



Unified Enterprise Survey – Annual

# 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](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 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): <sup>0281</sup> \_\_\_\_\_

### 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): <sup>0756</sup> \_\_\_\_\_

0757  independent actors, comedians and performers

(please specify): <sup>0758</sup> \_\_\_\_\_

0759  independent writers and authors

(please specify): <sup>0760</sup> \_\_\_\_\_

0308  other industries related to performing arts and spectator sports

(please specify): <sup>0309</sup> \_\_\_\_\_

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 <sup>0011</sup>  <sup>yyyy</sup>  <sup>mm</sup>  <sup>dd</sup>  to <sup>0012</sup>  <sup>yyyy</sup>  <sup>mm</sup>  <sup>dd</sup>

2. If the reporting period does not cover a **full year**, please check the reason(s) below:

<sup>0031</sup> 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.

**D and E - Not applicable**

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## 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 ( <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 and services	2558	
(please specify): <sup>2559</sup> <input type="text"/>		
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): <sup>2583</sup> <input type="text"/>		
19. <b>Total royalties, rights, licenses and franchise fees</b> (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, <b>non-salaried</b> (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 <b>full time</b>	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
	<b>100%</b>

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

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

**K - Not applicable**

**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?      9910      hour(s)            9909      minutes     

**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 \_\_\_\_\_

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9914 \_\_\_\_\_

9915 \_\_\_\_\_

9916 \_\_\_\_\_

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

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