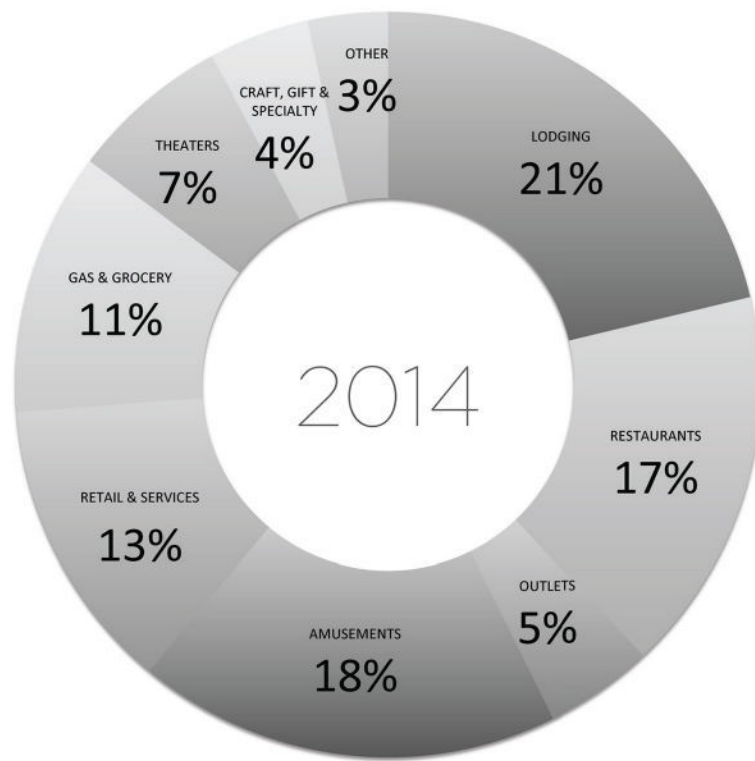




Each month, the city collects a one-percent gross receipts tax from all businesses in Pigeon Forge. This is then tracked and reported by sector. As a destination, Pigeon Forge is not overly dependent on any single business sector because of the strong product mix. This is one of the reasons why the city is so successful. If a category trends downward over a period of time, reasons are identified and strategies are evaluated and implemented to help reverse negative trends.

