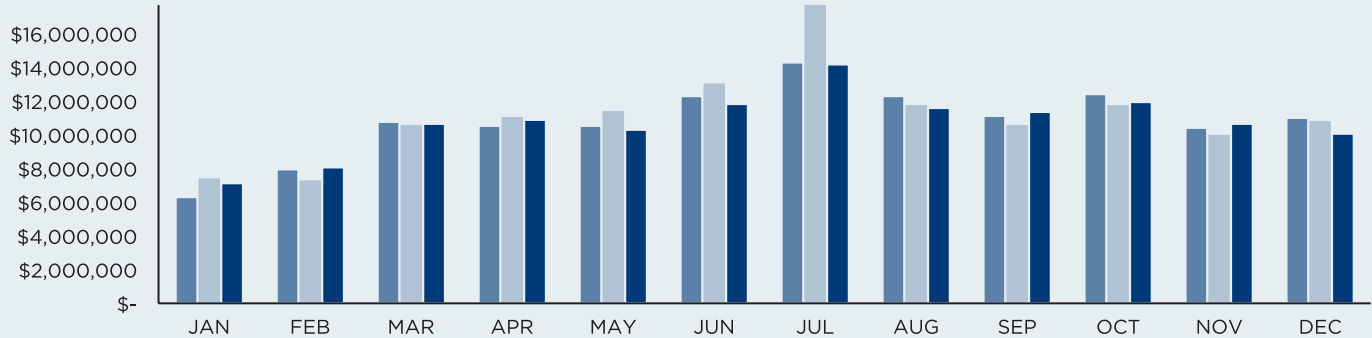




Pigeon Forge provides many retail and service stores patronized by both residents and visitors. This sector includes stores not associated with an outlet mall or niche specialty products. Potential new developments are on the horizon that would substantially add to the number of retail stores located in Pigeon Forge.

# Retail & Services Revenue



Legend

2014

2015

2016

2016\*

Month	Gross Business	% Change
JAN	\$ 7,100,752	-5
FEB	\$ 8,088,854	10
MAR	\$ 10,593,799	0
APR	\$ 10,931,220	-1
MAY	\$ 10,340,670	-10
JUN	\$ 11,796,618	-10
JUL	\$ 14,222,685	-20
AUG	\$ 11,602,911	-2
SEP	\$ 11,376,230	7
OCT	\$ 11,922,584	0
NOV	\$ 10,690,934	7
DEC	\$ 10,054,972	-7
TOTAL	\$ 128,722,229	-4

2015\*

Month	Gross Business	% Change
JAN	\$ 7,465,871	18
FEB	\$ 7,346,577	-8
MAR	\$ 10,631,609	-1
APR	\$ 11,082,189	5
MAY	\$ 11,447,101	9
JUN	\$ 13,096,328	6
JUL	\$ 17,769,457	25
AUG	\$ 11,804,172	-4
SEP	\$ 10,593,542	-5
OCT	\$ 11,869,872	-4
NOV	\$ 10,013,003	-4
DEC	\$ 10,843,195	-2
TOTAL	\$ 133,962,916	3

2014\*

Month	Gross Business	% Change
JAN	\$ 6,325,277	9
FEB	\$ 7,988,124	12
MAR	\$ 10,760,818	10
APR	\$ 10,572,873	14
MAY	\$ 10,546,811	9
JUN	\$ 12,349,051	10
JUL	\$ 14,241,549	13
AUG	\$ 12,309,675	14
SEP	\$ 11,097,992	7
OCT	\$ 12,419,011	14
NOV	\$ 10,467,417	11
DEC	\$ 11,032,190	8
TOTAL	\$ 130,110,788	11

PRIOR YEARS\*

Year	Gross Business	% Change
2000	\$ 44,969,871	4
2001	\$ 48,028,666	7
2002	\$ 55,569,729	16
2003	\$ 64,203,851	16
2004	\$ 72,480,058	13
2005	\$ 87,258,299	13
2006	\$ 108,196,313	20
2007	\$ 102,107,932	-6
2008	\$ 92,490,640	-9
2009	\$ 82,832,938	-10
2010	\$ 82,026,018	-1
2011	\$ 94,942,266	16
2012	\$ 109,094,114	15
2013	\$ 117,091,729	7

\*Data is based on business receipts taxed at 1% of total gross sales (excluding sales tax)