



2007 Survey of Service Industries: Spectator Sports, Event Promoters, Artists and Related Industries

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Reporting Guide

This guide is designed to assist you as you complete the 2007 Survey of Service Industries. If you need more information, please call the Statistics Canada Help Line at the number below.

Help Line: 1-888-881-3666

Your answers are confidential.

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada. All Statistics Canada employees take an oath of secrecy and face severe penalties for any breach of confidentiality. The collected information cannot be disclosed under the *Access to Information Act* or any other Act. **The Canada Revenue Agency cannot access any individual survey records from Statistics Canada.**

All survey results are carefully screened before publication to ensure they cannot be used to derive information about a particular business.

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B - Main business activity

1. Please describe the nature of your business.

To ensure that you have received the appropriate questionnaire, you are asked to describe the nature of your business. The description should briefly state the main activities of your business unit.

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

Below is a description of each main activity.

Spectator sports

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

This industry comprises professional, semi-professional, or amateur sports clubs primarily engaged in presenting sporting events before an audience. These establishments may or may not operate the facility for presenting these events.

Exclude establishments primarily engaged in:

- promoting sports events and operating sports facilities, but not operating a sports club;
- promoting sports events but not operating a sports facility or sports club;
- operating recreational sports and athletic clubs and leagues;
- operating amateur or professional sports associations and leagues.

Horse race tracks

This industry comprises establishments primarily engaged in operating horse race tracks or stables, presenting horse racing events, or training race horses.

Exclude:

- operators of auto, dog or other race tracks.

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

This industry comprises establishments primarily engaged in operating race tracks and presenting racing events, other than those related to horses. Independent athletes, such as golf professionals, professional boxers, tennis players, race car drivers, figure skaters, harness drivers, Olympic athletes and sports trainers.

Exclude establishments primarily engaged in:

- presenting racing events, but not operating a race track;
- representing or managing the careers of sports figures.

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

With facilities

This industry group comprises establishments primarily engaged in organizing and promoting performing arts productions, sports events and similar events, such as festivals. Establishments in this industry group may operate arenas, stadiums, theatres or other related facilities.

Exclude establishments primarily engaged in:

- producing live presentations that involve the performances of actors and actresses, singers, dancers, musical groups and artists, whether or not they operate their own facilities;
- operating professional, semi-professional or amateur sports teams that present sporting events to the public, whether or not they operate their own facilities;
- owning and leasing facilities, but not producing or promoting live events held in them;
- organizing convention and trade shows.

Without facilities

This industry comprises establishments primarily engaged in organizing and promoting live performing arts productions, sports events, and similar events, such as festivals, in facilities operated by others.

Exclude establishments primarily engaged in:

- organizing convention and trade shows;
- producing live theatre, dance, music, or other theatrical presentations in facilities operated by others;
- operating sports teams that present their own events;
- operating performing arts, sports, and mixed-use facilities and organizing and promoting events, such as festivals, held in these facilities.

Industries related to performing arts and spectator sports

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

This industry comprises establishments primarily engaged in representing or managing creative and performing artists, sports figures, entertainers, and celebrities. These establishments represent their clients in contract negotiations, manage or organize the client's financial affairs, and generally promote the careers of their clients.

Exclude establishments primarily engaged in:

- recruiting and placing models for clients, known as model registries;
- supplying models to clients.

If none of the above activities describes your main source of revenue, please call **1-888-881-3666** for further instructions.

C - Reporting period information

Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2007 and March 31, 2008. Please indicate the reporting period covered by this questionnaire.

F - Industry characteristics

Please provide a breakdown of your sales and services revenue, where applicable.

Amounts should be reported net of trade discount, value added tax, and other taxes based on sales.

Include:

- sales from Canadian locations.

Exclude:

- grants and subsidies;
- donations and fundraising;
- royalties, rights, licensing and franchise fees;
- investment income.

1. **Admissions to live sports or racing events presented by your business and**
2. **Admissions to live performing arts performances, fairs and festivals presented by your business**

Admissions are charges to individuals or groups for right of access to live sporting or racing events or live performing arts performances.

