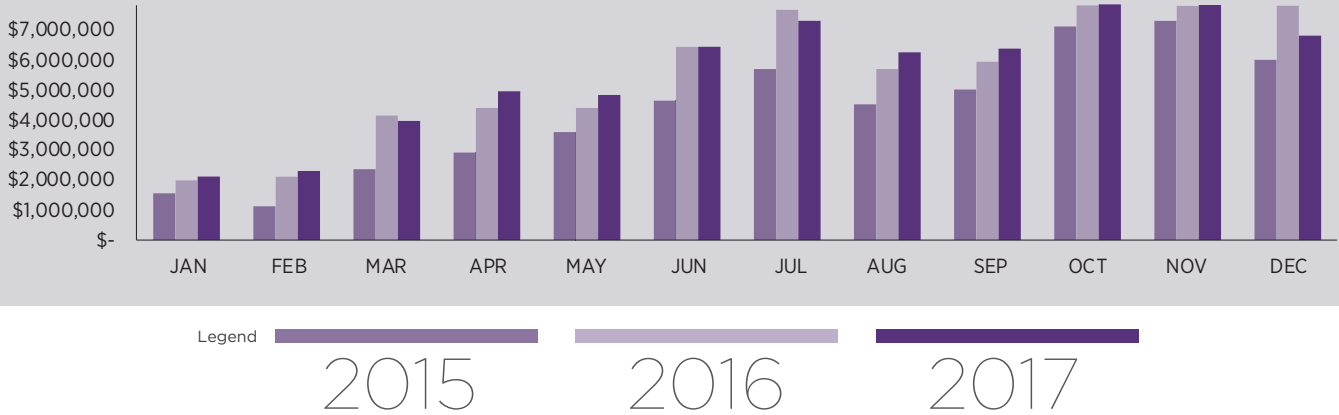




Many visitors to the area are looking for a unique shopping experience, so many of the area's retail stores specialize in products celebrating the craftsmanship and heritage of the Smokies.

Craft, Gift & Specialty Revenue



Month	Gross Business	% Change
JAN	\$ 2,108,789	5
FEB	\$ 2,264,605	8
MAR	\$ 3,957,002	-5
APR	\$ 4,927,199	13
MAY	\$ 4,799,591	9
JUN	\$ 6,395,641	-1
JUL	\$ 7,303,633	-5
AUG	\$ 6,252,043	10
SEP	\$ 6,383,136	8
OCT	\$ 8,839,108	-2
NOV	\$ 8,150,126	2
DEC	\$ 6,779,998	18
TOTAL	\$ 68,160,871	4

Month	Gross Business	% Change
JAN	\$ 2,015,603	31
FEB	\$ 2,099,259	82
MAR	\$ 4,145,216	74
APR	\$ 4,372,199	49
MAY	\$ 4,387,603	23
JUN	\$ 6,440,671	40
JUL	\$ 7,669,516	35
AUG	\$ 5,676,369	25
SEP	\$ 5,901,886	17
OCT	\$ 8,988,035	26
NOV	\$ 7,964,222	10
DEC	\$ 5,749,850	-4
TOTAL	\$ 65,410,429	26

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

Year	Gross Business	% Change
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
2013	\$ 39,821,478	2
2014	\$ 44,499,458	12

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