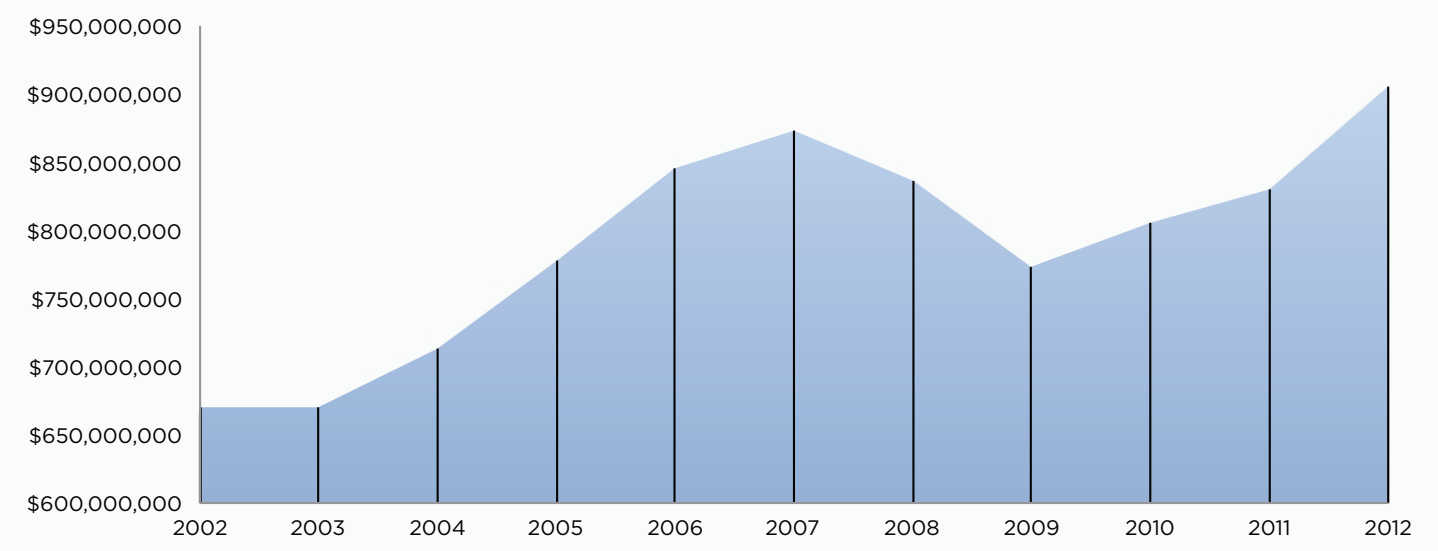
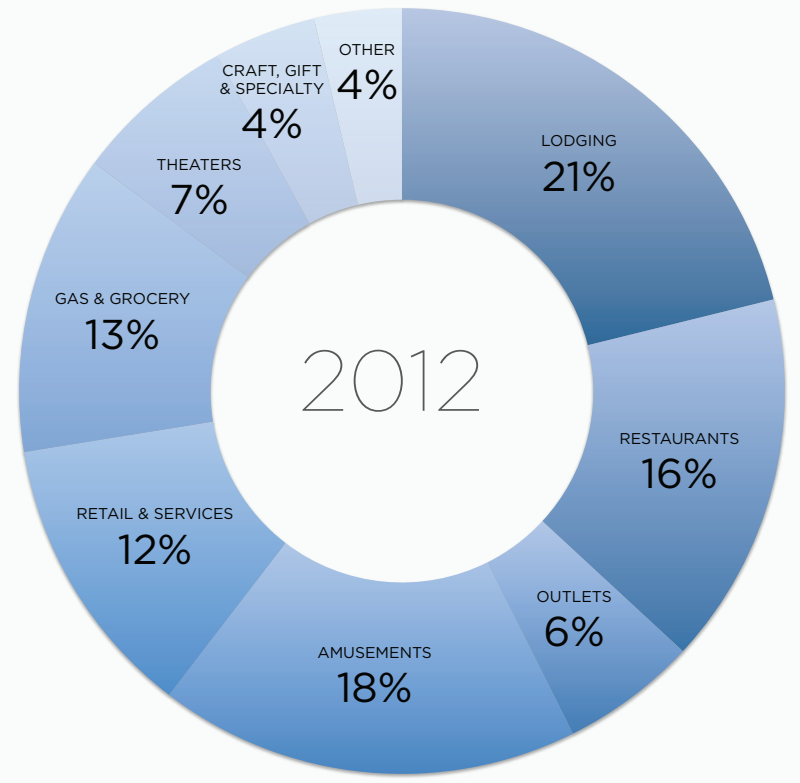




