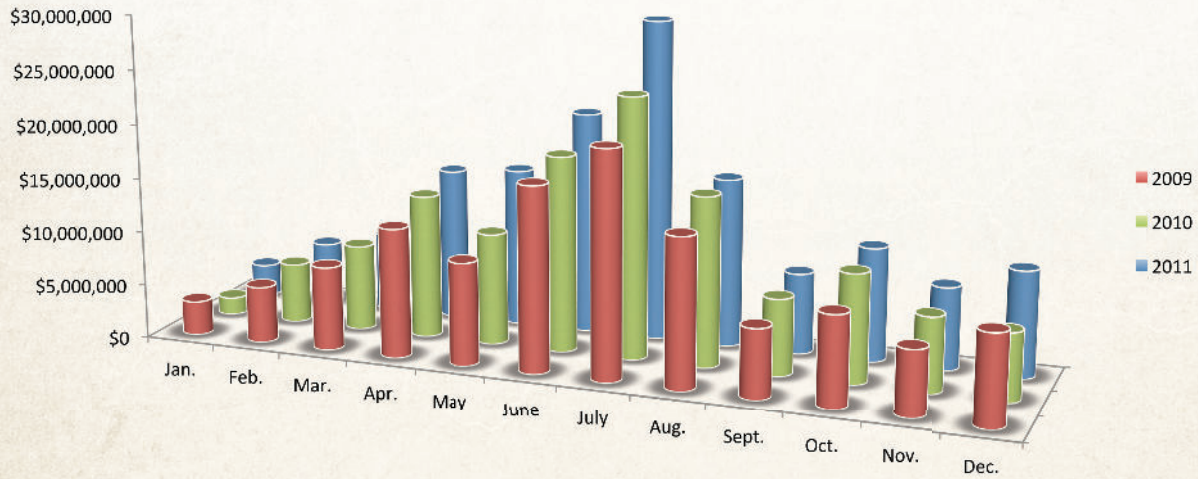


Amusement Revenue

In addition to the lodging tax, the businesses with amusement attractions pay a tourism tax of 2.5 percent. In an effort to build a variety of attractors to the city, Pigeon Forge continues to identify and recruit new attractions each year.



2011 AMUSEMENT REVENUE

| Month | Tax Collected at 2.5%* | Gross Business | % of Change** |
|-----------|------------------------|----------------|---------------|
| January | \$53,707 | \$2,942,174 | 64 |
| February | \$114,024 | \$5,691,718 | 19 |
| March | \$150,984 | \$7,201,834 | -3 |
| April | \$221,139 | \$14,014,416 | -16 |
| May | \$253,355 | \$14,638,366 | 8 |
| June | \$340,807 | \$20,493,079 | -9 |
| July | \$459,367 | \$29,504,134 | -2 |
| August | \$301,388 | \$15,544,463 | -17 |
| September | \$191,456 | \$7,451,705 | -10 |
| October | \$237,610 | \$10,492,195 | -11 |
| November | \$199,245 | \$7,635,313 | 3 |
| December | \$232,244 | \$9,824,077 | 53 |
| Total | \$2,755,326 | \$145,435,485 | -3 |

*Amusement tax increased from 2.0% to 2.5% in August of 2011

** % of change is based on gross business



2010 AMUSEMENT REVENUE

| Month | Tax Collected at 2% | Gross Business | % of Change |
|--------------|---------------------|----------------------|-------------|
| January | \$31,416 | \$1,582,647 | -50 |
| February | \$109,487 | \$5,500,961 | 6 |
| March | \$157,178 | \$7,902,739 | 2 |
| April | \$263,203 | \$13,233,069 | 11 |
| May | \$205,128 | \$10,317,010 | 9 |
| June | \$359,220 | \$18,069,992 | 6 |
| July | \$478,325 | \$24,020,520 | 15 |
| August | \$311,080 | \$15,655,210 | 13 |
| September | \$139,330 | \$7,071,829 | 10 |
| October | \$200,377 | \$10,047,454 | 20 |
| November | \$142,348 | \$6,936,936 | 14 |
| December | \$120,944 | \$6,289,083 | -25 |
| Total | \$2,518,036 | \$126,627,450 | 7 |

2009 AMUSEMENT REVENUE

| Month | Tax Collected at 2% | Gross Business | % of Change |
|--------------|---------------------|----------------------|-------------|
| January | \$62,511 | \$3,135,275 | 62 |
| February | \$103,343 | \$5,185,700 | 2 |
| March | \$153,954 | \$7,723,070 | -19 |
| April | \$231,042 | \$11,938,154 | 2 |
| May | \$189,196 | \$9,479,657 | -8 |
| June | \$339,643 | \$17,080,250 | -6 |
| July | \$415,112 | \$20,914,655 | -8 |
| August | \$274,787 | \$13,834,814 | -6 |
| September | \$126,805 | \$6,433,583 | -11 |
| October | \$172,468 | \$8,394,397 | 1 |
| November | \$119,956 | \$6,100,176 | -22 |
| December | \$165,369 | \$8,334,482 | 10 |
| Total | \$2,354,186 | \$118,554,213 | -5 |

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 | \$21,773,950 | 6 |
| 1988 | \$527,822 | \$26,391,100 | 21 |
| 1989 | \$583,526 | \$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 | \$1,940,337 | \$100,799,589 | 8 |
| 2006 | \$2,257,222 | \$120,900,285 | 20 |
| 2007 | \$2,529,735 | \$129,448,718 | 7 |
| 2008 | \$2,481,222 | \$125,024,793 | -3 |

*Year of
Dollywood
Opening