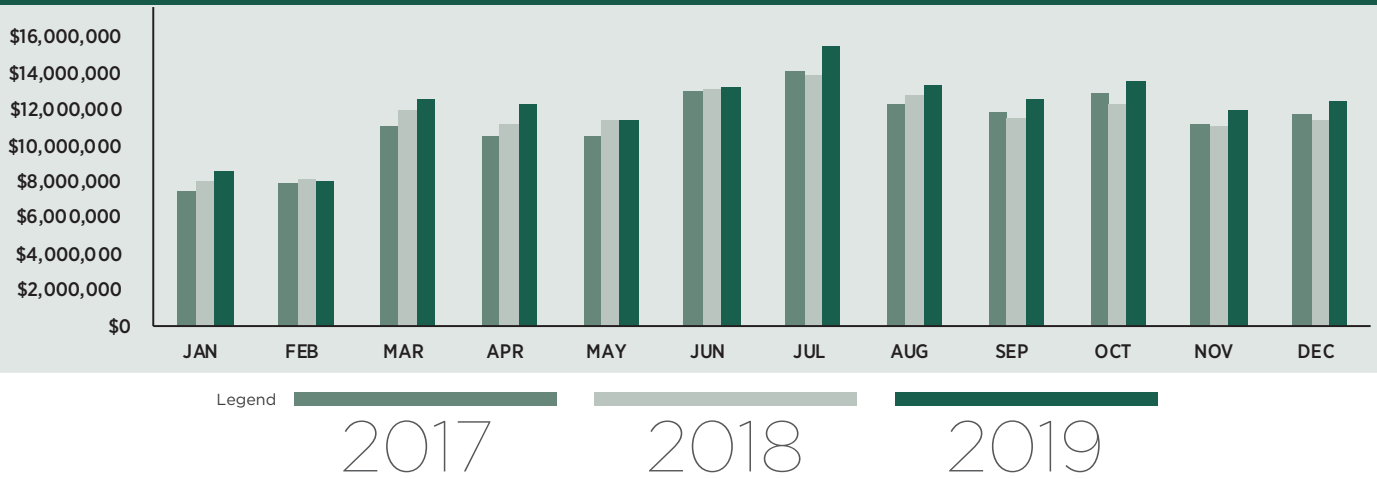




Pigeon Forge features many retail and service stores that are patronized by both residents and visitors. In 2018 and 2019 new developments were announced that will substantially add to the number of retail stores located in Pigeon Forge. Stores classified as part of this sector include those as not being part of an outlet mall or offering niche specialty products.

Retail & Services Revenue



Month	Gross Business	% Change
JAN	\$ 8,518,162	7
FEB	\$ 7,965,036	-2
MAR	\$ 12,521,272	5
APR	\$ 12,234,848	10
MAY	\$ 11,356,713	0
JUN	\$ 13,207,916	1
JUL	\$ 15,432,910	12
AUG	\$ 13,251,958	4
SEP	\$ 12,557,691	10
OCT	\$ 13,536,208	11
NOV	\$ 11,932,707	8
DEC	\$ 12,440,415	9
TOTAL	\$ 144,955,836	6

Month	Gross Business	% Change
JAN	\$ 7,954,388	6
FEB	\$ 8,115,272	3
MAR	\$ 11,935,245	8
APR	\$ 11,114,740	6
MAY	\$ 11,400,182	9
JUN	\$ 13,096,176	1
JUL	\$ 13,826,542	-2
AUG	\$ 12,757,648	4
SEP	\$ 11,452,263	-3
OCT	\$ 12,237,930	-5
NOV	\$ 11,012,097	-1
DEC	\$ 11,394,962	-2
TOTAL	\$ 136,297,445	2

Month	Gross Business	% Change
JAN	\$ 7,478,008	5
FEB	\$ 7,867,342	-3
MAR	\$ 11,001,308	4
APR	\$ 10,464,221	-4
MAY	\$ 10,456,442	1
JUN	\$ 12,937,056	10
JUL	\$ 14,106,748	-1
AUG	\$ 12,262,993	6
SEP	\$ 11,823,890	4
OCT	\$ 12,873,218	8
NOV	\$ 11,110,274	4
DEC	\$ 11,635,082	16
TOTAL	\$ 134,016,582	4

Year	Gross Business	% Change
2002	\$ 55,569,729	16
2003	\$ 64,203,851	16
2004	\$ 72,480,058	13
2005	\$ 87,258,299	13
2006	\$ 108,196,313	20
2007	\$ 102,107,932	-6
2008	\$ 92,490,640	-9
2009	\$ 82,832,938	-10
2010	\$ 82,026,018	-1
2011	\$ 94,942,266	16
2012	\$ 109,094,114	15
2013	\$ 117,091,729	7
2014	\$ 130,110,788	11
2015	\$ 133,962,916	3
2016	\$ 128,722,229	-4

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