Each month, the city monitors revenue generated by each business sector. One of the strengths of Pigeon Forge is that it's not overly dependent on any single business sector because of the strong product mix, helping it continue to be successful as a destination. The city applies a 1% gross receipts tax that helps to generate revenue for the city budget. It accounted for 22% of the total city's budget revenue in 2012. If a category trends downward over a period of time, reasons are identified and strategies are evaluated and implemented to help reverse negative trends.



Historic Revenue

2012			
Month	Tax Collected	Gross Business	% Change
Jan.	\$320,007	\$31,636,241	6
Feb.	\$446,029	\$44,692,853	19
Mar.	\$642,576	\$63,532,944	22
Apr.	\$763,593	\$76,189,689	15
May	\$760,273	\$75,612,048	14
June	\$1,041,682	\$103,435,324	13
July	\$1,189,543	\$118,285,866	7
Aug.	\$866,783	\$86,486,664	6
Sept.	\$731,694	\$73,356,402	-1
Oct.	\$893,762	\$89,384,723	7
Nov.	\$713,308	\$70,869,846	6
Dec.	\$732,271	\$72,395,931	3
Total	\$9,101,521	\$905,878,531	9

2011			
Month	Tax Collected	Gross Business	% Change
Jan.	\$302,371	\$29,889,155	9
Feb.	\$376,744	\$37,652,461	5
Mar.	\$524,292	\$52,153,114	8
Apr.	\$665,310	\$66,409,030	-1
May	\$666,906	\$66,458,455	7
June	\$915,940	\$91,408,231	-1
July	\$1,108,439	\$110,503,519	-6
Aug.	\$812,556	\$81,284,794	2
Sept.	\$741,393	\$73,935,803	4
Oct.	\$838,596	\$83,482,481	1
Nov.	\$669,550	\$66,674,720	4
Dec.	\$707,039	\$70,451,078	19
Total	\$8,329,136	\$830,302,841	3

2010			
Month	Tax Collected	Gross Business	% Change
Jan.	\$276,579	\$27,497,352	-11
Feb.	\$363,751	\$35,866,052	0
Mar.	\$489,516	\$48,167,653	0
Apr.	\$661,289	\$66,873,550	3
May	\$617,257	\$61,873,710	3
June	\$926,746	\$92,320,910	5
July	\$1,170,331	\$116,948,001	12
Aug.	\$797,565	\$79,570,915	2
Sept.	\$712,743	\$71,048,506	13
Oct.	\$825,797	\$82,407,176	7
Nov.	\$642,301	\$64,051,300	5
Dec.	\$594,938	\$59,401,465	-1
Total	\$8,078,813	\$806,026,590	5

PRIOR YEARS'		
Year	Gross Business	% Change
1995	\$529,302,594	9
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

GROSS REVENUE*

Business Sector	2012	2011	% Total	% Change
Lodging	\$191,594,666	\$174,037,515	21	10
Restaurants	\$142,568,146	\$131,756,610	16	8
Outlets	\$52,047,372	\$51,140,881	6	2
Amusements	\$161,060,279	\$145,435,485	18	11
Retail & Services	\$109,094,114	\$94,942,266	12	15
Gas & Grocery	\$115,037,970	\$112,686,223	13	2
Theaters	\$61,800,861	\$53,870,003	7	15
Craft, Gift & Specialty	\$39,213,824	\$39,880,675	4	-2
Other	\$33,467,299	\$26,648,959	4	26
Total	\$905,878,531	\$830,302,841	100	9

*Data is based on gross receipts taxed at 1%