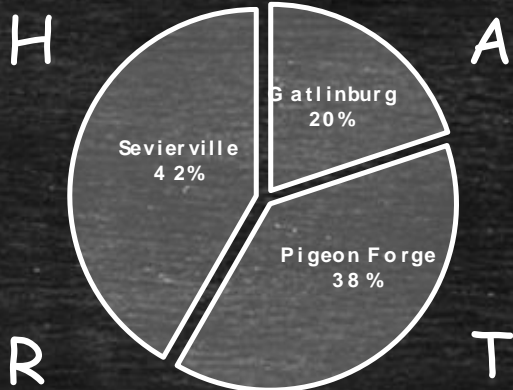
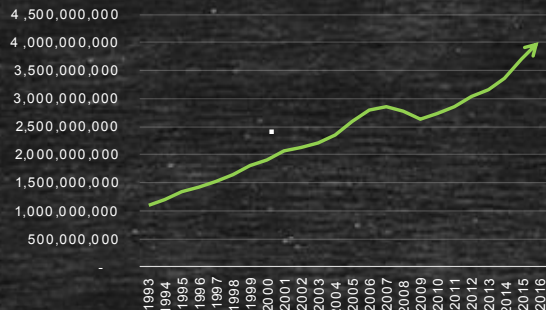
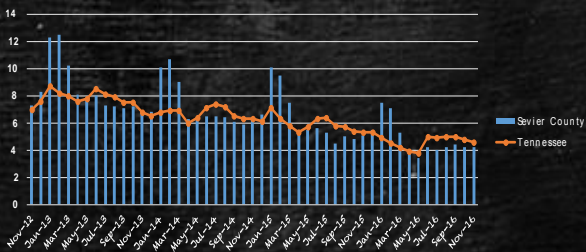




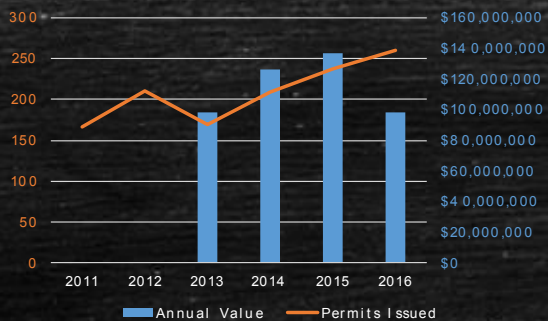
Over 4 Billion in Sales!



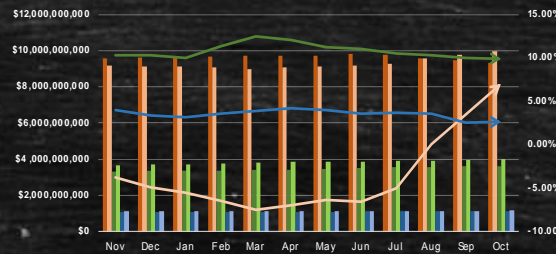
LABORSHED



BUILDING PERMIT



Sevier County to Competitors



Demographics

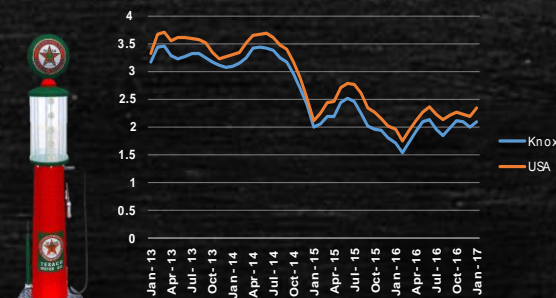
Hotels	27,543
Attractions	147
Restaurants	425



