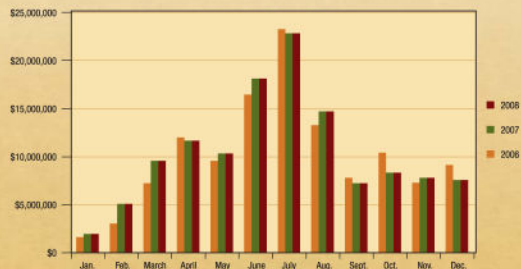


## AMUSEMENT REVENUE

As one of the two sectors with a tourism tax in addition to the overall gross receipts tax, the attractions sector revenue accounts for 15 percent of all business receipts. Along with the current pool of attractions, Pigeon Forge continues to identify and recruit new attractions each year. In the spring of 2010, *Titanic* Pigeon Forge will open to the public.

In 2008, amusement revenues were down, but this sector will continue to be vital to the overall success of Pigeon Forge.



### 2008 AMUSEMENT REVENUE

| Month     | Tax Collected at 2% | Gross Business | % of Change |
|-----------|---------------------|----------------|-------------|
| January   | \$38,294            | \$1,930,226    | -6          |
| February  | \$99,869            | \$5,100,029    | 41          |
| March     | \$187,577           | \$9,554,301    | 6           |
| April     | \$231,764           | \$11,650,526   | -19         |
| May       | \$203,237           | \$10,311,529   | -11         |
| June      | \$360,541           | \$18,132,122   | 2           |
| July      | \$454,432           | \$22,824,323   | 2           |
| August    | \$291,474           | \$14,683,803   | 0           |
| September | \$142,854           | \$7,227,434    | -10         |
| October   | \$165,690           | \$8,293,752    | -18         |
| November  | \$154,964           | \$7,771,926    | 12          |
| December  | \$150,526           | \$7,544,822    | -14         |
| Total     | \$2,481,222         | \$125,024,793  | -3          |



### 2007 AMUSEMENT REVENUE

| Month     | Tax Collected at 2% | Gross Business | % of Change |
|-----------|---------------------|----------------|-------------|
| January   | \$39,604            | \$2,052,020    | 27          |
| February  | \$71,402            | \$3,629,140    | 19          |
| March     | \$177,451           | \$9,041,854    | 25          |
| April     | \$273,791           | \$14,349,580   | 20          |
| May       | \$217,239           | \$11,550,263   | 21          |
| June      | \$348,705           | \$17,776,013   | 8           |
| July      | \$443,581           | \$22,422,689   | -3          |
| August    | \$290,301           | \$15,663,820   | 11          |
| September | \$158,064           | \$8,039,294    | -3          |
| October   | \$198,417           | \$10,157,329   | -2          |
| November  | \$137,339           | \$6,969,856    | -4          |
| December  | \$173,841           | \$8,796,860    | -4          |
| Total     | \$2,529,735         | \$129,448,718  | 7           |

### 2006 AMUSEMENT REVENUE

| Month     | Tax Collected at 2% | Gross Business | % of Change |
|-----------|---------------------|----------------|-------------|
| January   | \$32,328            | \$1,611,962    | -38         |
| February  | \$61,165            | \$3,058,503    | 9           |
| March     | \$143,756           | \$7,214,921    | -8          |
| April     | \$229,255           | \$11,975,303   | 36          |
| May       | \$179,164           | \$9,544,507    | 0           |
| June      | \$314,448           | \$16,434,665   | 17          |
| July      | \$431,161           | \$23,221,455   | 31          |
| August    | \$243,937           | \$13,243,622   | 11          |
| September | \$141,841           | \$7,794,918    | 37          |
| October   | \$188,442           | \$10,407,873   | 38          |
| November  | \$129,115           | \$7,254,765    | 35          |
| December  | \$162,610           | \$9,137,591    | 36          |
| Total     | \$2,257,222         | \$120,900,285  | 20          |

### PRIOR YEARS' AMUSEMENT REVENUE

| Year  | Tax Collected at 2% | Gross Business | % of Change |
|-------|---------------------|----------------|-------------|
| 1980  | \$133,340           | \$6,667,018    |             |
| 1981  | \$152,866           | \$7,643,302    | 15          |
| 1982  | \$161,080           | \$8,054,023    | 5           |
| 1983  | \$187,566           | \$9,378,321    | 16          |
| 1984  | \$212,578           | \$10,628,916   | 13          |
| 1985  | \$251,540           | \$12,577,510   | 18          |
| 1986* | \$410,828           | \$20,541,400   | 63          |
| 1987  | \$435,479           | \$21,735,950   | 6           |
| 1988  | \$527,822           | \$26,391,100   | 21          |
| 1989  | \$563,526           | \$29,273,589   | 11          |
| 1990  | \$635,060           | \$32,171,557   | 9           |
| 1991  | \$744,243           | \$37,220,969   | 16          |
| 1992  | \$835,286           | \$41,951,633   | 13          |
| 1993  | \$943,672           | \$47,474,025   | 13          |
| 1994  | \$1,057,823         | \$53,135,733   | 12          |
| 1995  | \$1,203,457         | \$60,515,002   | 14          |
| 1996  | \$1,255,662         | \$63,197,580   | 4           |
| 1997  | \$1,362,704         | \$68,488,717   | 8           |
| 1998  | \$1,447,315         | \$72,935,163   | 6           |
| 1999  | \$1,488,251         | \$74,699,135   | 2           |
| 2000  | \$1,483,269         | \$75,393,417   | 2           |
| 2001  | \$1,591,239         | \$80,843,173   | 7           |
| 2002  | \$1,668,746         | \$85,366,733   | 6           |
| 2003  | \$1,649,130         | \$85,001,731   | 0           |
| 2004  | \$1,807,225         | \$93,219,883   | 10          |
| 2005  | \$2,529,735         | \$100,999,589  | 7           |

\*Year of Dollywood opening