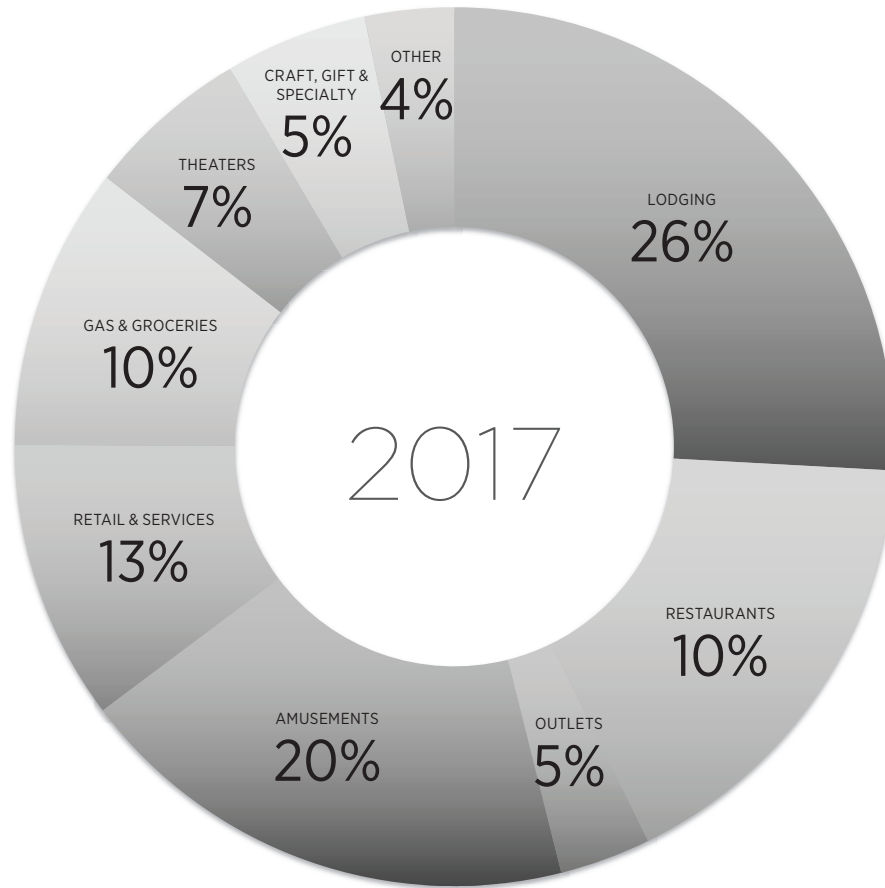




Each month, the city monitors revenue generated by each business sector. One of the strengths of Pigeon Forge is that it is not overly dependent on any single business sector because of the strong product mix, helping it continue to be successful as a destination.

Part of the tracking that the city utilizes is based on a 1 percent gross receipts tax that is collected from all businesses in Pigeon Forge, which also helps to generate revenue for the city budget. This gross receipts tax assists the city to identify if a business category trends downward over a period of time, providing an opportunity to identify reasons and evaluate strategies that may help to reverse the negative trend.