Include:

- admissions through sale of general public tickets and seasonal subscriptions;
- bundled admission packages that include food and beverage service, backstage passes, etc.;
- personal seat licenses and box leases;
- admissions to live performances in which the admission takes the form of a cover charge;
- membership fees paid primarily for the right of admission to performances.

Exclude:

- payments received for events and performances owned/produced/presented by other establishments using your facilities; please report these amounts in this section, at question 3 below;
- contract production; please report this amount in this section, at question 5 below.

3. Facility rental revenue

Please report your share of box office receipts for events or performances that were owned/produced/presented by others using or renting your facilities.

5. Contract production

Fees earned by individuals, companies or teams for the production of live performances, sports or racing events under contract to promoters, venue owners or others. The contracts will specify the type of payment received by the performers, artists, companies, athletes or teams, for example a flat rate and/or a percentage of admission revenues. Contracts may also specify the disposition of any intellectual property rights arising from the performance.

Exclude:

- contract production of literary, dramatic, musical and artistic works, sound recordings and communication signals; please report these amounts in this section, at question 14 below;
- licensing of copyrights relating to a live performance; please report these amounts in this section, at question 16 below;
- technical (non-performance) services; please report this amount in this section, at question 8 below.

6. Professional fees and commissions for career management and representation services

Acting on behalf of artists, athletes, entertainers, and other public figures in a wide range of activities that enhance the client's career.

Include:

- negotiating contracts and bookings for performances and public appearances.

7. Event management services

Planning, organizing, marketing, and managing a live sports or performing arts event on behalf of others including venue owners, performers, etc.

8. Technical artistic services

Providing artistic technical support services, such as backstage services and post-production services.

Include:

- lighting, key grip and set placement and removal;
- editing, visual effects, copying, captioning, adding music, and foreign language dubbing.

10. Advertising revenue

Revenue obtained by providing services that attract attention to a product, business, cause, etc.

Include:

- the provision of display space on various surfaces such as billboards;
- agent services involved in buying and selling space or time for advertising messages;
- the sale of venue naming rights, sponsorship rights, endorsement services and exclusivity rights.

11. Sales of food and non-alcoholic beverages

Include:

- prepared meals;
- packaged food;
- vending machine sales.

13. Sales of merchandise

Revenue obtained from parts and materials charged in repair work as well as from the sales of all items other than food or beverages.

Include, for example:

- recreational and sports equipment and accessories;
- oil and gasoline;
- clothing;
- arts and crafts;
- magazines;
- books.

Royalties, rights, licensing and franchise fees

16. Licensing of rights to use copyrighted works and trademarks

Licensing the rights to use copyrighted intellectual property and trademarks, such as logos.

Licenses authorize the licensee to exploit the copyrighted work, for example by reproducing or performing a literary work, by making a sound recording of a musical work, by communicating a work by telecommunication, by renting a computer program, to make a fixation of a performer's performance, to reproduce such fixations, to communicate a performer's performance by telecommunication. A license may authorize some or all of these rights.

Include licenses to use:

- literary works such as book manuscripts and computer programs;

- dramatic works such as films, videos, plays, screenplays and scripts;
- musical works;
- artistic works such as paintings and photographs;
- performer's performances;
- broadcasters' communication signals;
- sound recordings.

17. Broadcast and other media rights

Granting the right of access (on a fee, royalty, or other basis) to a sporting event, facility or activity for the purpose of commercially exploiting sounds, images and other information of the event, facility or activity. The contracts define the type of exploitation permitted and may specify the ownership of intellectual property rights relating to the sounds, images and other information.

Attendance

Live sports and racing events and live performing arts performances, festivals and fairs

20. and 22. Presented by your business

Please report attendance numbers for presentations that are produced/owned by your establishment.

21. and 23. Presented by others using your facilities (such as rentals)

Please report attendance numbers for presentations that are produced/owned by another establishment.

G - Personnel

To fully measure the contribution of all human capital in this industry, we require information on the number of partners and proprietors as well as the number and classification of workers.

1. Number of partners and proprietors, non-salaried (if salaried, report at question 2 below)

For unincorporated businesses, please report the number of partners and proprietors for whom earnings will be the net income of the partnership or proprietorship.

2. Paid employees

a) Average number of paid employees during the reporting period

To calculate the average number employed, add the number of employees in the last pay period of each month of the reporting period and divide this sum by the number of months (usually 12).

