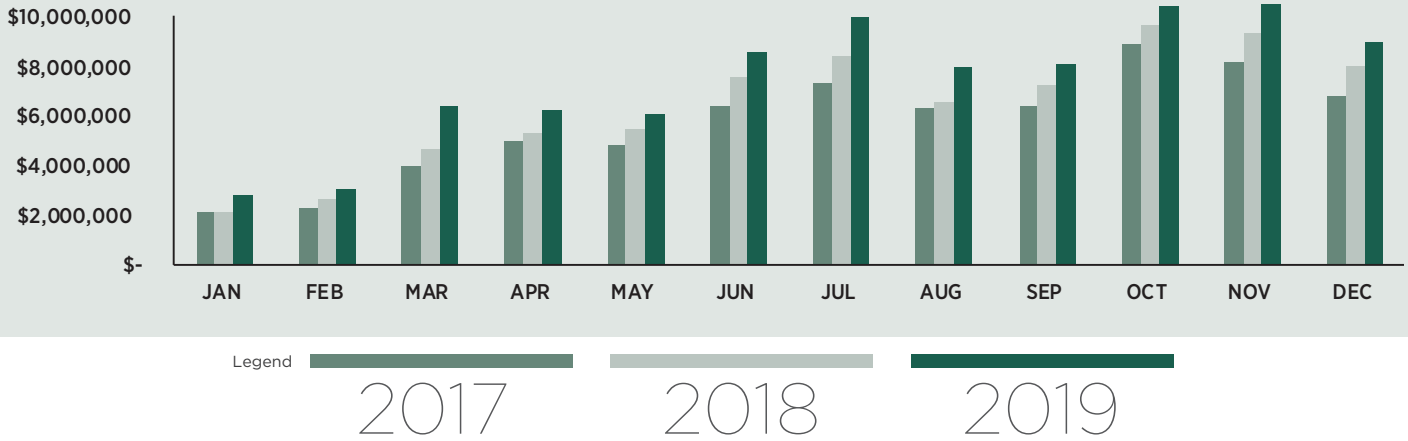




Many of the area's retail stores specialize in products celebrating the craftsmanship and heritage of the Smokies as visitors to the area seek a unique shopping experience. The success of this sector often parallels the retail and outlet sectors historically.



| 2019* |                |          |
|-------|----------------|----------|
| Month | Gross Business | % Change |
| JAN   | \$ 2,803,994   | 34       |
| FEB   | \$ 2,983,318   | 14       |
| MAR   | \$ 6,404,951   | 37       |
| APR   | \$ 6,215,459   | 17       |
| MAY   | \$ 6,093,358   | 12       |
| JUN   | \$ 8,525,676   | 14       |
| JUL   | \$ 9,974,773   | 19       |
| AUG   | \$ 7,888,792   | 21       |
| SEP   | \$ 8,100,123   | 12       |
| OCT   | \$ 10,444,488  | 8        |
| NOV   | \$ 10,518,865  | 12       |
| DEC   | \$ 8,900,438   | 11       |
| TOTAL | \$ 88,854,235  | 16       |

| 2018* |                |          |
|-------|----------------|----------|
| Month | Gross Business | % Change |
| JAN   | \$ 2,085,821   | -1       |
| FEB   | \$ 2,621,625   | 16       |
| MAR   | \$ 4,690,282   | 19       |
| APR   | \$ 5,291,168   | 7        |
| MAY   | \$ 5,421,726   | 13       |
| JUN   | \$ 7,500,808   | 17       |
| JUL   | \$ 8,373,350   | 15       |
| AUG   | \$ 6,494,830   | 4        |
| SEP   | \$ 7,204,017   | 13       |
| OCT   | \$ 9,669,868   | 9        |
| NOV   | \$ 9,356,670   | 15       |
| DEC   | \$ 8,011,233   | 18       |
| TOTAL | \$ 76,721,398  | 13       |

| 2017* |                |          |
|-------|----------------|----------|
| Month | Gross Business | % Change |
| JAN   | \$ 2,108,789   | 5        |
| FEB   | \$ 2,264,605   | 8        |
| MAR   | \$ 3,957,002   | -5       |
| APR   | \$ 4,927,199   | 13       |
| MAY   | \$ 4,799,591   | 9        |
| JUN   | \$ 6,395,641   | -1       |
| JUL   | \$ 7,303,633   | -5       |
| AUG   | \$ 6,252,043   | 10       |
| SEP   | \$ 6,383,136   | 8        |
| OCT   | \$ 8,839,108   | -2       |
| NOV   | \$ 8,150,126   | 2        |
| DEC   | \$ 6,779,998   | 18       |
| TOTAL | \$ 68,160,871  | 4        |

| PRIOR YEARS* |                |          |
|--------------|----------------|----------|
| Year         | Gross Business | % Change |
| 2002         | \$ 39,531,111  | 1        |
| 2003         | \$ 37,789,743  | -4       |
| 2004         | \$ 42,098,387  | 11       |
| 2005         | \$ 53,528,936  | 11       |
| 2006         | \$ 54,881,007  | 3        |
| 2007         | \$ 48,888,033  | -11      |
| 2008         | \$ 42,758,856  | -13      |
| 2009         | \$ 40,302,084  | -6       |
| 2010         | \$ 40,080,523  | -1       |
| 2011         | \$ 39,880,675  | -1       |
| 2012         | \$ 39,213,824  | -2       |
| 2013         | \$ 39,821,478  | 2        |
| 2014         | \$ 44,499,458  | 12       |
| 2015         | \$ 51,832,966  | 16       |
| 2016         | \$ 67,828,089  | 26       |

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