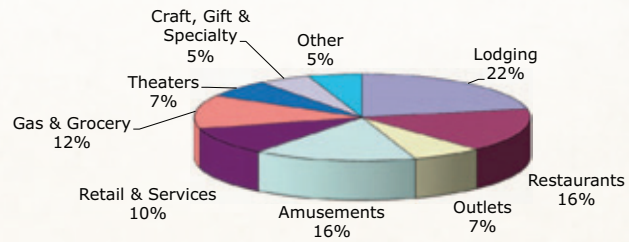


Gross Receipts

Each month the city monitors revenue generated by each business sector to identify trends. If a category trends downward over a period of time, reasons are identified and potential strategies to reverse the trend are evaluated.

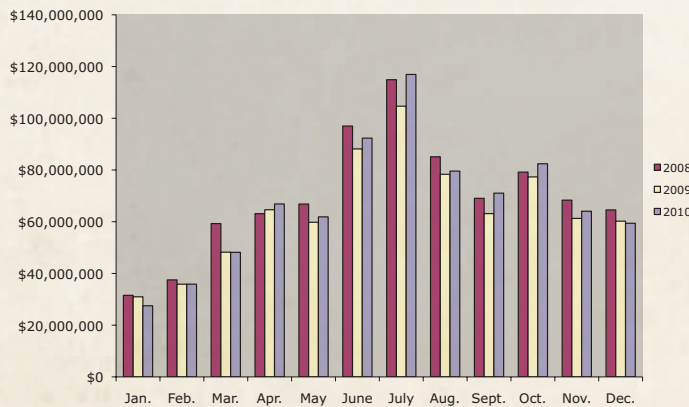
As the gross receipts pie chart and graph illustrate, Pigeon Forge is not overly dependent on any single business sector, and this is one of the reasons Pigeon Forge continues to be successful as a destination.

These numbers are based on the 1% gross receipts tax.



GROSS RECEIPTS BY SECTOR

Business Sector	Revenue for 2010	Revenue for 2009	% of Total Business in 2010	% of Change
Lodging	\$176,987,383	\$165,721,076	22	7
Restaurants	\$129,878,140	\$123,056,879	16	6
Outlets	\$54,860,881	\$62,608,163	7	-12
Amusements	\$126,627,450	\$118,554,213	16	7
Retail & Services	\$82,026,018	\$82,832,938	10	-1
Gas & Grocery	\$100,895,480	\$91,671,054	12	10
Theaters	\$52,666,346	\$55,338,246	7	-5
Craft, Gift & Specialty	\$40,080,523	\$40,302,084	5	-1
Other	\$42,004,369	\$32,492,217	5	29
Total	\$806,026,590	\$772,576,870	100%	4



2010 GROSS RECEIPTS

Month	Tax Collected at 1%	Gross Business	% of Change
January		\$27,497,352	-11
February		\$35,866,052	0
March		\$48,167,653	0
April		\$66,873,550	3
May		\$61,873,710	3
June		\$92,320,910	5
July		\$116,948,001	12
August		\$79,570,915	2
September		\$71,048,506	13
October		\$82,407,176	7
November		\$64,051,300	5
December		\$59,401,465	-1
Total		\$806,026,590	5

2009 GROSS RECEIPTS

Month	Tax Collected at 1%	Gross Business	% of Change
January	\$311,936	\$30,967,005	-2
February	\$363,421	\$35,851,464	-4
March	\$484,650	\$48,230,577	-19
April	\$648,788	\$64,638,699	2
May	\$598,456	\$59,787,727	-11
June	\$882,358	\$88,150,395	-9
July	\$1,047,405	\$104,664,281	-9
August	\$782,773	\$78,330,022	-8
September	\$636,173	\$63,130,711	-9
October	\$775,684	\$77,329,180	-2
November	\$619,536	\$61,280,632	-10
December	\$602,862	\$60,214,168	-7
Total	\$7,754,042	\$772,574,861	-8

2008 GROSS RECEIPTS

Month	Tax Collected at 1%	Gross Business	% of Change
January	\$317,975	\$31,543,676	-1
February	\$375,210	\$37,511,445	8
March	\$594,355	\$59,286,806	7
April	\$632,203	\$63,116,325	-14
May	\$663,391	\$66,828,389	1
June	\$968,399	\$96,998,245	-1
July	\$1,157,928	\$114,915,173	-1
August	\$852,493	\$85,114,582	2
September	\$668,384	\$69,056,114	-8
October	\$789,012	\$79,189,444	-10
November	\$695,173	\$68,343,998	-8
December	\$645,864	\$64,563,731	-13
Total	\$8,360,387	\$836,467,928	-4

PRIOR YEARS' GROSS RECEIPTS

Year	Tax Collected at 1%	Gross Business	% of Change
1980	\$254,149	\$50,829,810	
1981	\$312,121	\$62,424,220	23
1982*	\$363,462	\$72,692,468	16
1983	\$387,350	\$77,469,922	7
1984**	\$497,136	\$99,427,156	28
1985	\$571,995	\$114,399,048	15
1986***	\$840,994	\$168,198,800	47
1987	\$2,022,531	\$202,253,111	20
1988	\$2,411,506	\$241,150,600	19
1989	\$2,856,524	\$290,269,620	18
1990	\$3,332,716	\$338,968,868	17
1991	\$3,760,096	\$379,591,349	12
1992	\$4,092,094	\$416,775,030	10
1993	\$4,364,778	\$444,476,600	7
1994	\$4,764,157	\$485,207,146	9
1995	\$5,192,999	\$529,302,594	9
1996	\$5,348,104	\$545,003,939	3
1997	\$5,676,925	\$577,160,607	6
1998	\$6,046,490	\$615,553,460	7
1999	\$6,223,120	\$632,445,587	3
2000	\$6,229,004	\$634,257,297	0
2001	\$6,454,476	\$655,548,446	3
2002	\$6,572,615	\$670,157,344	2
2003	\$6,670,503	\$669,854,551	0
2004	\$7,158,632	\$713,947,775	7
2005	\$7,802,605	\$777,583,220	9
2006	\$8,478,168	\$844,975,471	9
2007	\$8,751,688	\$872,465,749	3



*World's Fair in Knoxville
 **City Ad Campaign Begins
 ***Year of Dollywood Opening