Grants, subsidies, donations and fundraising  | 2068 |       |
| 3. Royalties, rights, licensing and franchise fees   | 2022 |       |
| 4. Investment income (dividends and interest)  | 2097 |       |
| 5. Other revenue (please specify):   | 2001 | 2077  |
| 6. <b>Total revenue</b> (sum of questions 1 to 5)  | 2098 |       |

## E - Expenses

|     |   | CAN\$ |
|-----|---|-------|
| 1.  | Salaries and wages of employees who have been issued a T4 statement   | 3010  |
| 2.  | Employer portion of employee benefits ( <b>include</b> employer contributions to pension, medical/life insurance plans, employment insurance, etc.) | 3040  |
| 3.  | Commissions paid to non-employees   | 4466  |
| 4.  | Professional and business service fees (e.g., legal, accounting)  | 4315  |
| 5.  | Outsourcing ( <b>include</b> work contracted out such as payments to freelancers, personnel suppliers, artists, etc.)                               | 3060  |
| 6.  | Charges for services provided by your head office   | 4555  |
| 7.  | Cost of goods sold – <b>if applicable</b> (purchases <b>plus</b> opening inventory <b>minus</b> closing inventory)                                  | 5721  |
| 8.  | Office supplies   | 3301  |
| 9.  | Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)  | 4115  |
| 10. | Repair and maintenance (e.g., property, equipment, vehicles)  | 4178  |
| 11. | Insurance ( <b>include</b> professional liability, motor vehicles, etc.)  | 4350  |
| 12. | Advertising, marketing and promotions (report charitable donations at question 22)  | 4365  |
| 13. | Travel, meals and entertainment   | 4370  |
| 14. | Utilities ( <b>include</b> gas, heating, hydro, water)  | 4066  |
| 15. | Telephone, Internet and other telecommunication expenses  | 4101  |
| 16. | Property and business taxes, licences and permits   | 4410  |
| 17. | Royalties, rights, licensing and franchise fees   | 4440  |
| 18. | Delivery, warehousing, postage and courier  | 4179  |
| 19. | Financial services fees (e.g., bank and credit card charges)  | 4325  |
| 20. | Interest expenses   | 4630  |
| 21. | Amortization and depreciation of tangible and intangible assets   | 4520  |
| 22. | Charitable donations  | 4521  |
| 23. | Bad debts   | 4542  |
| 24. | All other expenses <span style="float: right;">4531</span><br>(please specify):   | 4569  |
| 25. | <b>Total expenses</b> (sum of questions 1 to 24)  | 4699  |
| 26. | Corporate taxes (if applicable)   | 4600  |
| 27. | Gains (losses) and other items (see Reporting Guide)  | 4601  |
| 28. | <b>Net profit/loss after tax and other items</b> (see Reporting Guide)  | 2304  |

## F - Industry Characteristics - Spectator Sports, Event Promoters, Artists and Related Industries

Please provide a breakdown of your sales and services revenue, where applicable (please see enclosed Reporting Guide for further information).

|     |   | CAN\$ |
|-----|---|-------|
| 1.  | Admissions to live sports or racing events presented by your business (report your share of box office receipts for events presented by others using your facilities, such as rentals, at question 3 below)                           | 2774  |
| 2.  | Admissions to live performing arts performances, fairs and festivals presented by your business (report your share of box office receipts for events presented by others using your facilities, such as rentals, at question 3 below) | 2775  |
| 3.  | Facility rental revenue ( <b>include</b> rentals of theatres, tracks, stables, grounds, arenas, conference rooms, etc.)   | 2005  |
| 4.  | Rental of traveller accommodations  | 2295  |
| 5.  | Contract production (fees earned by artists, athletes, performers, writers, companies and teams under contract to promoters, vendors or others)   | 2703  |
| 6.  | Professional fees and commissions for career management and representation services for artists, athletes, entertainers, and others   | 2060  |
| 7.  | Event management services   | 2777  |
| 8.  | Technical artistic services   | 2778  |
| 9.  | Receipts from gambling (e.g., wagering, gambling machines, lottery tickets, pari-mutuel, Internet gambling, bookmaking)   | 1433  |
| 10. | Advertising revenue   | 2327  |
| 11. | Sales of food and non-alcoholic beverages   | 1429  |
| 12. | Sales of alcoholic beverages  | 1428  |
| 13. | Sales of merchandise  | 2790  |
| 14. | Other revenue from sales of services  | 2558  |
|     | (please specify): <input style="width: 400px;" type="text" value="2559"/>   |       |
| 15. | <b>Total sales and services</b> (sum of questions 1 to 14)  | 2305  |

### Royalties, rights, licensing and franchise fees

Please provide a breakdown of your royalties, rights, licensing and franchise fees.

|     |   | CAN\$ |
|-----|---|-------|
| 16. | Licensing of rights to use copyrighted works and trademarks                             | 2338  |
| 17. | Broadcast and other media rights  | 2776  |
| 18. | Other royalties, rights, licensing and franchise fees                                   | 2582  |
|     | (please specify): <input style="width: 400px;" type="text" value="2583"/>               |       |
| 19. | <b>Total royalties, rights, licenses and franchise fees</b> (sum of questions 16 to 18) | 2695  |

## F - Industry Characteristics - Spectator Sports, Event Promoters, Artists and Related Industries (continued)

### Attendance

Please report the attendance for performances and events presented during the reporting period for this business, if applicable. If records are not kept, please provide your best estimate.

