



Services Division

# Annual Survey of Arts, Entertainment and Recreation, 1998

Confidential when completed

Français au verso

**Authority**

The survey is conducted under the authority of the Statistics Act, Revised Statutes of Canada, 1985, chapter S19.

In all correspondence concerning this questionnaire please quote this nine digit reference number.



Please revise name and/or address if required



Legal name (please print)

Operating (trading) name  
(if different from address label or legal name)

Business address (if different from address label)

### Please read carefully before completing the questionnaire

**Coverage**

This survey is being collected from businesses at the establishment level of organization. For this purpose, an "establishment" is defined as the lowest level of the firm for which separate records are kept for such details as revenue, expenses and employment.

"Single-establishment" firms should report data for all their activities on this report.

Other firms (generally those which are larger and more diverse) will have more complex organizational structures and record-keeping needs, and therefore may have more than one establishment. For this survey, such firms should report data for only their establishments whose principal business activity is in the arts, entertainment and recreation services industry (see Section 1 below). It may be that these establishments engage in sideline activities outside the arts, entertainment and recreation services industry; their data (e.g. revenue, expenses, employment, etc.) relating to those activities should also be reported on this form.

This report should **exclude** the revenue of your separately incorporated subsidiaries or foreign branches, but should **include** your portion of the revenue and expenses of unincorporated joint ventures in which you are involved. Please report all amounts in **Canadian dollars**.

**Survey Objective**

The survey objective is the collection and publication of data necessary for the statistical analysis of the arts, entertainment and recreation industry. The information from the survey can be used by businesses and trade associations for market analysis and assessment of industry performance, operating characteristics and trends, by government to develop national and regional economic policies, by other users involved in research or policy making and by Statistics Canada for maintaining important data input to the preparation of the Canadian System of National Accounts. The results of this survey will be published in the Statistics Canada publication entitled "**Leisure and Personal Services**" (Cat. No. 63-233).

**Confidentiality**

Statistics Canada is prohibited by law from publishing any statistics which would divulge information relating to any identifiable business without the previous written consent of that business. **The data reported on this questionnaire will be treated in strict confidence, used for statistical purposes, and published in aggregate form only.** The confidentiality provisions of the Statistics Act are not affected by either the Access to Information Act or by any other legislation.

**Questions?**

If you have any questions regarding this survey, or require assistance in completing the questionnaire, please call us collect.

**Operations and Integration Division  
Telephone (1-800-916-9316)  
Fax (1-613-951-4566); Toll-free Fax (1-888-605-2493)**

Please quote the nine digit reference number appearing below the arrow on the address label.

**Duplicate Questionnaires**

If you receive more than one copy of this questionnaire for the same business, please complete the one that is correctly labelled and return it with the duplicate(s), writing "DUPLICATE" on the relevant form(s).

**Return Procedure**

Please return the completed questionnaire within 30 days of receipt using the enclosed postage-paid envelope to:

**Operations and Integration Division, Statistics Canada  
2nd floor, Jean Talon Bldg.  
Ottawa, Ontario, Canada K1A 0T6**

If you are unable to do so, please inform us of the expected completion date.

**For Office Use Only**

Status Code

Clerk

5-3300-1: 1998-12-16 STC/SER-425-60127

1. Business Activity

a) Please describe the nature of your firm's business activity in 1998: \_\_\_\_\_

b) Is this a change from the previous year? . . . . .

022

1  Yes    2  No

↓  
If yes, please provide details in the "Comments" section on page 7.

c) Please check (✓) below the one industry that most accurately describes your firm's principal source of operating revenue. For detailed industry descriptions, please refer to the enclosed "Definitions sheet".

023

**Performing Arts Companies**

- 711111  Theatre (except Musical) Companies
- 711112  Musical Theatre and Opera Companies
- 711120  Dance Companies
- 711130  Musical Groups and Artists
- 711190  Other Performing Arts Companies (e.g. circus, ice-skating and magic shows) *(please specify)*

\_\_\_\_\_

**Spectator Sports**

- 711211  Sports Teams and Clubs
- 711213  Horse Race Tracks
- 711213  Racehorse Stables and Racehorse Training
- 711218  Other Spectator Sports (e.g. independent athlete and other race tracks) *(please specify)*

\_\_\_\_\_

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

- 711311  Live Theatres and Other Performing Arts Presenters *with Facilities*
- 711319  Sports Stadiums and Other Presenters *with Facilities*
- 711321  Performing Arts Promoters (Presenters) *without Facilities*
- 711322  Festivals *without Facilities*
- 711329  Sports Presenters and Other Presenters *without Facilities*