Traffic Counts



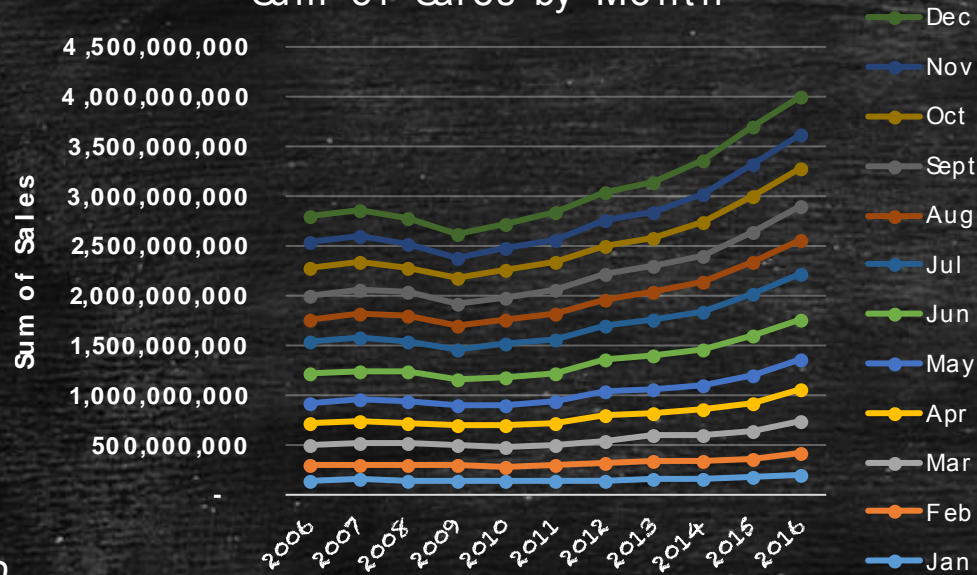
Gas Prices



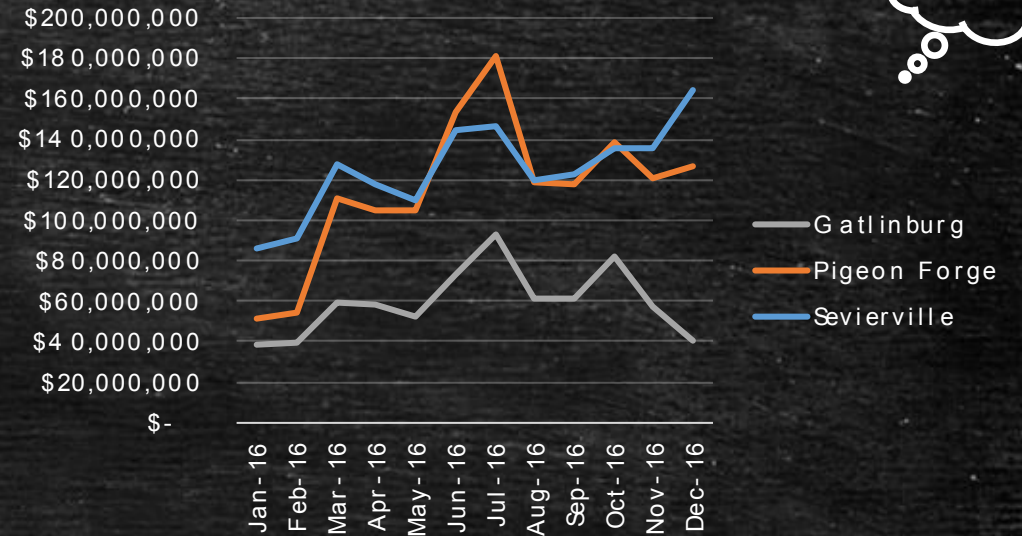
Sales Data

Click to Enlarge

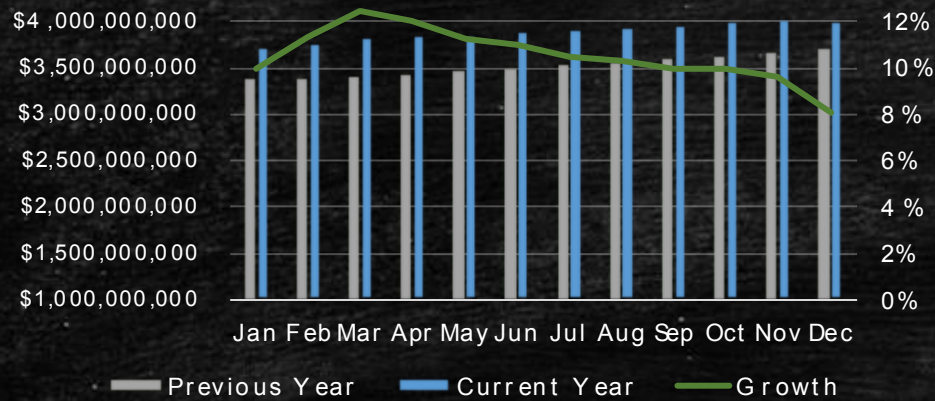
Sum of Sales by Month



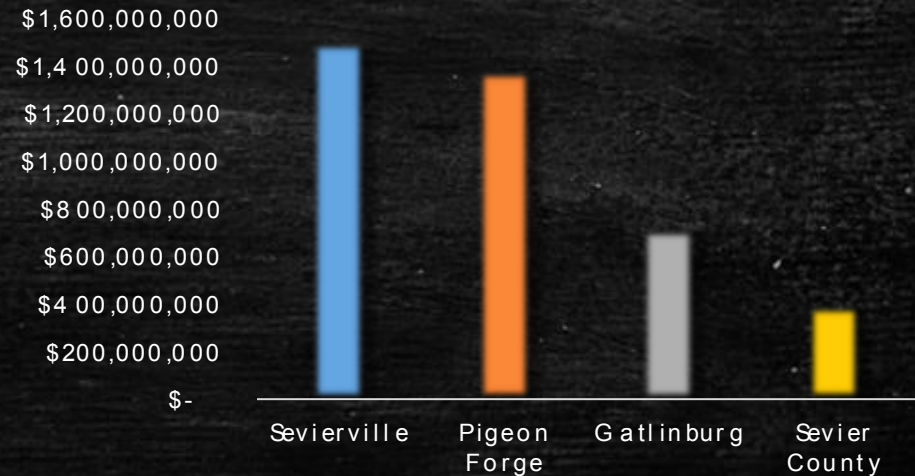
Monthly Sales by City



