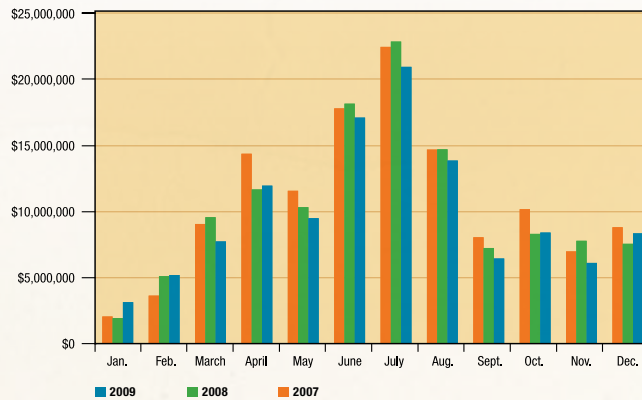


Amusement Revenue

In addition to the lodging tax, the businesses with amusement attractions pay a tourism tax of 2%. In an effort to build a variety of attractors to the city, Pigeon Forge continues to identify and recruit new attractions each year.

In the spring of 2010, *Titanic* Pigeon Forge opens its doors to the public. The addition of this attraction should help stabilize revenues for this sector in 2010.



2009 AMUSEMENT REVENUE

Month	Tax Collected at 2%	Gross Business	% of Change
January	\$62,511	\$3,135,275	62
February	\$103,343	\$5,185,700	2
March	\$153,954	\$7,723,070	-19
April	\$231,042	\$11,938,154	2
May	\$189,196	\$9,479,657	-8
June	\$339,643	\$17,080,250	-6
July	\$415,112	\$20,914,655	-8
August	\$274,787	\$13,834,814	-6
September	\$126,805	\$6,433,583	-11
October	\$172,468	\$8,394,397	1
November	\$119,956	\$6,100,176	-22
December	\$165,369	\$8,334,482	10
Total	\$2,354,186	\$118,554,213	-5



2008 AMUSEMENT REVENUE

Month	Tax Collected at 2%	Gross Business	% of Change
January	\$38,294	\$1,930,226	-6
February	\$99,869	\$5,100,029	41
March	\$187,577	\$9,554,301	6
April	\$231,764	\$11,650,526	-19
May	\$203,237	\$10,311,529	-11
June	\$360,541	\$18,132,122	2
July	\$454,432	\$22,824,323	2
August	\$291,474	\$14,683,803	0
September	\$142,854	\$7,227,434	-10
October	\$165,690	\$8,293,752	-18
November	\$154,964	\$7,771,926	12
December	\$150,526	\$7,544,822	-14
Total	\$2,481,222	\$125,024,793	-3

2007 AMUSEMENT REVENUE

Month	Tax Collected at 2%	Gross Business	% of Change
January	\$39,604	\$2,052,020	27
February	\$71,402	\$3,629,140	19
March	\$177,451	\$9,041,854	25
April	\$273,791	\$14,349,580	20
May	\$217,239	\$11,550,263	21
June	\$348,705	\$17,776,013	8
July	\$443,581	\$22,422,689	-3
August	\$290,301	\$14,663,820	11
September	\$158,064	\$8,039,294	3
October	\$198,417	\$10,157,329	-2
November	\$137,339	\$6,969,856	-4
December	\$173,841	\$8,796,860	-4
Total	\$2,529,735	\$129,448,718	7

PRIOR YEARS' AMUSEMENT REVENUE

Year	Tax Collected at 2%	Gross Business	% of Change
1980	\$133,340	\$6,667,018	
1981	\$152,866	\$7,643,302	15
1982	\$161,080	\$8,054,023	5
1983	\$187,566	\$9,378,321	16
1984	\$212,578	\$10,628,916	13
1985	\$251,540	\$12,577,510	18
1986*	\$410,828	\$20,541,400	63
1987	\$435,479	\$21,773,950	6
1988	\$527,822	\$26,391,100	21
1989	\$583,526	\$29,273,589	11
1990	\$635,060	\$32,171,557	9
1991	\$744,243	\$37,220,969	16
1992	\$835,286	\$41,951,633	13
1993	\$943,672	\$47,474,025	13
1994	\$1,057,823	\$53,135,733	12
1995	\$1,203,457	\$60,515,002	14
1996	\$1,255,662	\$63,197,580	4
1997	\$1,362,704	\$68,488,717	8
1998	\$1,447,315	\$72,935,163	6
1999	\$1,488,251	\$74,699,135	2
2000	\$1,483,269	\$75,393,417	2
2001	\$1,591,239	\$80,843,173	7
2002	\$1,668,746	\$85,366,733	6
2003	\$1,649,130	\$85,001,731	0
2004	\$1,807,225	\$93,219,883	10
2005	\$2,529,735	\$100,799,589	7
2006	\$2,257,222	\$120,900,285	20

*Year of
Dollywood
opening