**Industries Related to Performing Arts and Spectator Sports**

- 711410  Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures
- 711510  Independent Artists, Writers and Performers (incl. costume and set designers) *(please specify)*

\_\_\_\_\_

**Heritage Institutions**

- 712111  Non-Commercial Art Museums and Galleries
- 712119  Museums (except Art Museums and Galleries)
- 712120  Historic and Heritage Sites
- 712130  Zoos and Botanical Gardens
- 712191  Nature Parks and Conservation Areas
- 712199  All Other Heritage Institutions

**Amusement, Gambling and Recreational Industries**

- 713110  Amusement and Theme Parks
- 713120  Amusement Arcades
- 713210  Casinos (except Casino Hotels)
- 713291  Lotteries
- 713291  Lottery Ticket Agents (selling lottery tickets directly to consumers)
- 713299  All Other Gambling Industries
- 713299  Bingo parlours
- 713910  Golf Courses and Country Clubs
- 713920  Skiing Facilities
- 713930  Marinas
- 713940  Fitness and Recreational Sports Centres (includes gymnasiums, swimming pools, tennis clubs)
- 713950  Bowling Centres
- 713990  All Other Amusement and Recreational Industries *(please specify)*

None of the above *(please specify)*

\_\_\_\_\_

\_\_\_\_\_



Please report for your 1998 fiscal year, as reported in section 4, on page 3.

**5. Revenue**

Please exclude GST and all other taxes collected by you for remittance to a government agency.

**a) Service Revenue**

Include admission charges, membership fees, subscriptions, fees related to sports events, recreational activities, theatrical productions and amusement facilities (e.g. green fees, parking and mooring fees, check room charges) and revenues from coin-operated amusement devices. **Exclude** franchise fees, commissions, lottery and gambling revenue (see item (h) below).

Dollars  
(omit cents)

101

**b) Sales of Alcoholic Beverages**

Report offsetting cost in Section 6 item (a).

105

**c) Sales of Food and Non-Alcoholic Beverages**

Include prepared meals, packaged food, vending machine sales, etc. Report offsetting cost in Section 6 item (a).

104

**d) Rental Revenue**

Report revenue from the rental and/or leasing of recreational and sports equipment and accessories, and any other equipment or goods. **Exclude** revenue from rental of real estate (see item (j) below).

106

**e) Sales of Merchandise**

Include revenue from parts and materials charged in repair work as well as revenue from the sales of all items other than food or beverages (e.g., recreational and sports equipment and accessories, oil and gasoline). Report offsetting cost in Section 6 item (a).

103

**f) Repair Revenue**

Exclude charges for parts and materials, report them in item e) Sales of Merchandise.

102

**g) Accommodation Revenue**

Report revenue from the rental of conference and banquet halls, as well as from the rental of rooms, cabins, cottages, tent and/or trailer campsites.

113

**h) Revenue from gambling, lottery and other commissions, royalties, franchise fees, management fees and foreign exchange.**

107

**i) Operating grants and subsidies**

Exclude donations and bequests (see item (l) below).

112

**j) Other Operating Revenue**

For example, revenue from rental of real estate.  
(please specify)

108

**k) Total Operating Revenue**

(sum of items (a) to (j))

115

**l) Non-Operating Revenue**

Interest, donations, bequests and all other revenue that is not directly related to the operation of this business.

120

**m) Total Revenue** (sum of items (k) and (l))

130

**6. Operating Expenses**

- Do not include capital expenditures.
- Please include GST except the portion which is refundable by government.
- If you prefer, you may attach a copy of your income statement and proceed to Section 7.

a) Cost of goods sold (purchases plus opening inventory minus closing inventory). This item represents the offsetting cost of the revenue reported from sales in items 5 (b), (c) and (e). Please exclude purchases for use in the business and for rental purposes (see item (s) below).

Dollars  
(omit cents)

159

b) Salaries and wages paid to employees for whom you issued a T4 supplementary form; include vacation pay, bonuses and commissions

160

c) Employee benefits paid for all employees for whom you issued a T4 supplementary form; include employer's contributions to pension, medical/life, employment insurance and workers' compensation plans

161

d) Rent and/or lease of land and buildings (include rent/lease of office space)

162

e) Rent and/or lease of motor vehicles

163

f) Computer services purchased (including equipment rental, data processing and software development)

164

g) Rent and/or lease of other machinery and equipment

165

h) Repairs and maintenance

166

i) Legal, accounting, management and consulting fees

167

j) Advertising and sales promotion

168

k) Insurance

169

l) Taxes, permits and licenses  
(exclude income taxes)

170

m) Heat, light, power and water

171

n) Telephone, telecommunications, postage and courier fees (include Internet charges)

172

o) Travel and entertainment

173

p) Royalties and franchise fees

174

q) Depreciation and amortization

175

r) Interest expense

176

s) Office and all other supplies and materials used in the business (exclude supplies reported under Cost of goods sold - item (a) above)

177

t) All other operating expenses, excluding bad debts. Include fees paid to contract workers. (Please specify major items or attach a separate sheet.)

