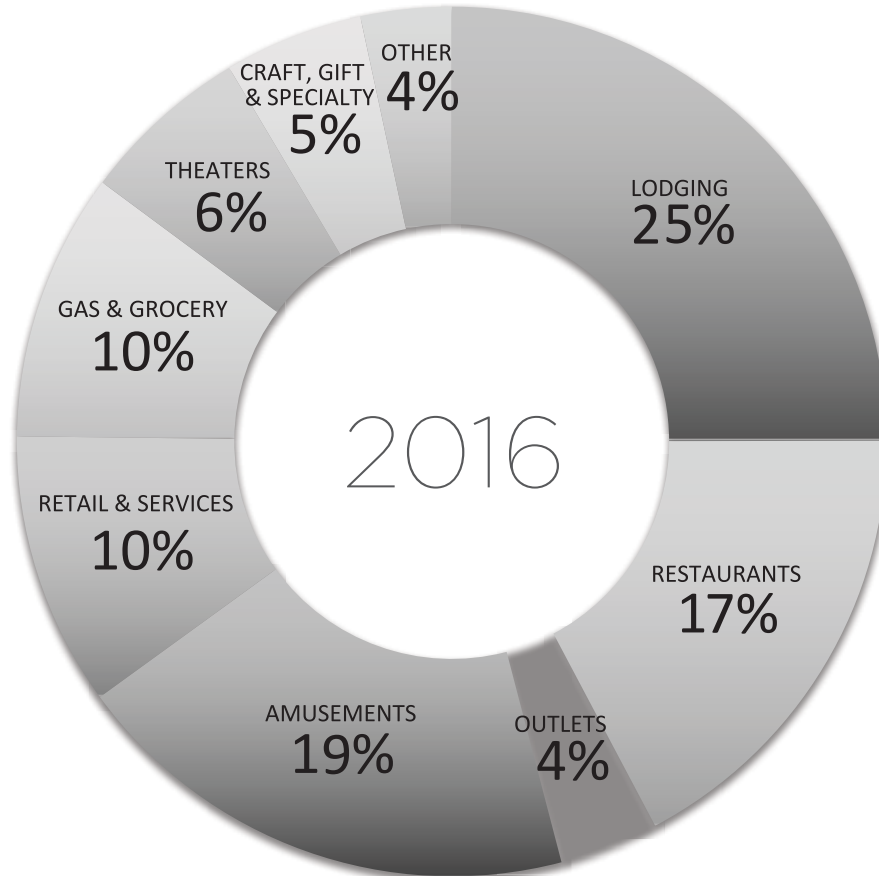




# Gross Revenue

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.

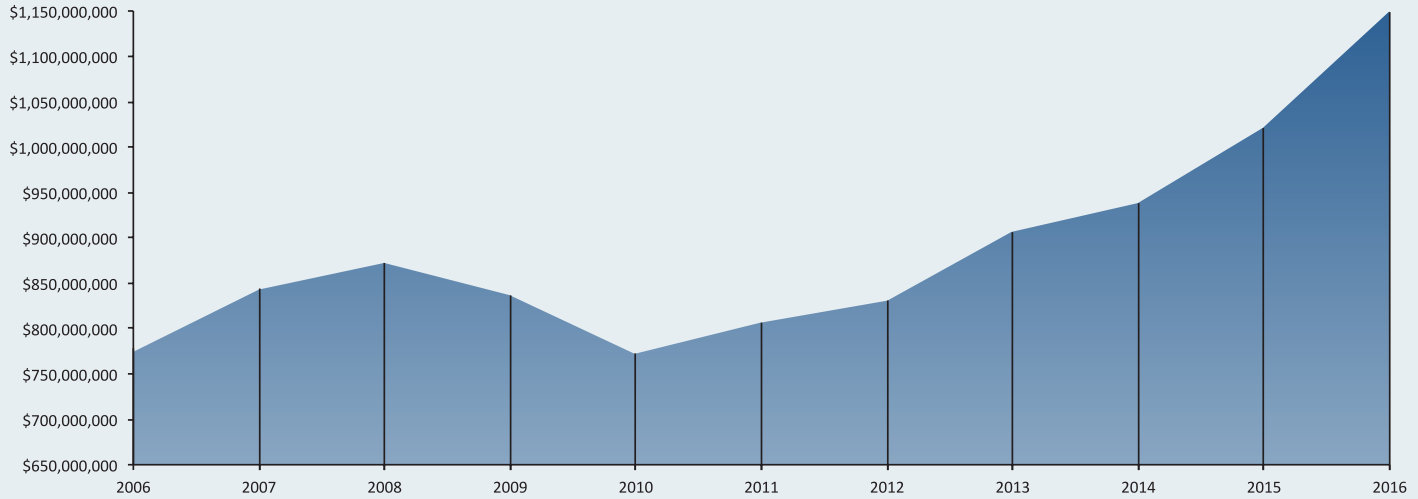
Part of the tracking that the city utilizes is based on a 1% gross receipts tax that is collected from all businesses in Pigeon Forge, which also helps to generate revenue for the city budget. This gross receipts tax assists the city to identify if a business category trends downward over a period of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



## GROSS REVENUE\*

| BUSINESS SECTOR         | 2016                   | 2015                   | % TOTAL | % CHANGE   |
|-------------------------|------------------------|------------------------|---------|------------|
| LODGING                 | \$ 315,541,965         | \$ 268,019,849         | 25%     | 18%        |
| RESTAURANTS             | \$ 218,285,511         | \$ 203,953,823         | 17%     | 7%         |
| OUTLETS                 | \$ 46,579,577          | \$ 48,404,336          | 4%      | -4%        |
| AMUSEMENTS              | \$ 240,887,447         | \$ 213,083,888         | 19%     | 13%        |
| RETAIL & SERVICES       | \$ 128,722,229         | \$ 133,962,916         | 10%     | -4%        |
| GAS & GROCERY           | \$ 125,917,124         | \$ 109,929,960         | 10%     | 15%        |
| THEATERS                | \$ 79,533,083          | \$ 76,916,065          | 6%      | 3%         |
| CRAFT, GIFT & SPECIALTY | \$ 65,410,429          | \$ 51,832,966          | 5%      | 26%        |
| OTHER                   | \$ 42,614,268          | \$ 42,652,963          | 4%      | 0%         |
| <b>TOTAL</b>            | <b>\$1,263,491,633</b> | <b>\$1,148,756,766</b> |         | <b>10%</b> |

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



Historic Revenue

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> |

2014

| Month        | Gross Business         | % Change |
|--------------|------------------------|----------|
| JAN          | \$ 36,946,088          | 11       |
| FEB          | \$ 42,680,034          | -8       |
| MAR          | \$ 73,397,023          | 10       |
| APR          | \$ 81,610,698          | 15       |
| MAY          | \$ 83,781,694          | 12       |
| JUN          | \$ 113,241,276         | 3        |
| JUL          | \$ 134,220,686         | 8        |
| AUG          | \$ 98,883,441          | 6        |
| SEP          | \$ 81,755,546          | 10       |
| OCT          | \$ 99,308,035          | 10       |
| NOV          | \$ 85,049,869          | 14       |
| DEC          | \$ 90,692,714          | 17       |
| <b>TOTAL</b> | <b>\$1,021,567,104</b> | <b>9</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        |