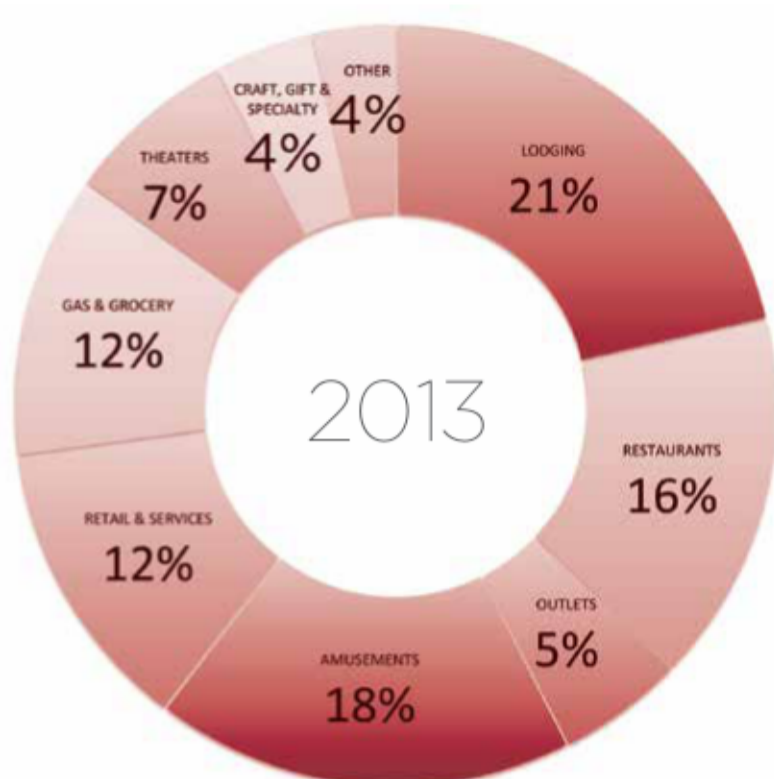




Each month, the city collects a one-percent gross receipts tax from all businesses in Pigeon Forge. This is then tracked and reported by sector. As a destination, Pigeon Forge is not overly dependent on any single business sector because of the strong product mix. This is one of the reasons why the city 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.

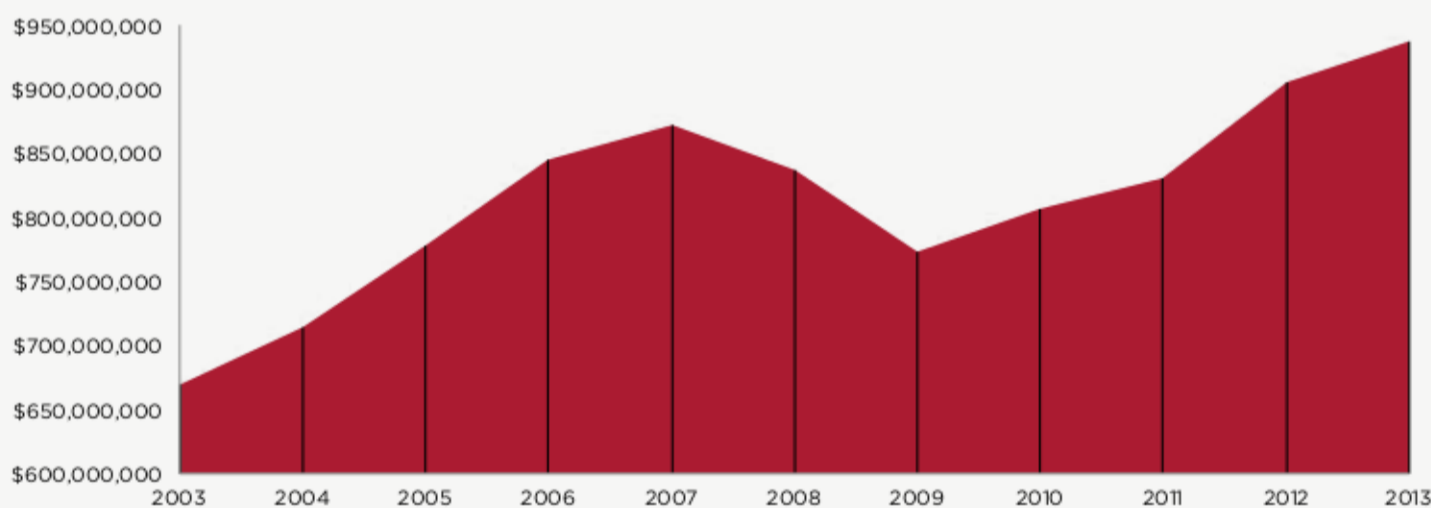
Gross Revenue



GROSS REVENUE*

Business Sector	2013	2012	% Total	% Change
Lodging	\$200,782,676	\$191,594,666	21	5
Restaurants	\$147,715,902	\$142,568,146	16	4
Outlets	\$50,302,873	\$52,047,372	5	-4
Amusements	\$167,505,883	\$161,062,291	18	4
Retail & Services	\$117,091,729	\$109,094,114	12	7
Gas & Grocery	\$113,130,786	\$115,037,970	12	-2
Theaters	\$68,271,174	\$61,800,861	7	10
Craft, Gift & Specialty	\$39,821,478	\$39,213,824	4	2
Other	\$33,363,728	\$33,467,299	4	0
Total	\$937,986,229	\$905,886,543	100	4

*Data is based on gross receipts taxed at 1%



Historic Revenue

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
June	\$109,702,999	6
July	\$124,775,573	5
Aug.	\$93,337,749	8
Sept.	\$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
June	\$103,435,324	13
July	\$118,285,866	7
Aug.	\$86,486,664	6
Sept.	\$73,356,402	-1
Oct.	\$89,384,723	7
Nov.	\$70,869,846	6
Dec.	\$72,395,931	3
Total	\$905,878,531	9

2011

Month	Gross Business	% Change
Jan.	\$29,889,155	9
Feb.	\$37,652,461	5
Mar.	\$52,153,114	8
Apr.	\$66,409,030	-1
May	\$66,458,455	7
June	\$91,408,231	-1
July	\$110,503,519	-6
Aug.	\$81,284,794	2
Sept.	\$73,935,803	4
Oct.	\$83,482,481	1
Nov.	\$66,674,720	4
Dec.	\$70,451,078	19
Total	\$830,302,841	3

PRIOR YEARS

Year	Gross Business	% Change
1996	\$545,003,939	3
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