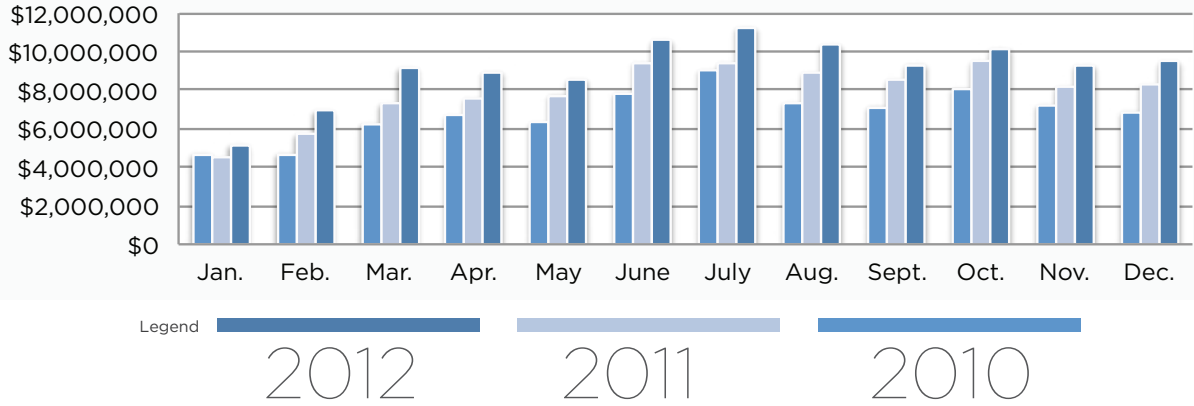




Pigeon Forge provides many retail and service stores used by both residents and visitors. This sector includes stores not associated with an outlet mall or niche specialty products. Potential new developments are on the horizon that would substantially add to the number of retail stores located in Pigeon Forge.

# Retail & Services Revenue



2012		
Month	Gross Business	% Change
Jan.	\$5,160,886	15
Feb.	\$6,921,541	21
Mar.	\$9,132,755	25
Apr.	\$8,933,101	18
May	\$8,555,884	10
June	\$10,577,472	12
July	\$11,225,032	20
Aug.	\$10,343,309	16
Sept.	\$9,331,516	9
Oct.	\$10,143,351	7
Nov.	\$9,287,915	14
Dec.	\$9,481,352	15
<b>Total</b>	<b>\$109,094,114</b>	<b>15</b>

2011		
Month	Gross Business	% Change
Jan.	\$4,469,075	-5
Feb.	\$5,727,813	22
Mar.	\$7,298,108	17
Apr.	\$7,564,388	17
May	\$7,746,864	23
June	\$9,422,608	20
July	\$9,392,961	4
Aug.	\$8,881,563	21
Sept.	\$8,535,707	20
Oct.	\$9,486,992	18
Nov.	\$8,159,813	13
Dec.	\$8,256,374	20
<b>Total</b>	<b>\$94,942,266</b>	<b>16</b>

2010		
Month	Gross Business	% Change
Jan.	\$4,691,705	7
Feb.	\$4,695,636	-14
Mar.	\$6,246,245	-7
Apr.	\$6,656,957	-3
May	\$6,305,748	-4
June	\$7,832,372	-4
July	\$9,003,367	2
Aug.	\$7,320,166	-2
Sept.	\$7,135,199	3
Oct.	\$8,053,494	9
Nov.	\$7,218,555	12
Dec.	\$6,866,574	0
<b>Total</b>	<b>\$82,026,018</b>	<b>-1</b>

PRIOR YEARS		
Year	Gross Business	% Change
1995	\$27,928,592	28
1996	\$27,550,608	-1
1997	\$25,380,636	-8
1998	\$33,010,890	30
1999	\$43,426,952	32
2000	\$44,969,871	4
2001	\$48,028,666	7
2002	\$55,569,729	16
2003	\$64,203,851	16
2004	\$72,480,058	13
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