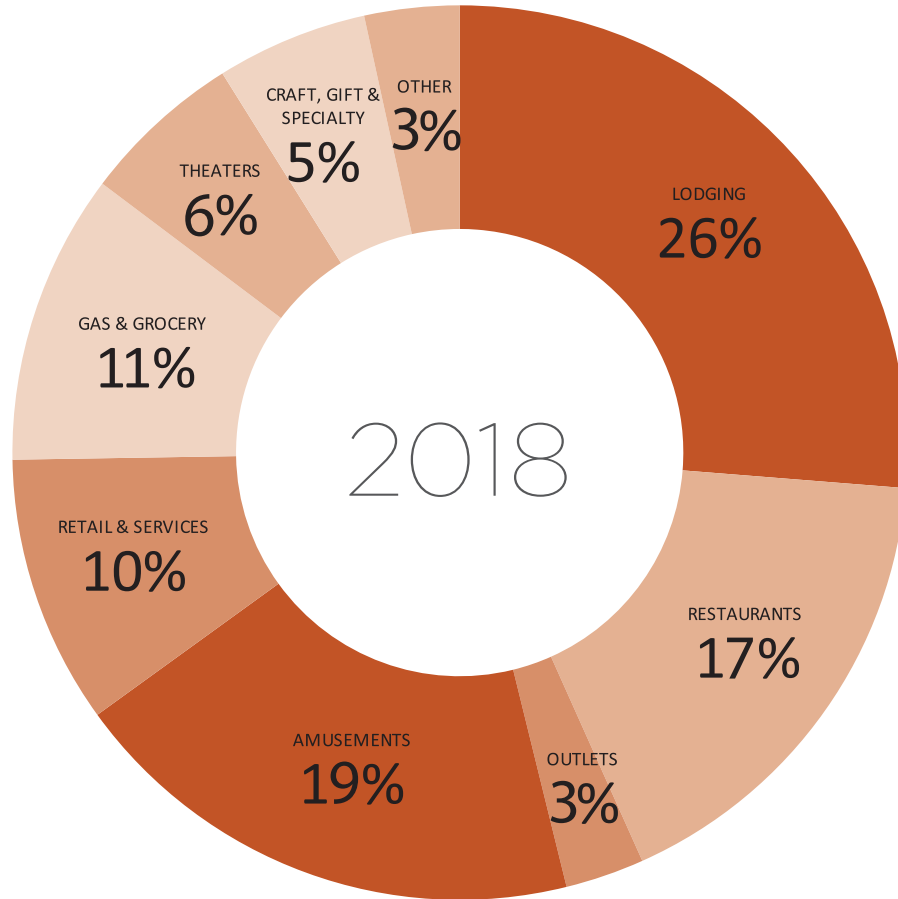




Each month, the city monitors revenue generated by each business sector. One of the strengths of Pigeon Forge is that it is not overly dependent on any single business sector because of the strong product mix, helping it continue to be successful as a destination.

Part of the tracking that the city utilizes is based on a 1 percent 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 in identifying 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.

