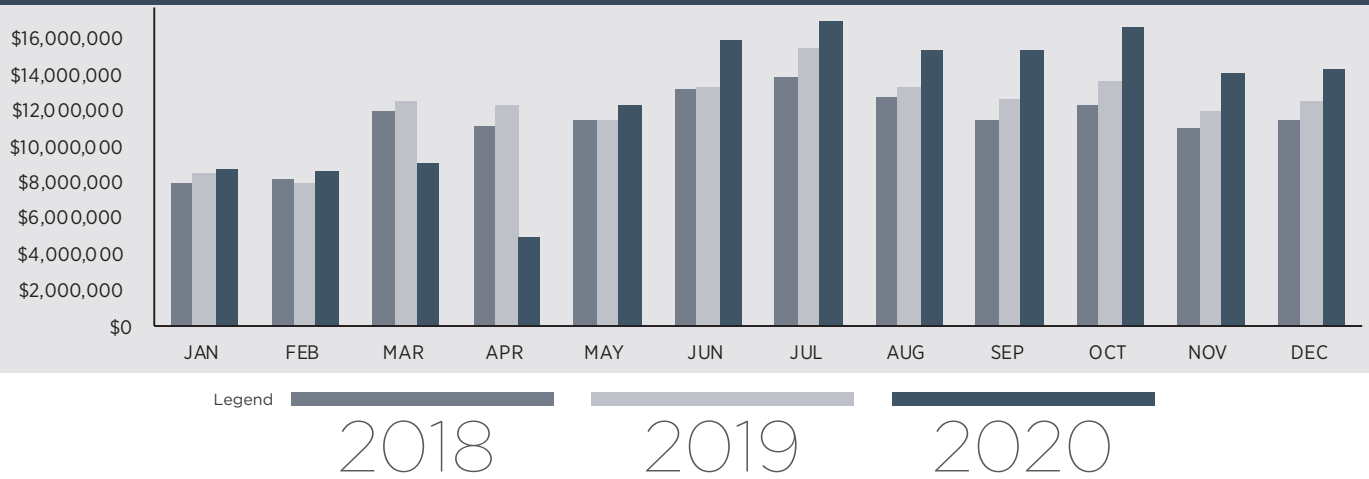




Pigeon Forge features many retail and service stores that are patronized by both residents and visitors. In 2019 and 2020 new developments were announced that will substantially add to the number of retail stores located in Pigeon Forge. Stores classified as part of this sector include those as not being part of an outlet mall or offering niche specialty products.

Retail & Services Revenue



| 2020* | | |
|--------------|-----------------------|----------|
| Month | Gross Business | % Change |
| JAN | \$ 8,639,170 | 1 |
| FEB | \$ 8,530,415 | 7 |
| MAR | \$ 8,994,538 | -28 |
| APR | \$ 4,890,463 | -60 |
| MAY | \$ 12,230,969 | 8 |
| JUN | \$ 15,870,670 | 20 |
| JUL | \$ 16,935,698 | 10 |
| AUG | \$ 15,356,595 | 16 |
| SEP | \$ 15,350,128 | 22 |
| OCT | \$ 16,606,485 | 23 |
| NOV | \$ 14,060,795 | 18 |
| DEC | \$ 14,246,912 | 15 |
| TOTAL | \$ 151,712,838 | 5 |

| 2019* | | |
|--------------|-----------------------|----------|
| Month | Gross Business | % Change |
| JAN | \$ 8,518,162 | 7 |
| FEB | \$ 7,965,036 | -2 |
| MAR | \$ 12,521,272 | 5 |
| APR | \$ 12,234,848 | 10 |
| MAY | \$ 11,356,713 | 0 |
| JUN | \$ 13,207,916 | 1 |
| JUL | \$ 15,432,910 | 12 |
| AUG | \$ 13,251,958 | 4 |
| SEP | \$ 12,557,691 | 10 |
| OCT | \$ 13,536,208 | 11 |
| NOV | \$ 11,932,707 | 8 |
| DEC | \$ 12,440,415 | 9 |
| TOTAL | \$ 144,955,836 | 6 |

| 2018* | | |
|--------------|-----------------------|----------|
| Month | Gross Business | % Change |
| JAN | \$ 7,954,388 | 6 |
| FEB | \$ 8,115,272 | 3 |
| MAR | \$ 11,935,245 | 8 |
| APR | \$ 11,114,740 | 6 |
| MAY | \$ 11,400,182 | 9 |
| JUN | \$ 13,096,176 | 1 |
| JUL | \$ 13,826,542 | -2 |
| AUG | \$ 12,757,648 | 4 |
| SEP | \$ 11,452,263 | -3 |
| OCT | \$ 12,237,930 | -5 |
| NOV | \$ 11,012,097 | -1 |
| DEC | \$ 11,394,962 | -2 |
| TOTAL | \$ 136,297,445 | 2 |

| PRIOR YEARS* | | |
|--------------|----------------|----------|
| Year | Gross Business | % Change |
| 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 |
| 2014 | \$ 130,110,788 | 11 |
| 2015 | \$ 133,962,916 | 3 |
| 2016 | \$ 128,722,229 | -4 |
| 2017 | \$ 134,016,582 | 4 |

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