County Wide Rolling 12 Months of Sales

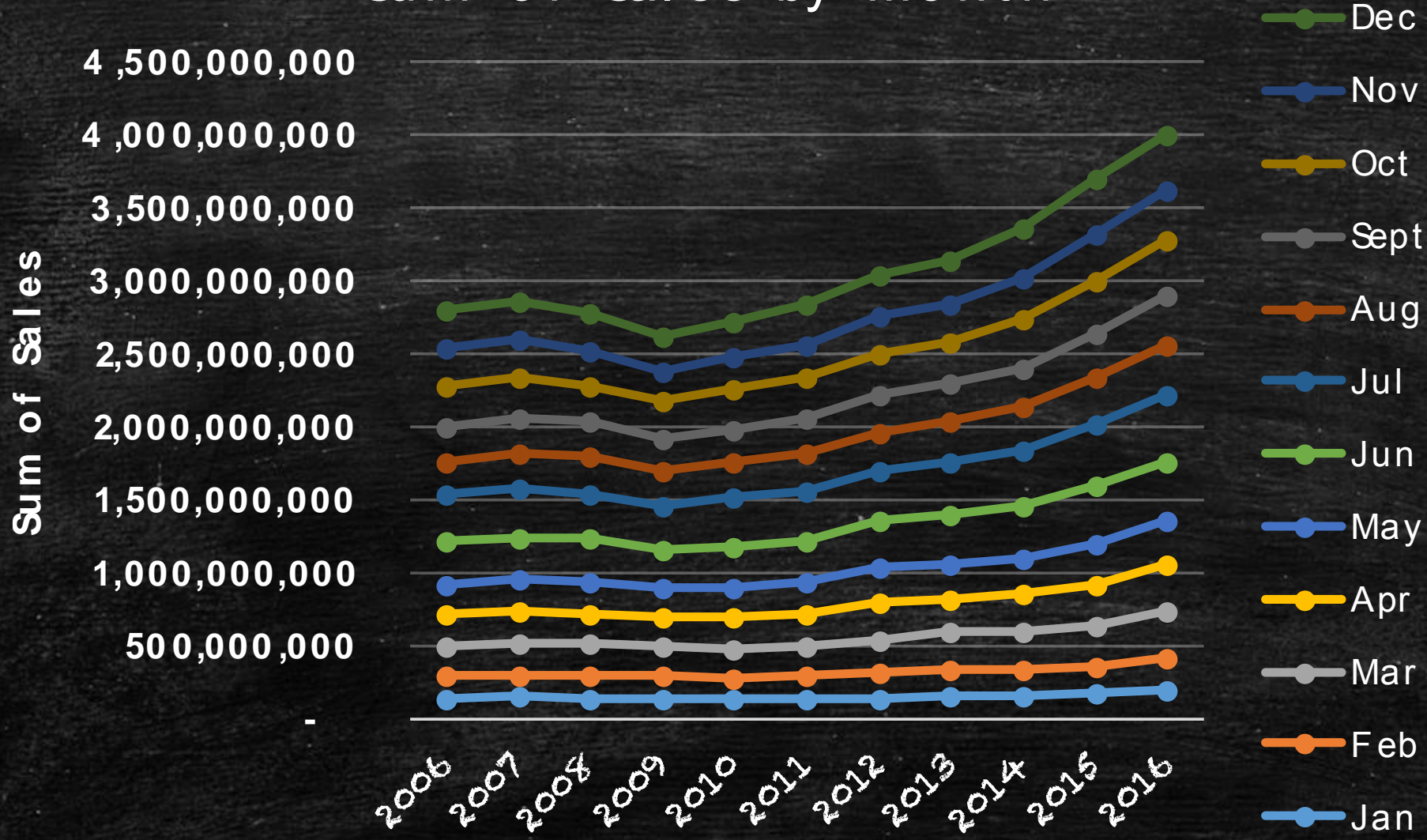


12 Month Sales By City



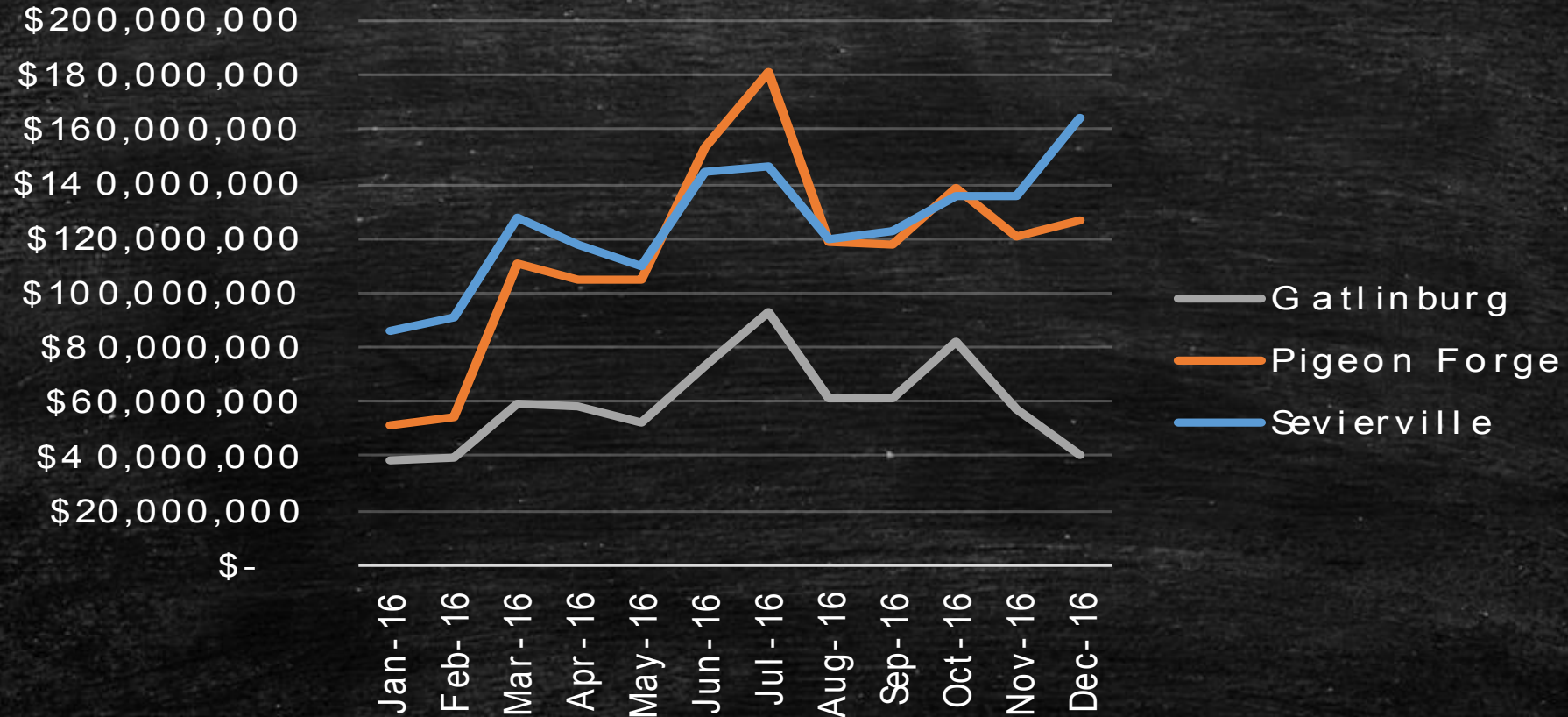
Back

Sum of Sales by Month



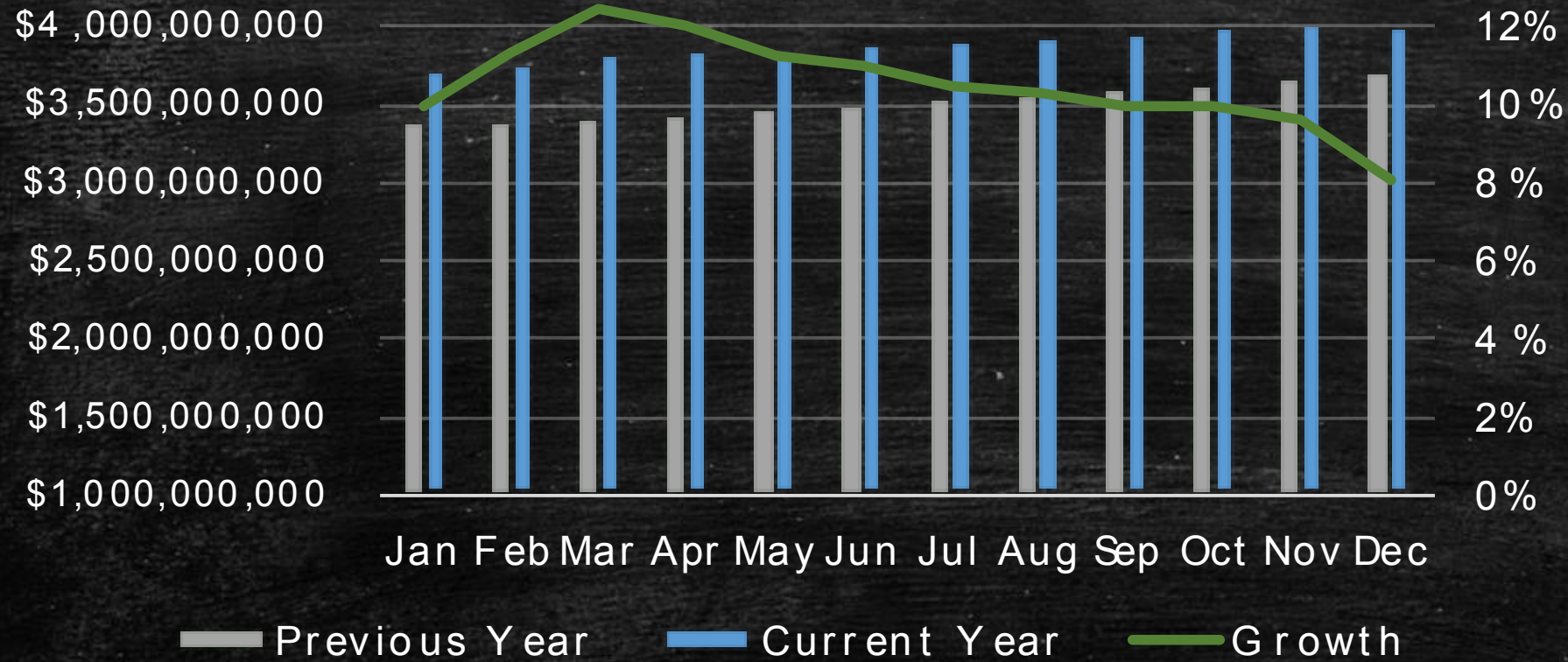
Back

Monthly Sales by City