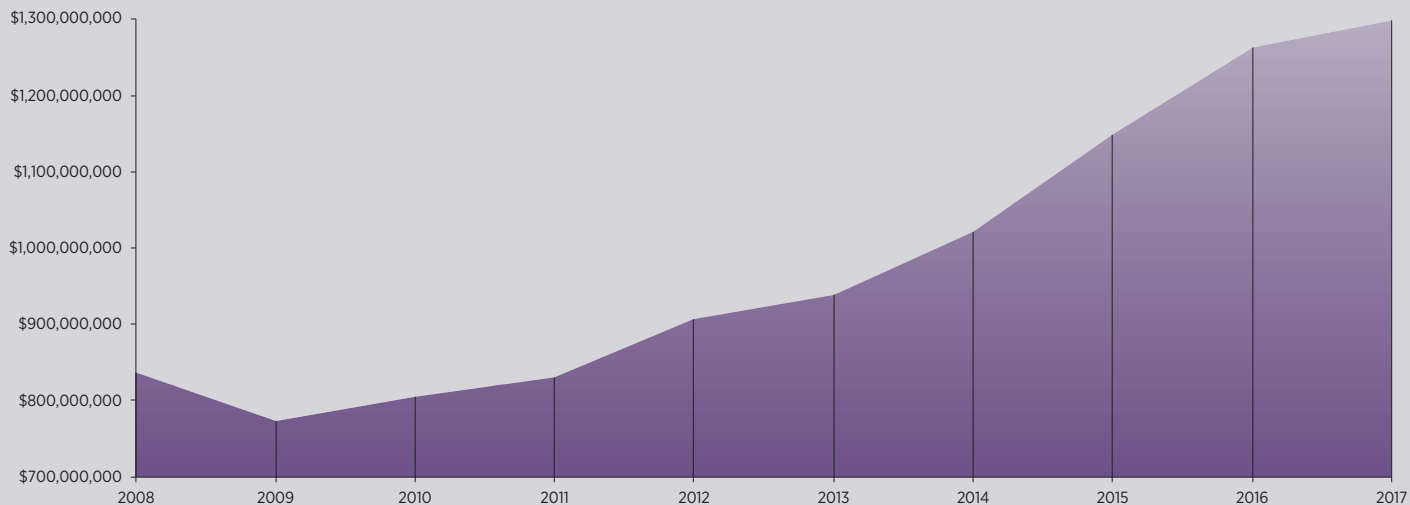
# Gross Revenue



## GROSS REVENUE\*

BUSINESS SECTOR	2017	2016	% TOTAL	% CHANGE
LODGING	\$ 336,183,844	\$ 315,541,965	26%	7%
RESTAURANTS	\$ 219,190,228	\$ 218,285,511	17%	0%
OUTLETS	\$ 43,573,377	\$ 46,579,577	3%	-6%
AMUSEMENTS	\$ 242,751,187	\$ 240,887,447	19%	1%
RETAIL & SERVICES	\$ 134,016,582	\$ 128,722,229	10%	4%
GAS & GROCERY	\$ 135,427,363	\$ 125,917,124	10%	8%
THEATERS	\$ 77,887,704	\$ 79,533,083	6%	-2%
CRAFT, GIFT & SPECIALTY	\$ 68,160,871	\$ 65,410,429	5%	4%
OTHER	\$ 41,017,594	\$ 42,614,268	3%	-4%
<b>TOTAL</b>	<b>\$1,298,208,750</b>	<b>\$1,263,491,633</b>		<b>3%</b>

\*Data is based on gross receipts taxed at 1%



Historic Revenue

2017

Month	Gross Business	% Change
JAN	\$ 47,098,483	-7
FEB	\$ 51,761,916	-3
MAR	\$ 94,853,530	-5
APR	\$ 105,223,719	8
MAY	\$ 100,965,805	1
JUN	\$ 137,670,691	-1
JUL	\$ 164,236,021	-3
AUG	\$ 117,205,130	9
SEP	\$ 109,044,554	7
OCT	\$ 130,160,751	3
NOV	\$ 116,922,579	6
DEC	\$ 123,065,571	14
<b>TOTAL</b>	<b>\$ 1,298,208,750</b>	<b>3</b>

2016

Month	Gross Business	% Change
JAN	\$ 55,775,050	15
FEB	\$ 53,455,667	19
MAR	\$ 100,350,611	28
APR	\$ 97,691,662	10
MAY	\$ 99,776,210	3
JUN	\$ 138,747,661	10
JUL	\$ 168,565,452	10
AUG	\$ 107,953,934	2
SEP	\$ 101,442,896	7
OCT	\$ 126,039,846	12
NOV	\$ 110,267,149	10
DEC	\$ 108,425,495	5
<b>TOTAL</b>	<b>\$1,263,491,633</b>	<b>10</b>

2015

Month	Gross Business	% Change
JAN	\$ 44,034,282	19
FEB	\$ 44,982,988	5
MAR	\$ 78,442,662	7
APR	\$ 88,451,417	8
MAY	\$ 96,643,419	15
JUN	\$ 126,606,311	12
JUL	\$ 153,185,817	14
AUG	\$ 105,828,353	7
SEP	\$ 95,191,197	16
OCT	\$ 112,604,621	13
NOV	\$ 99,888,092	17
DEC	\$ 102,897,607	13
<b>TOTAL</b>	<b>\$1,148,756,766</b>	<b>12</b>

PRIOR YEARS

Year	Gross Business	% Change
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
2012	\$ 905,878,531	9
2013	\$ 937,986,229	4
2014	\$ 1,021,567,104	9