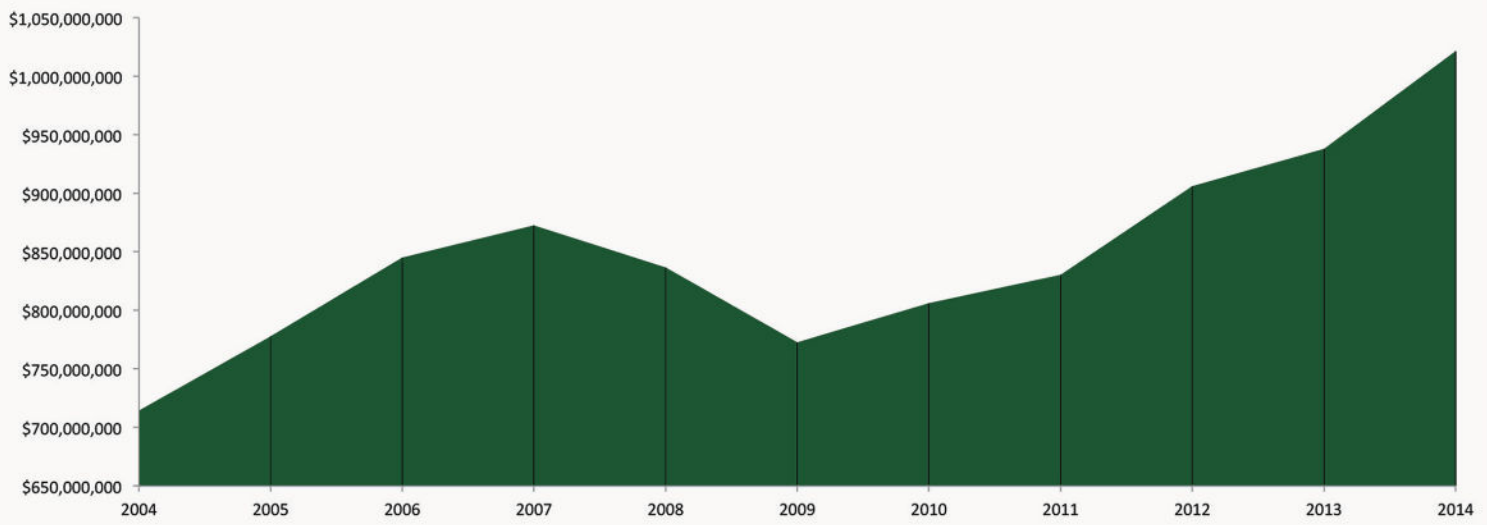
Gross Revenue



GROSS REVENUE*

BUSINESS SECTOR	2014	2013	% TOTAL	% CHANGE
LODGING	\$ 217,015,964	\$ 200,782,676	21%	8%
RESTAURANTS	\$ 171,126,227	\$ 147,715,902	17%	16%
OUTLETS	\$ 47,978,079	\$ 50,302,873	5%	-5%
AMUSEMENTS	\$ 187,718,261	\$ 167,505,883	18%	12%
RETAIL & SERVICES	\$ 130,110,788	\$ 117,091,729	13%	11%
GAS & GROCERY	\$ 116,678,037	\$ 113,130,786	11%	3%
THEATERS	\$ 70,853,388	\$ 68,271,174	7%	4%
CRAFT, GIFT & SPECIALTY	\$ 44,499,458	\$ 39,821,478	4%	12%
OTHER	\$ 35,586,902	\$ 33,363,728	3%	7%
TOTAL	\$ 1,021,567,104	\$ 937,986,229	99%	9%

*Data is based on gross receipts taxed at 1%



Historic Revenue

2014

Month	Gross Business	% Change
JAN	\$ 36,946,088	11
FEB	\$ 42,680,034	-8
MAR	\$ 73,397,023	10
APR	\$ 81,610,698	15
MAY	\$ 83,781,694	12
JUN	\$ 113,241,276	3
JUL	\$ 134,220,686	8
AUG	\$ 98,883,441	6
SEP	\$ 81,755,546	10
OCT	\$ 99,308,035	10
NOV	\$ 85,049,869	14
DEC	\$ 90,692,714	17
TOTAL	\$1,021,567,104	9

2013

Month	Gross Business	% Change
JAN	\$ 33,315,879	5
FEB	\$ 46,527,366	4
MAR	\$ 66,576,879	5
APR	\$ 71,096,398	-7
MAY	\$ 75,018,073	-1
JUN	\$ 109,702,999	6
JUL	\$ 124,775,573	5
AUG	\$ 93,337,749	8
SEP	\$ 74,337,442	1
OCT	\$ 90,680,601	1
NOV	\$ 74,902,108	6
DEC	\$ 77,715,162	7
TOTAL	\$ 937,986,229	4

2012

Month	Gross Business	% Change
JAN	\$ 31,636,241	6
FEB	\$ 44,692,853	19
MAR	\$ 63,532,944	22
APR	\$ 76,189,689	15
MAY	\$ 75,612,048	14
JUN	\$ 103,435,324	13
JUL	\$ 118,285,866	7
AUG	\$ 86,486,664	6
SEP	\$ 73,356,402	-1
OCT	\$ 89,384,723	7
NOV	\$ 70,869,846	6
DEC	\$ 72,395,931	3
TOTAL	\$ 905,878,531	9

PRIOR YEARS

Year	Gross Business	% Change
1997	\$ 577,160,607	6
1998	\$ 615,553,460	7
1999	\$ 632,445,587	3
2000	\$ 634,257,297	0
2001	\$ 655,548,446	3
2002	\$ 670,157,344	2
2003	\$ 669,854,551	0
2004	\$ 713,947,775	7
2005	\$ 777,583,220	9
2006	\$ 844,975,471	9
2007	\$ 872,465,749	3
2008	\$ 836,467,928	-4
2009	\$ 772,574,861	-8
2010	\$ 806,026,590	5
2011	\$ 830,302,841	3