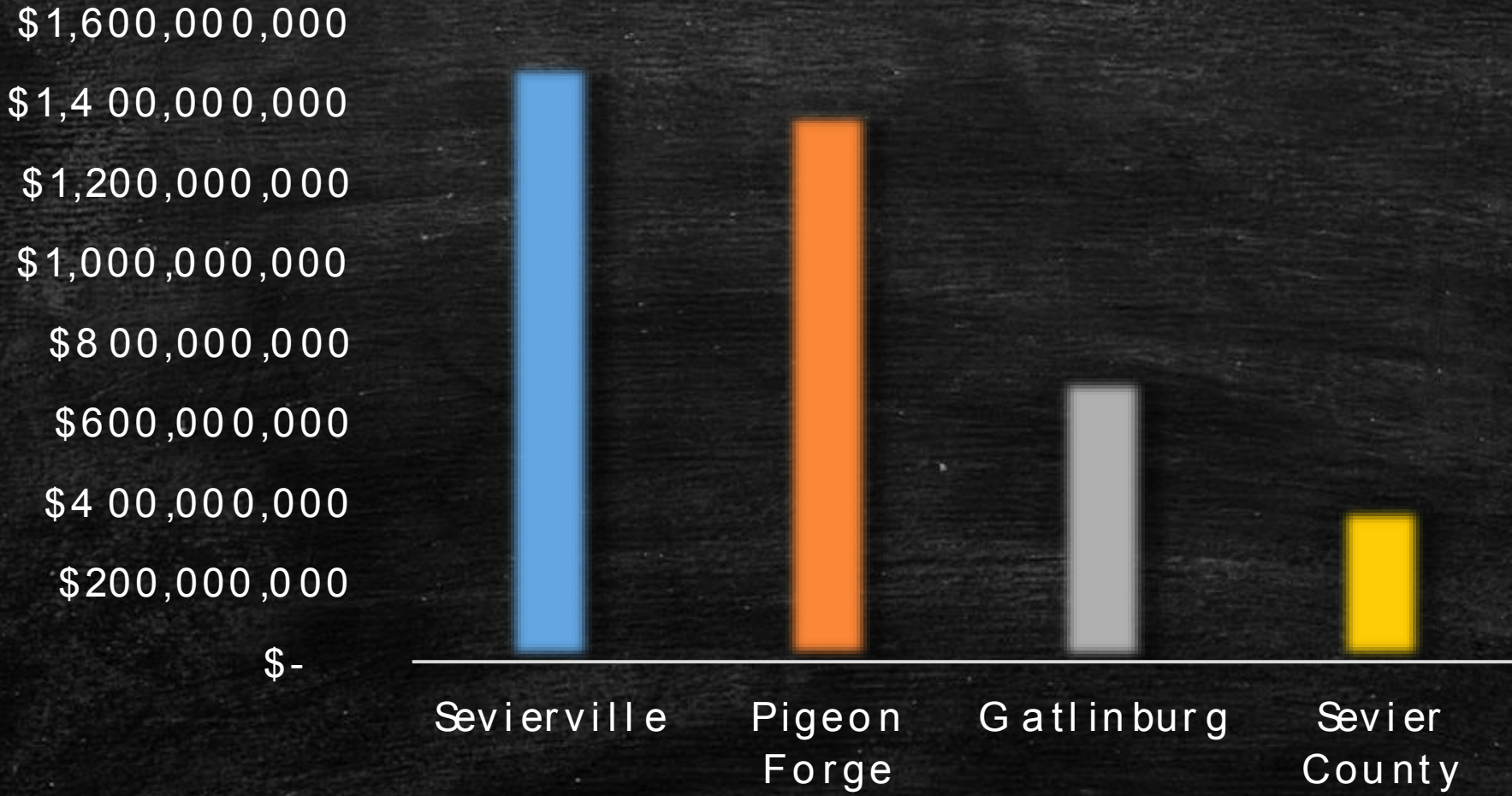
Back

County Wide Rolling 12 Months of Sales



Back

12 Month Sales By City



HART

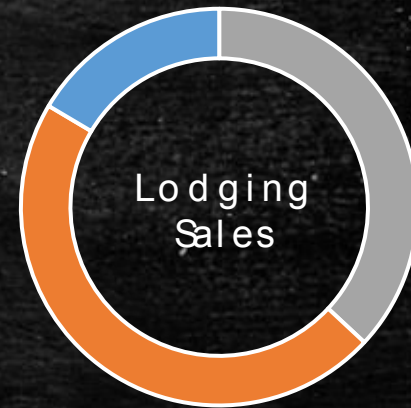
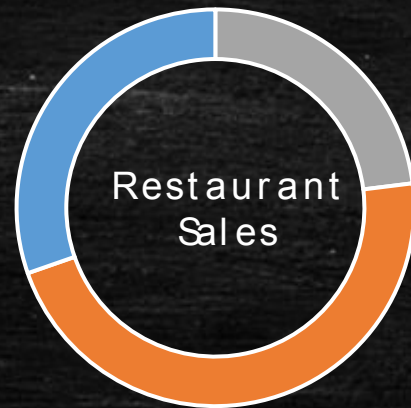
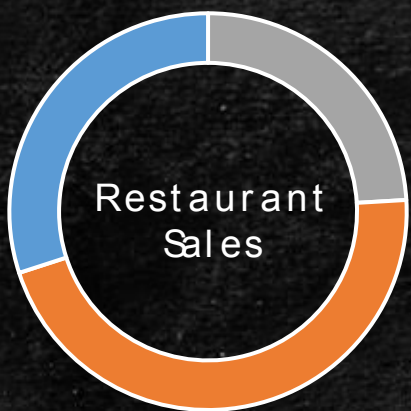
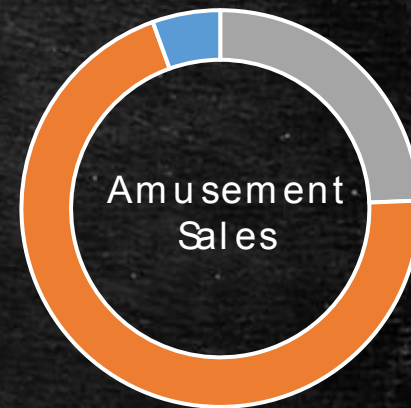