178

**u) Total Operating Expenses**  
(sum of items (a) to (t))

179

**7. Employment**

**a) Paid Employees**

Please report the **average number** of persons employed during the reporting period to whom you paid Salaries and Wages as shown in Expenses, Section 6, item (b).

Number
152

**- Full-time Employees**

Regular employees who worked the standard work week as observed by the business

151
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**- Part-time Employees**

Those who worked fewer than the standard work week hours observed by the business or who worked only for a given period or season

154
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**b) Contract Workers**

Individuals not on your payroll engaged only for the duration of specific project or term

153
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**c) Working proprietors and/or partners of unincorporated businesses**

**8. Inventories**

Please report the value of goods held by you FOR SALE at the opening and closing of your 1998 reporting period. **Do not include inventories held on consignment from others. Also exclude supplies and materials used in the business or for rental purposes.**

	Dollars (omit cents)
Opening inventory	210
Closing inventory	220

**9. Client Base**

Please report the percentage of your **total operating revenue** (Section 5, item (k)) derived **directly** from:

<b>Domestic</b>	Percentage
a) Households or Individuals for Personal Use	180
b) Business	181
c) Federal, Provincial and Municipal Governments	183
d) Institutions (e.g. hospitals, schools)	186
<b>Foreign</b>	185
Foreign consumers	189
<b>Total</b> (total of above boxes must equal 100%)	<b>100 %</b>

**10. Provincial Distribution**

a) Please report the number of permanent business locations operated in Canada during the reporting period. (Include warehouses, head offices, research facilities and trading locations.) Exclude stopovers on tours to other provinces.

Number
024

b) Do you have permanent business locations in **more than one province?**

300  1 No - Please go to Section 11  
 2 Yes - Please complete 10 (c)  
 ↓

c) Please report the number of permanent business locations, total revenue and selected expenses, by province.

Province	Locations (Number)	Total Revenue \$ (omit cents)	Salaries, Wages and Employee Benefits \$ (omit cents)
Nfld.	301	314	327
P.E.I.	302	315	328
N.S.	303	316	329
N.B.	304	317	330
Que.	305	318	331
Ont.	306	319	332
Man.	307	320	333
Sask.	308	321	334
Alta.	309	322	335
B.C.	310	323	336
Nunavut	340	341	342
N.W.T. (without Nunavut)	311	324	337
Yukon Territory	312	325	338
<b>Total</b>	313	326	339

Should equal Item 10 (a)	Should equal Item 5 (m)	Should equal the sum of Items 6 (b) and 6 (c)
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**11. Trade Patterns: Sales Within Province/Territory, Inter-provincial and International Exports**

- (1) Businesses with locations in only one province or territory, please complete the vertical column in the table below that represents the province or territory of your business location(s); list the percentage of total revenue (as reported in **Section 5, item (m)**), generated by clients from the applicable geographic regions listed in the horizontal table rows. Remember to include the share of revenue from sales to clients within the same province or territory as the business location and check that the vertical column percentages add to 100.
- (2) Businesses located in more than one province/territory, please complete a **separate vertical column for each province/territory for which you have reported revenue in Section 10**. Distribute the revenue earned by your locations in each province/territory according to the geographic residence of your locations' clients.

If you do not keep records of this information, your best estimate is acceptable.

Client Residence ▼	Your Business Location(s)													
	Nfld. %	P.E.I. %	N.S. %	N.B. %	Que. %	Ont. %	Man. %	Sask. %	Alta. %	B.C. %	Nvt %	N.W.T. (without Nvt) %	Yukon %	
Newfoundland														
Prince Edward Island														
Nova Scotia														
New Brunswick														
Quebec														
Ontario														
Manitoba														
Saskatchewan														
Alberta														
British Columbia														
Nunavut														
Northwest Territories (without Nunavut)														
Yukon Territory														
Foreign														
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	

Each column completed *must* add up to 100%.

**12. Certification**

I certify that the information contained herein is complete and correct to the best of my knowledge.

Signature of authorized person

Title

Name of person to contact for further information (*please print*)

- Mr.     Mrs.  
 Miss     Ms.

Title

Date	Day	Month	Year	Area code	Telephone number	Ext.	Fax

How long did you spend collecting the data and completing this form?

801

hours

