



**2007 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 appeler 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 (number and street)	
0002	Business name		0005	City	
0021	Title of contact		0006	Province/ territory or state	
0008	First name of contact		0053	Country	0007 Postal code/ zip code
0028	Last name of contact		0010	Language 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 S-19.

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.

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 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



B - Main business activity

1. Please describe the nature of your business.

0055

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 _____

Promoters (presenters) of performing arts, sports and similar events

With facilities

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

0284 agricultural fair organizers

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

0755 independent artists, visual arts

(please specify): ⁰⁷⁵⁶ _____

0757 independent actors, comedians and performers

(please specify): ⁰⁷⁵⁸ _____

0759 independent writers and authors

(please specify): ⁰⁷⁶⁰ _____

0308 other industries related to performing arts and spectator sports

(please specify): ⁰³⁰⁹ _____

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, 2007 and March 31, 2008. Please indicate below the period covered by this questionnaire.

from ⁰⁰¹¹

yyyy

mm

dd

 to ⁰⁰¹²

yyyy

mm

dd

2. If the reporting period does not cover 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. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the enclosed reporting guide for further information.

FOR
INFORMATION
ONLY

D - Revenue

A detailed breakdown may be requested in other sections.

		CAN\$
1. Sales of goods and services (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	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):	2077	
2001		
6. Total revenue (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 (include employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040	
3.	Commissions paid to non-employees	4466	
4.	Professional and business services fees (e.g., legal, accounting)	4315	
5.	Subcontract expenses (include contract labour, contract work and custom work)	3060	
6.	Charges for services provided by your head office	4555	
7.	Cost of goods sold, if applicable (purchases plus opening inventory minus closing inventory)	5721	
8.	Office supplies	3301	
9.	Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)	4115	
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178	
11.	Insurance (include 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 and telecommunications expenses (include gas, heating, hydro, water, telephone and Internet expenses)	4066	
15.	Property and business taxes, licences and permits	4410	
16.	Royalties, rights, licensing and franchise fees	4440	
17.	Delivery, warehousing, postage and courier	4179	
18.	Financial services fees	4325	
19.	Interest expenses	4630	
20.	Amortization and depreciation of tangible and intangible assets	4520	
21.	Bad debts	4542	
22.	All other expenses (please specify):	4569	
23.	Total expenses (sum of questions 1 to 22)	4699	
24.	Corporate taxes, if applicable	4600	
25.	Gains (losses) and other items (see reporting guide)	4601	
26.	Net profit/loss after tax and other items (see reporting guide)	2304	

F - Industry characteristics

Please provide a breakdown of your sales and services revenue, where applicable (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 (include 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 and services	2558	
(please specify): ²⁵⁵⁹ <input type="text"/>		
15. Total sales and services (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): ²⁵⁸³ <input type="text"/>		
19. Total royalties, rights, licenses and franchise fees (sum of questions 16 to 18)	2695	

F - Industry characteristics (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
21. Presented by others using your facilities (such as rentals)	0615

Live performing arts performances, festivals and fairs

	number
22. Presented by your business	0616
23. Presented by others using your facilities (such as rentals)	0617

G - Personnel

	number
1. Number of partners and proprietors, non-salaried (if salaried, report at question 2 below)	6321
2. Paid employees	
a) average number of paid employees during the reporting period (see reporting guide)	6339
b) percentage of paid employees (from question 2a) who worked full time	6328
	%
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320
4. Number of volunteers during the reporting period (estimates are acceptable)	6014
5. Number of hours worked by all 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. Clients in Canada	
a) businesses	8112
b) individuals and households	8100
c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)	8233
2. Clients outside Canada	8140
	100%

I - Not applicable

J - International transactions

Exports

1. Did you receive revenue from clients outside Canada for the **export** of goods, services, royalties, rights, licensing or franchise fees?

0531 1 **yes**, complete **questions 2, 3 and 4**

3 **no**, go to **question 5**

2. Please report revenue received from exports .		0666	CAN\$
3. Please provide a percentage breakdown of exports by:			%
a) goods		0667	
b) services		0668	
c) royalties, rights, licensing and franchise fees		0669	
			100%
4. Please provide a percentage breakdown of exports by country.			%
a) United States		0748	
b) Mexico		0749	
c) other countries (please specify):	0724	0750	
	0676	0672	
	0677	0673	
	0678	0674	
	0679	0675	
			100%

Imports

5. Did you make payments to suppliers outside Canada for the **import** of goods, services, royalties, rights, licensing or franchise fees?

0715 1 **yes**, complete **questions 6, 7 and 8**

3 **no**, go to **next section**

6. Please report payments made for imports .		0717	CAN\$
7. Please provide a percentage breakdown of imports by:			%
a) goods		0736	
b) services		0737	
c) royalties, rights, licensing and franchise fees		0738	
			100%
8. Please provide a percentage breakdown of imports by country.			%
a) United States		0751	
b) Mexico		0752	
c) other countries (please specify):	0743	0753	
	0744	0739	
	0745	0740	
	0746	0741	
	0747	0742	
			100%

K - Provincial/territorial distribution

1. Please report the number of business units/locations operating in Canada during the reporting period. Business unit is defined as the lowest level of the firm for which accounting records are maintained for such details as revenue, expenses and employment. 5001
2. Do you have business units/locations in more than **one** province or territory?
- 9966 1 **yes, go to question 3**
- 3 **no, go to section L**
3. Please report the following data for the provinces or territories in which you have business units, indicating if you are reporting in Canadian dollars **or** percentages.

9967 1 \$ **or** 2 %

	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

Name of person to contact about this questionnaire:

0026 1 Mr. 2 Mrs. 3 Miss 4 Ms

0054	Last name	0017	Telephone number
0013	First name	0027	Extension number
0014	Title	0016	Fax number
0018	E-mail address	0020	Website address

Date completed: 0015

yyyy mm dd

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

hour(s) minutes

9910 9909

M - Comments

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

FOR
INFORMATION
ONLY

9920 _____

9913 _____

9914 _____

9915 _____

9916 _____

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

Visit our website at www.statcan.ca