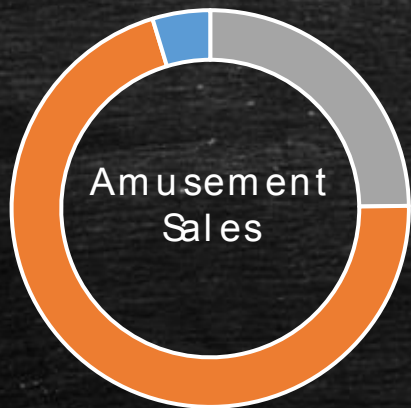
Click each chart for additional information



Previous YTD

Current YTD

-  -Sevierville
-  -Pigeon Forge
-  -Gatlinburg



Back

HART

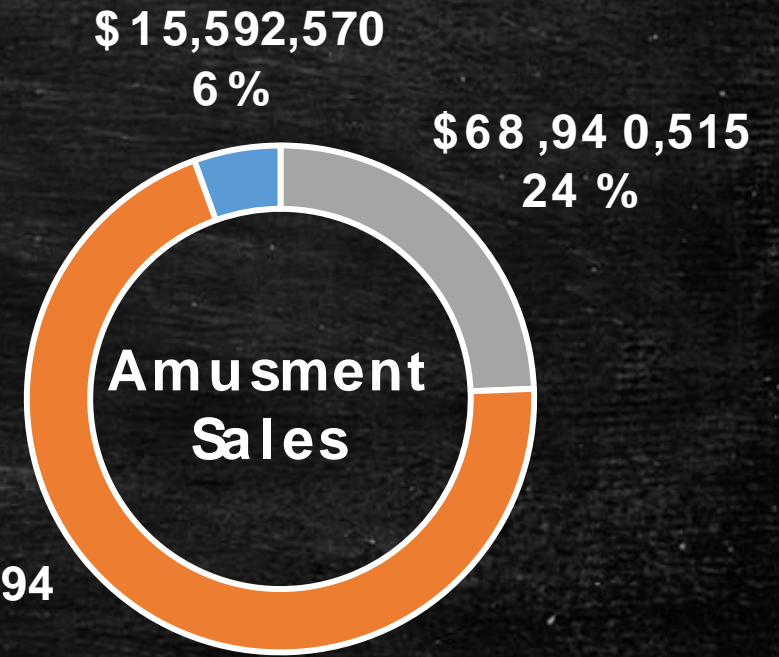
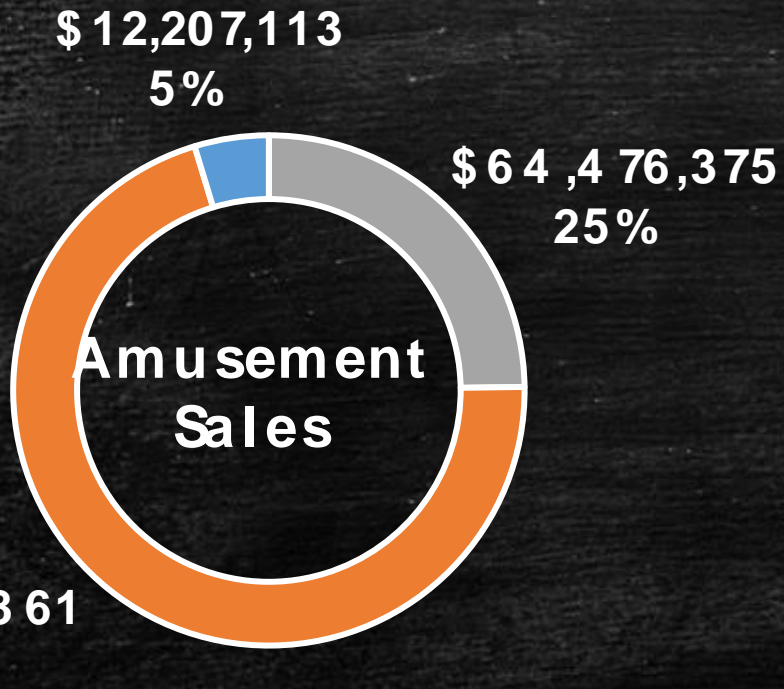
Previous YTD