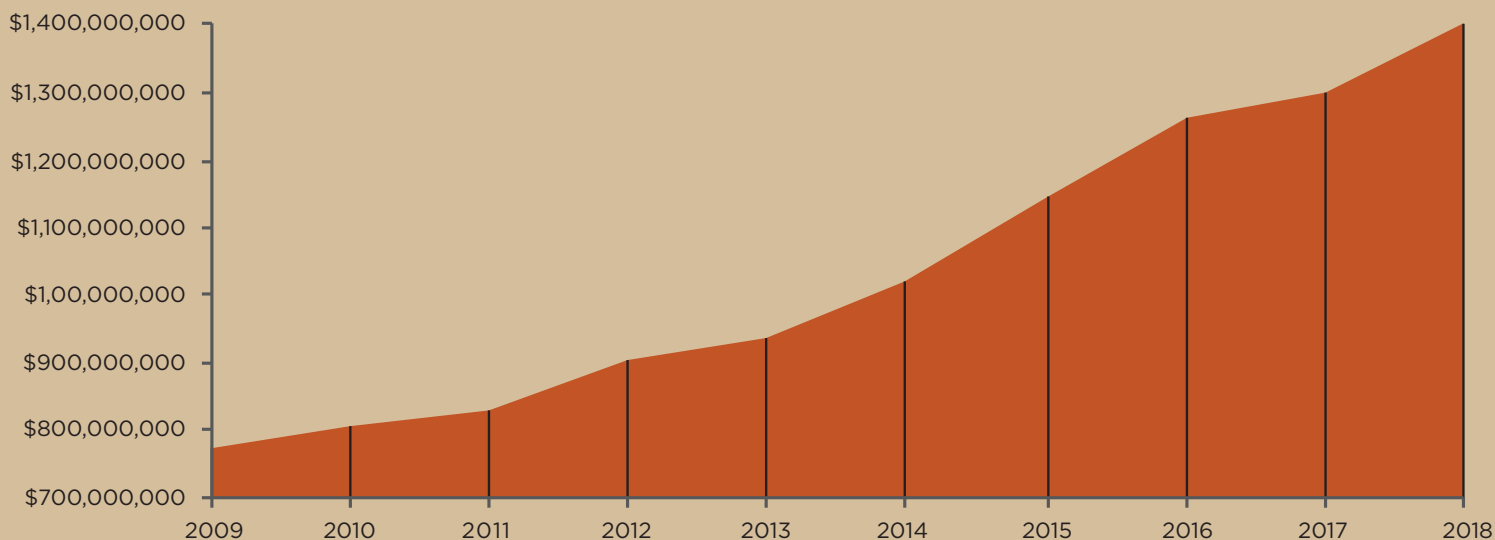
# Gross Revenue



## GROSS REVENUE\*

BUSINESS SECTOR	2018	2017	% TOTAL	% CHANGE
LODGING	\$ 368,374,658	\$ 336,183,844	26%	10%
RESTAURANTS	\$ 238,967,434	\$ 219,190,228	17%	9%
OUTLETS	\$ 40,008,399	\$ 43,573,377	3%	-8%
AMUSEMENTS	\$ 264,669,250	\$ 242,751,187	19%	9%
RETAIL & SERVICES	\$ 136,297,445	\$ 134,016,582	10%	2%
GAS & GROCERY	\$ 147,565,237	\$ 135,427,363	11%	9%
THEATERS	\$ 81,788,189	\$ 77,887,704	6%	5%
CRAFT, GIFT & SPECIALTY	\$ 76,721,398	\$ 68,160,871	5%	13%
OTHER	\$ 48,093,078	\$ 41,017,594	3%	13%
TOTAL	\$1,402,485,088	\$1,298,208,750	100%	8%

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



Historic Revenue

2018		
Month	Gross Business	% Change
JAN	\$ 53,057,432	13
FEB	\$ 54,950,833	6
MAR	\$ 109,544,892	15
APR	\$ 106,433,405	1
MAY	\$ 107,903,424	7
JUN	\$ 154,734,663	12
JUL	\$ 178,678,007	9
AUG	\$ 123,148,459	5
SEP	\$ 111,912,049	3
OCT	\$ 147,516,481	13
NOV	\$ 126,040,097	8
DEC	\$ 128,565,346	4
<b>TOTAL</b>	<b>\$1,402,485,088</b>	<b>8</b>

2017		
Month	Gross Business	% Change
JAN	\$ 47,098,483	-7
FEB	\$ 51,761,916	-3
MAR	\$ 94,853,530	-5
APR	\$ 105,223,719	8
MAY	\$ 100,965,805	1
JUN	\$ 137,670,691	-1
JUL	\$ 164,236,021	-3
AUG	\$ 117,205,130	9
SEP	\$ 109,044,554	7
OCT	\$ 130,160,751	3
NOV	\$ 116,922,579	6
DEC	\$ 123,065,571	14
<b>TOTAL</b>	<b>\$ 1,298,208,750</b>	<b>3</b>

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>\$1,268,491,633</b>	<b>10</b>

PRIOR YEARS		
Year	Gross Business	% Change
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
2014	\$ 1,021,567,104	9
2015	\$ 1,148,756,766	12