Exclude:

- partners and proprietors, non-salaried reported at question 1 above.

b) Percentage of paid employees (from question 2a) who worked full time

Full-time employment consists of persons who usually work 30 hours or more per week. Please specify the percentage of paid employees who have been working full time by rounding the percentage to the nearest whole number.

3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)

Contract workers are not employees, but workers contracted to perform a specific task or project in your organization for a specific duration, such as self-employed persons, freelancers and casual workers. These workers are not issued a T4 information slip. Please report the number of contract workers employed by your organization during the fiscal year.

4. Number of volunteers during the reporting period (estimates are acceptable)

Please report the number of unpaid workers employed by your organization during the fiscal year.

5. Number of hours worked by all volunteers during the reporting period (estimates are acceptable)

Please report the number of hours recorded by your organization for the work performed by volunteers during the fiscal year.

H - Sales by type of client

This section is designed to measure which sector of the economy purchases your services.

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

Please ensure that the sum of percentages reported in this section equals 100%.

1. Clients in Canada

a) Businesses

Percentage of sales sold to the business sector should be reported here.

Include:

- sales to Crown corporations.

b) Individuals and households

Please report the percentage of sales to individuals and households who do not represent the business or government sector.

c) Governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)

Percentage of sales to federal, provincial, territorial and municipal governments should be reported here.

Include:

- sales to hospitals, schools, universities and public utilities.

2. Clients outside Canada

Please report the share of total sales to customers or clients located outside Canada including foreign businesses, foreign individuals, foreign institutions and/or governments.

Include:

- sales to foreign subsidiaries and affiliates.

J - International transactions

This section is intended to measure the value of international transactions on goods, services, and royalties and licences fees. It covers **imported services and goods** purchased outside Canada as well as the value of **exported services and goods** to clients/customers outside Canada. Please report also royalties, rights, licensing and franchise fees paid to and/or received from outside Canada. Services cover a variety of industrial, professional, trade and business services.

General information

Survey purpose

Statistics Canada conducts this survey to obtain detailed and accurate data on this industry, which is recognised as being an important contributor to the Canadian economy. Your responses are critically important to produce reliable statistics used by businesses, non-profit organizations and all levels of government to make informed decisions in many areas.

The information from this survey can be used by your business to benchmark your performance against an industry standard, to plan marketing strategies or to prepare business plans for investors. Governments use the data to develop national and regional economic policies and to develop programs to promote domestic and international competitiveness. The data are also used by trade associations, business analysts and investors to study the economic performance and characteristics of your industry.

Data-sharing agreements

To avoid duplicating surveys and to ensure more uniform statistics, Statistics Canada has entered

into data-sharing agreements with many provincial and territorial statistical agencies.

The objective of these data-sharing agreements is to share data from some surveys for those business establishments operating within their respective jurisdictions. **These agreements require that the shared data be used only for statistical purposes and be kept confidential.** Survey participants are always informed at the time of collection if a sharing agreement applies to a particular survey.

There are two types of data-sharing agreements that exist under the *Statistics Act*:

Agreements under Section 11 of the *Statistics Act* allow the sharing of information from the Unified Enterprise Survey program with the statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia and Yukon. These statistical agencies have been established under provincial and territorial legislation authorizing them to collect this information on their own or jointly with Statistics Canada. Their legislation also provides the same confidentiality protection and outlines similar penalties for disclosure of confidential information as the federal *Statistics Act*.

Agreements under Section 12 of the *Statistics Act* allow the sharing of information from the Unified Enterprise Survey program with the statistical

agencies of Prince Edward Island, the Northwest Territories and Nunavut. All these Section 12 agreements require that the information be kept strictly confidential.

Under Section 12, you may refuse to share your information with any of these agencies by writing a letter of objection to the Chief Statistician of Canada and returning it with your completed questionnaire. Please specify those agencies from which data shall be withheld.

Please note that Statistics Canada does not share any individual survey information with the Canada Revenue Agency.

For more information about these data-sharing agreements, please contact Statistics Canada at **1-888-881-3666** or visit our website at **www.statcan.ca**.

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Thank you!