Total: \$ 260,150,349

- Sevierville
- Pigeon Forge
- Gatlinburg

Current YTD

Total: \$ 282,998,179



YTD Through:
December 2016

Back

HART

Previous YTD

Total: \$ 4 67,029,207

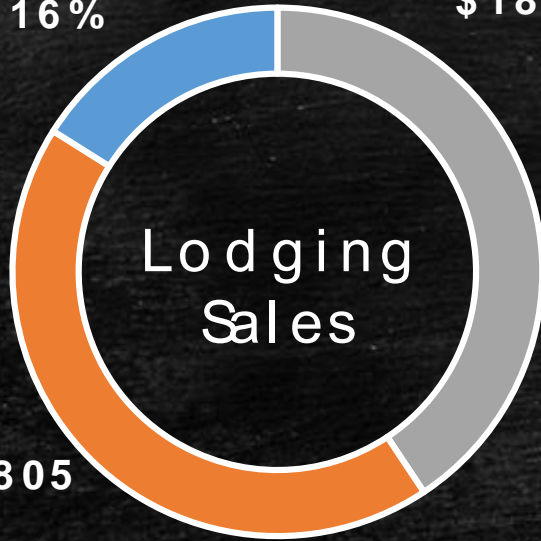
Current YTD

Total: \$ 505,156,847

- Sevierville
- Pigeon Forge
- Gatlinburg

\$ 74,973,645
16%

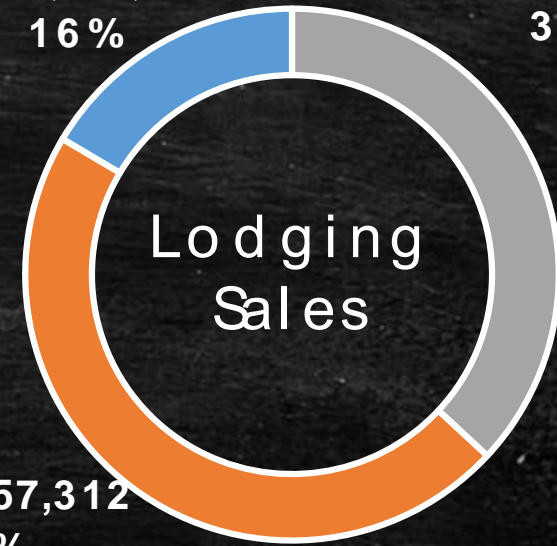
\$ 189,948,757
41%



\$ 202,106,805
43%

\$ 83,227,255
16%

\$ 186,572,280
37%



\$ 235,357,312
47%

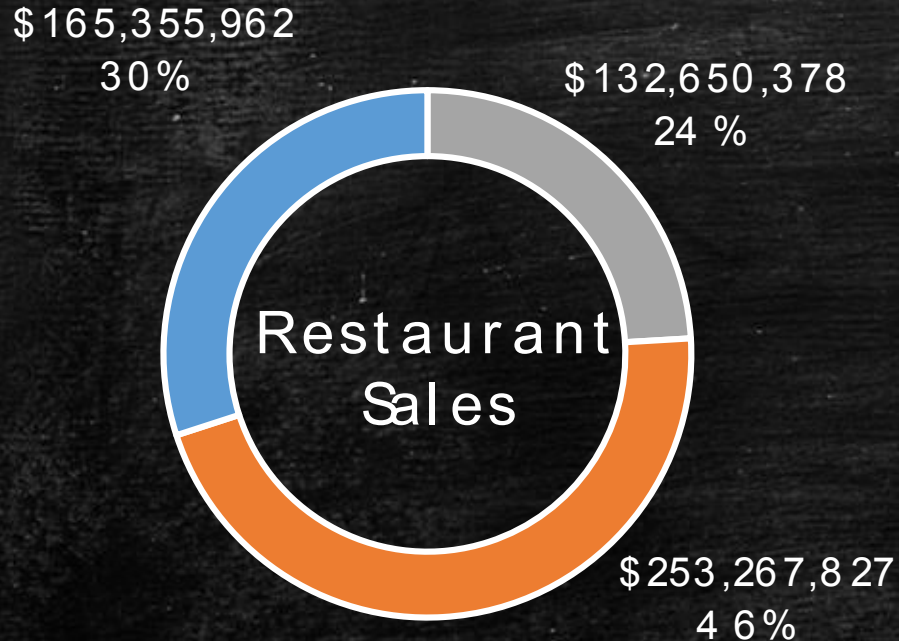
YTD Through:
December 2016

Back

HART

Previous YTD

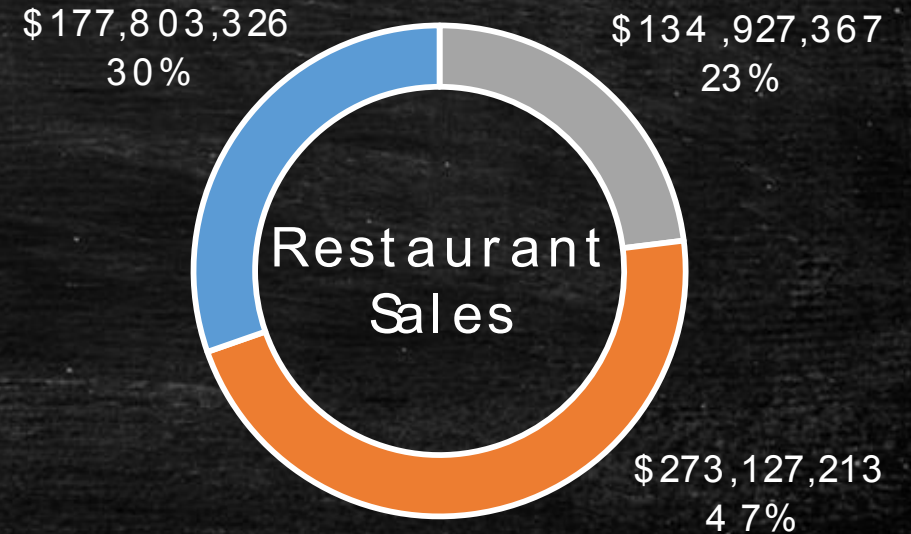
Total: \$ 551,274,167



- Sevierville
- Pigeon Forge
- Gatlinburg

Current YTD

Total: \$ 585,857,906



YTD Through:
December 2016

Back

HART

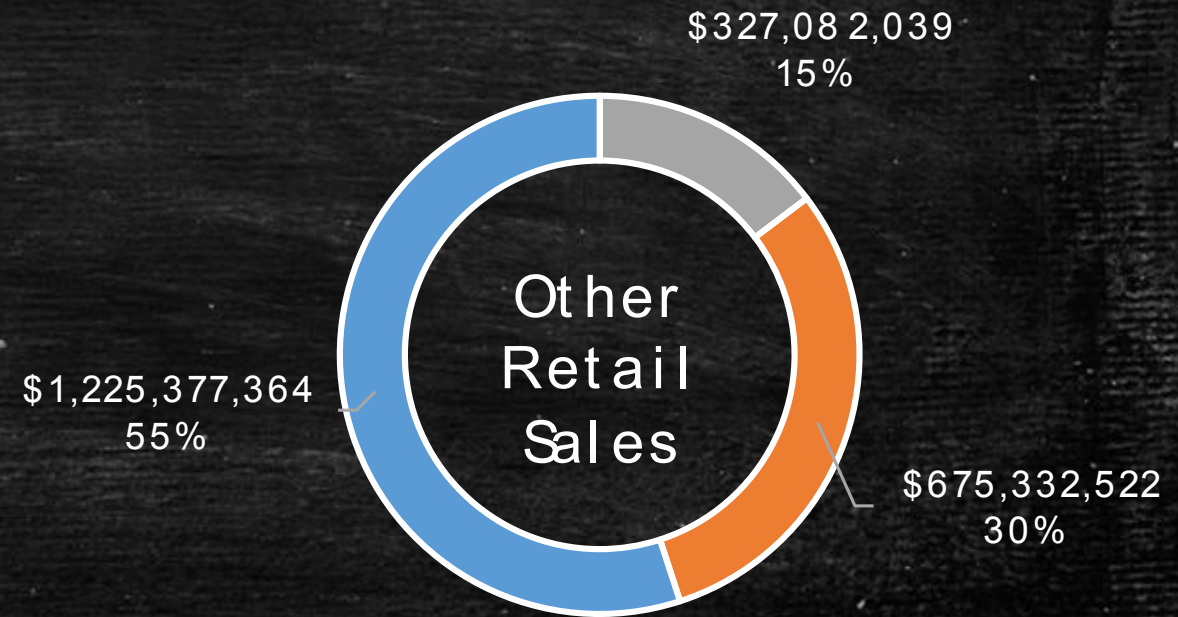
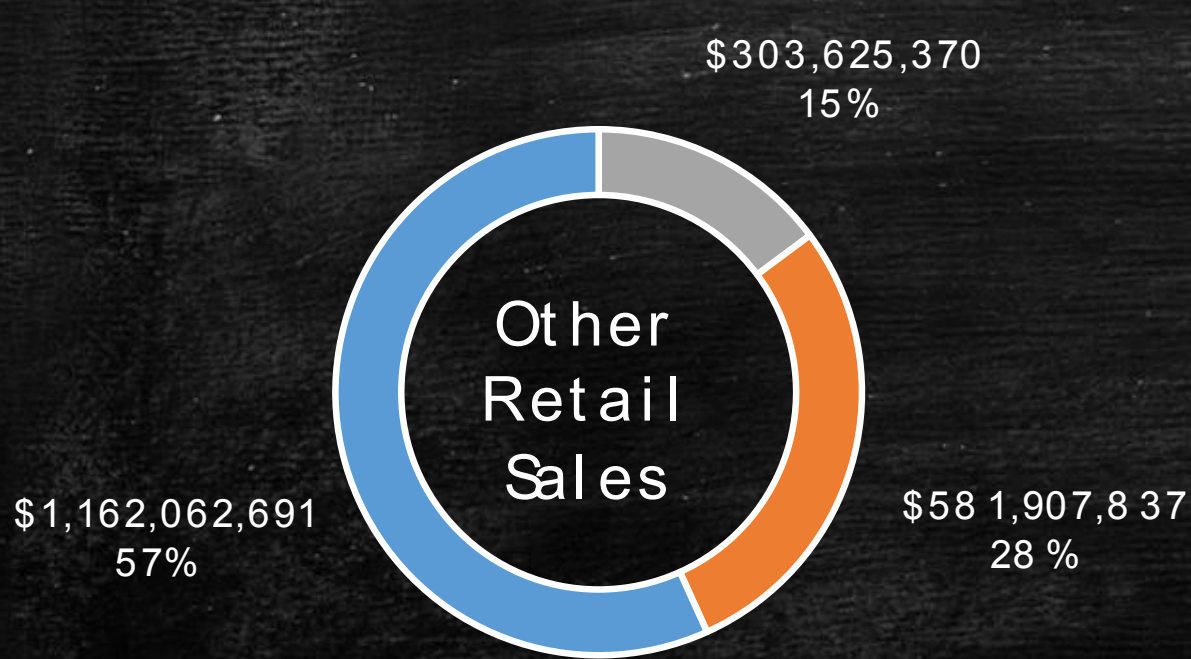
Previous YTD

