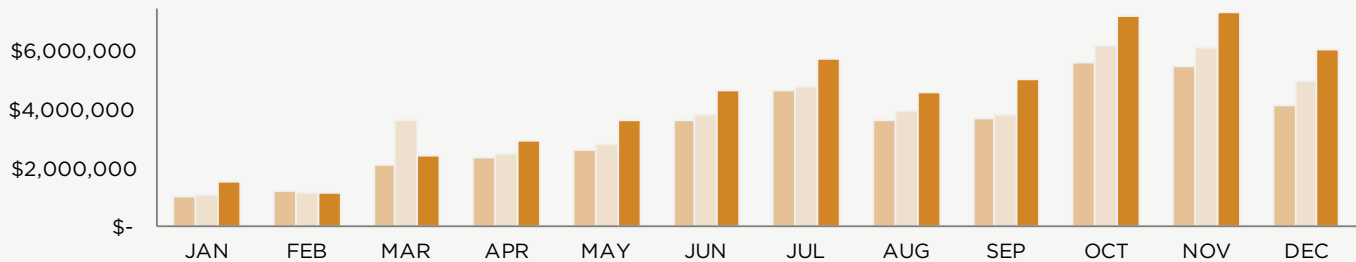




Many visitors to the area are looking for a unique shopping experience, so many of the area's retail stores specialize in products celebrating the craftsmanship and heritage of the Smokies. History demonstrates the success of this sector often parallels the retail and outlet sectors.

Craft, Gift & Specialty Revenue



Legend 2015 2014 2013

2015		
Month	Gross Business	% Change
JAN	\$ 1,536,875	43
FEB	\$ 1,152,730	0
MAR	\$ 2,382,877	-34
APR	\$ 2,931,161	18
MAY	\$ 3,575,640	28
JUN	\$ 4,610,893	22
JUL	\$ 5,697,616	21
AUG	\$ 4,523,802	16
SEP	\$ 5,024,804	32
OCT	\$ 7,123,741	16
NOV	\$ 7,253,655	19
DEC	\$ 6,019,172	23
TOTAL	\$ 51,832,966	16

2014		
Month	Gross Business	% Change
JAN	\$ 1,076,821	8
FEB	\$ 1,152,962	-5
MAR	\$ 3,607,441	72
APR	\$ 2,493,522	7
MAY	\$ 2,795,117	7
JUN	\$ 3,788,071	6
JUL	\$ 4,721,315	2
AUG	\$ 3,894,979	8
SEP	\$ 3,793,780	3
OCT	\$ 6,164,278	11
NOV	\$ 6,099,755	12
DEC	\$ 4,911,417	20
TOTAL	\$ 44,499,458	12

2013		
Month	Gross Business	% Change
JAN	\$ 995,656	-6
FEB	\$ 1,209,896	-7
MAR	\$ 2,099,940	1
APR	\$ 2,320,382	-8
MAY	\$ 2,618,498	3
JUN	\$ 3,577,345	2
JUL	\$ 4,612,944	11
AUG	\$ 3,594,443	7
SEP	\$ 3,693,952	-2
OCT	\$ 5,567,908	1
NOV	\$ 5,426,717	0
DEC	\$ 4,103,797	3
TOTAL	\$ 39,821,478	2

PRIOR YEARS		
Year	Gross Business	% Change
1998	\$ 41,780,560	3
1999	\$ 37,794,566	-10
2000	\$ 39,031,968	3
2001	\$ 39,034,991	0
2002	\$ 39,531,111	1
2003	\$ 37,789,743	-4
2004	\$ 42,098,387	11
2005	\$ 53,528,936	11
2006	\$ 54,881,007	3
2007	\$ 48,888,033	-11
2008	\$ 42,758,856	-13
2009	\$ 40,302,084	-6
2010	\$ 40,080,523	-1
2011	\$ 39,880,675	-1
2012	\$ 39,213,824	-2

*Data is based on business receipts taxed at 1% of total gross sales (excluding sales tax)