#### Live sports and racing events

|   |      | Number               |
|---|------|----------------------|
| 20. Presented by your business                                  | 0614 | <input type="text"/> |
| 21. Presented by others using your facilities (such as rentals) | 0615 | <input type="text"/> |

#### Live performing arts performances, festivals and fairs

|   |      | Number               |
|---|------|----------------------|
| 22. Presented by your business                                  | 0616 | <input type="text"/> |
| 23. Presented by others using your facilities (such as rentals) | 0617 | <input type="text"/> |

## G - Personnel

|  |      | Number               |
|--|------|----------------------|
| 1. Number of <b>non-salaried</b> partners and proprietors (if salaried, report only at question 2 below)                     | 6321 | <input type="text"/> |
| 2. a) Number of paid employees (based on year-end T4 payroll summaries)  | 6339 | <input type="text"/> |
| b) Percentage of paid employees who worked <b>full time</b>  | 6328 | %                    |
| 3. Number of contract workers (for whom you did not issue a T4, such as freelancers and casual workers)                      | 6320 | Number               |
| 4. Number of volunteers (including unpaid interns and co-op students) during the reporting period (estimates are acceptable) | 6014 | <input type="text"/> |
| 5. Total number of hours worked by volunteers during the reporting period (estimates are acceptable)                         | 6026 | Number of hours      |

## H - Sales by Type of Client

Please provide a percentage breakdown of your sales by type of client.

|   |      |                      |
|---|------|----------------------|
| 1. <b>Clients in Canada</b>                                       |      | %                    |
| a) Businesses   | 8112 | <input type="text"/> |
| b) Individuals and households                                     | 8100 | <input type="text"/> |
| c) Governments and public institutions (e.g., hospitals, schools) | 8233 | <input type="text"/> |
| 2. <b>Clients outside Canada</b>                                  | 8140 | <input type="text"/> |
| <b>Total</b>  |      | <b>100%</b>          |

## I - J - Not applicable

## K - Provincial/Territorial Distribution

Number

1. Please report the number of permanent business units/locations operating in Canada during the reporting period. Business unit is defined as the lowest level of the firm for which separate records are kept for such details as revenue, expenses and employment.

5001

2. Do you have permanent business units/locations in more than **one** province or territory?

9966

Yes – Please complete question 3

No – Please go to Section L

3. Please report the following data for the provinces or territories in which you have business units.

Please indicate if you are reporting in **either** Canadian dollars **or** percentages.

9967  \$ **OR**  %

|                              | Number of business units (locations) | Total revenue | Salaries, wages and employee benefits | Amortization and depreciation of tangible and intangible assets | Total expenses |
|------------------------------|--------------------------------------|---------------|---------------------------------------|---|----------------|
| 1. Newfoundland and Labrador | 5002                                 | 4824          | 4826                                  | 4827  | 4927           |
| 2. Prince Edward Island      | 5003                                 | 4829          | 4831                                  | 4832  | 4932           |
| 3. Nova Scotia               | 5004                                 | 4834          | 4836                                  | 4837  | 4937           |
| 4. New Brunswick             | 5005                                 | 4839          | 4841                                  | 4842  | 4942           |
| 5. Quebec                    | 5006                                 | 4844          | 4846                                  | 4847  | 4947           |
| 6. Ontario                   | 5007                                 | 4849          | 4851                                  | 4852  | 4952           |
| 7. Manitoba                  | 5008                                 | 4854          | 4856                                  | 4857  | 4957           |
| 8. Saskatchewan              | 5009                                 | 4859          | 4861                                  | 4862  | 4962           |
| 9. Alberta                   | 5010                                 | 4864          | 4866                                  | 4867  | 4967           |
| 10. British Columbia         | 5011                                 | 4869          | 4871                                  | 4872  | 4972           |
| 11. Yukon                    | 5014                                 | 4874          | 4876                                  | 4877  | 4977           |
| 12. Northwest Territories    | 5013                                 | 4879          | 4881                                  | 4882  | 4982           |
| 13. Nunavut                  | 5012                                 | 4884          | 4886                                  | 4887  | 4987           |
| 14. Total                    | 5015                                 | 4889          | 4891                                  | 4892  | 4992           |

## L - Contact Information

0015

Date completed

YYYY

MM

DD

Name of person to contact about this questionnaire:

0026

1

 Mr.

2

 Mrs.

3

 Miss

4

 Ms

First name

0013

Last name

0054

Title

0014

E-mail  
address

0018

Website  
address

0020

Telephone  
number

0017

(       )

Extension  
number

0027

Fax  
number

0016

(       )

Hour(s)

Minutes

9910

9909

How long did you spend collecting the data and completing the questionnaire?

## M - Comments

We invite your comments below. Please be assured that we review all comments with the intent to improve the survey.

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9913

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9914

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9915

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9916

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***Thank you for completing this questionnaire. Please retain a copy for your records.***

Visit our website at [www.statcan.ca](http://www.statcan.ca)