Total: \$ 2,047,595,898

- Sevierville
- Pigeon Forge
- Gatlinburg

Current YTD

Total: \$ 2,227,791,926

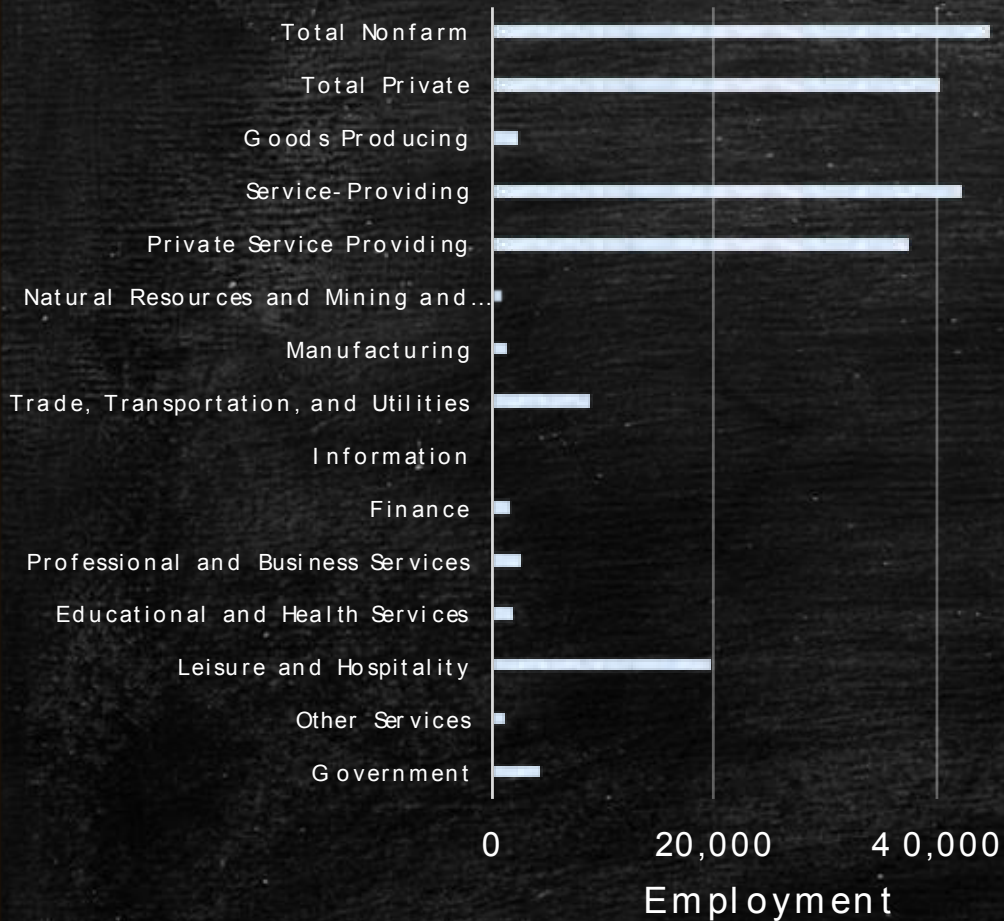


YTD Through:
December 2016

LABOR STATISTICS

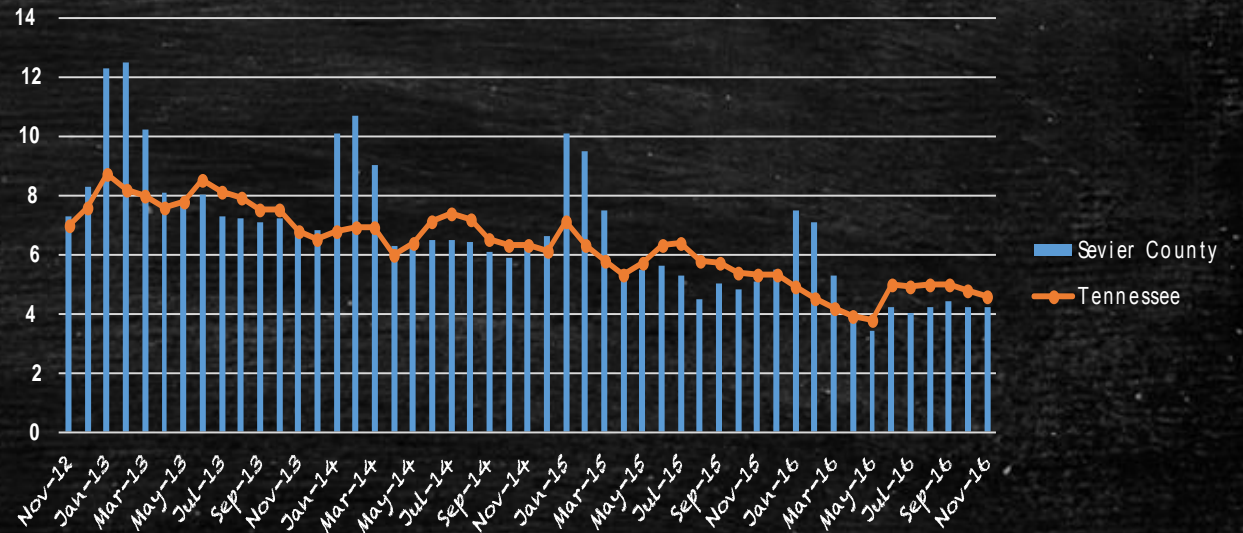


Distribution of Current Employment



Total Number of Jobs: 47,000 (Approx)
 Unemployment Rate: 5.7% (Mar. 2016)
 Job Openings: 1,274 (Mar 2016)
 Job Seekers: 1,991 (Mar 2016)

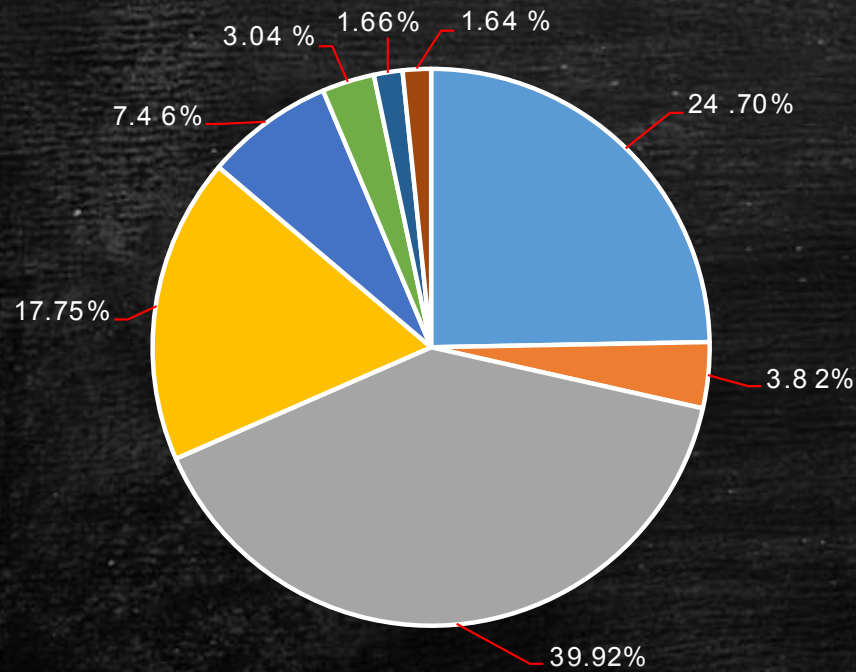
Unemployment Rate



LABOR STATISTICS



Minimum Desired Wages of Available Candidates

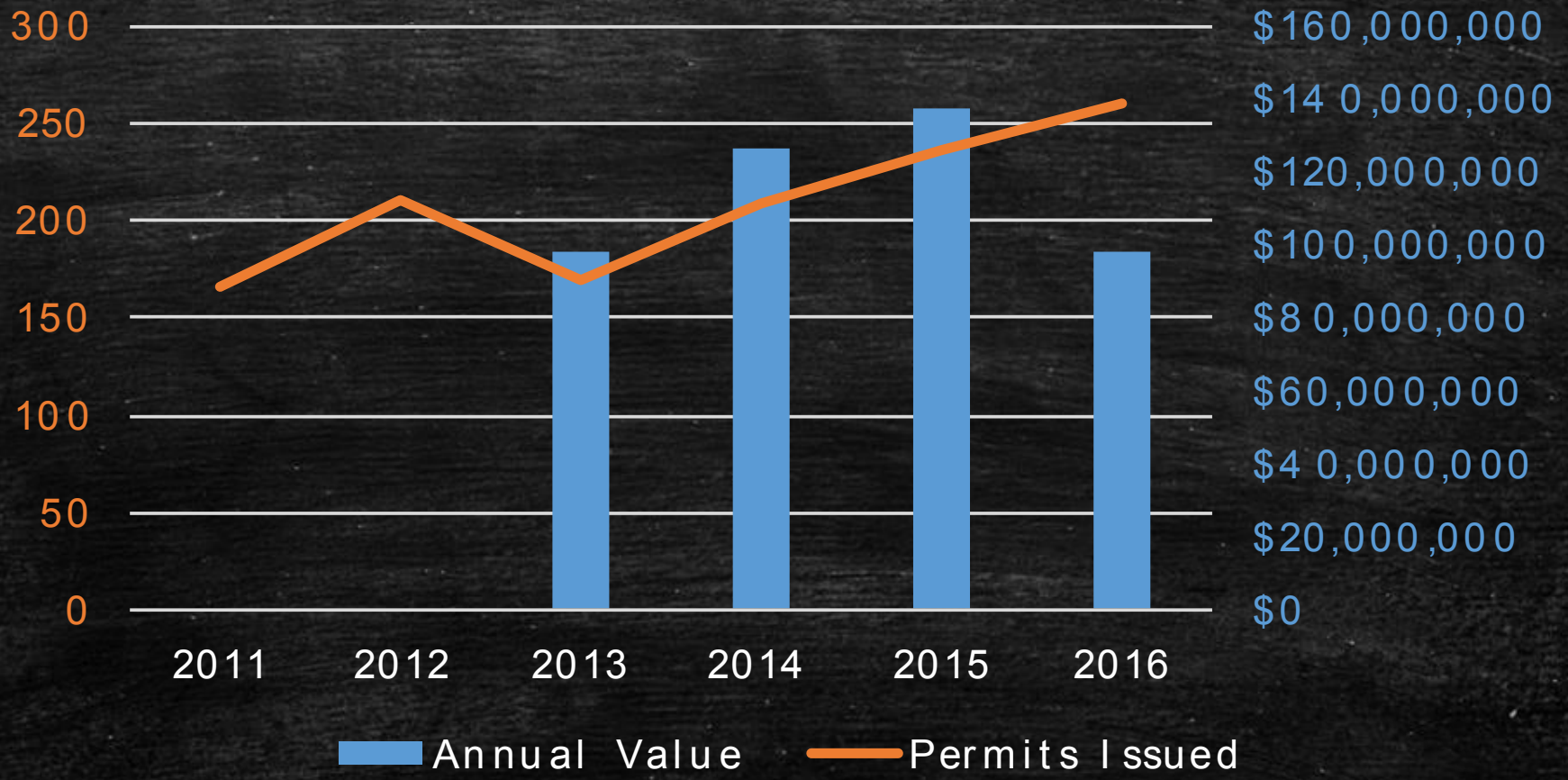


- Not Specified ■ \$5,000 - \$19,999 ■ \$20,000 - \$34,999
- \$65,000 - \$49,999 ■ \$50,000 - \$64,999 ■ \$65,000 - \$79,999
- \$80,000 - \$94,999 ■ \$95,000 +

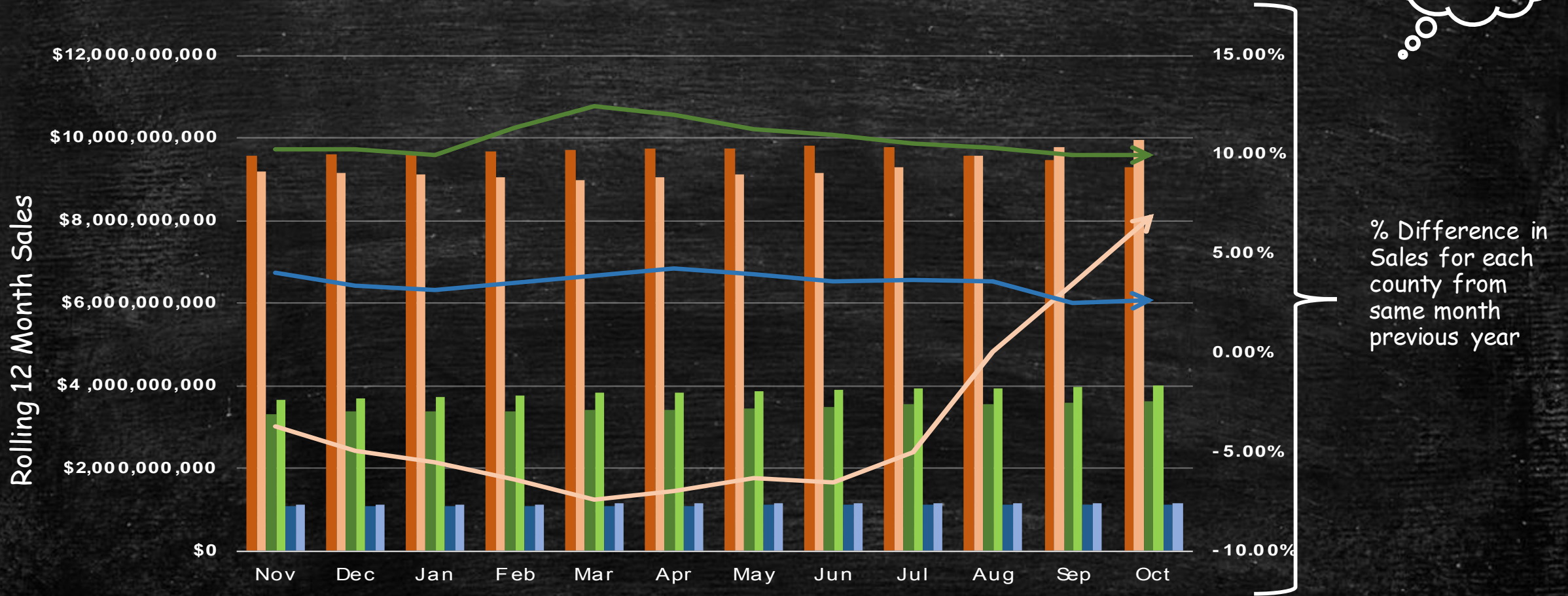




Commercial Building Permits



Sevier County to Competitors



- Horry County (Myrtle Beach) 2014
- Horry County (Myrtle Beach) 2015
- Horry County (Myrtle Beach) % Difference
- Sevier County 2014
- Sevier County 2015
- Sevier County % Difference
- Branson 2014
- Branson 2015
- Branson % Difference

DEMOGRAPHICS



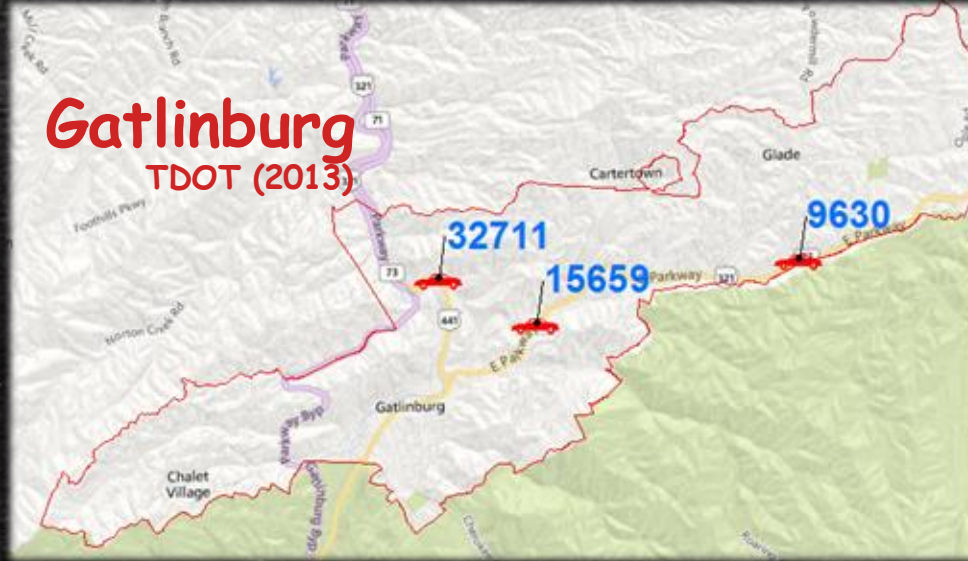
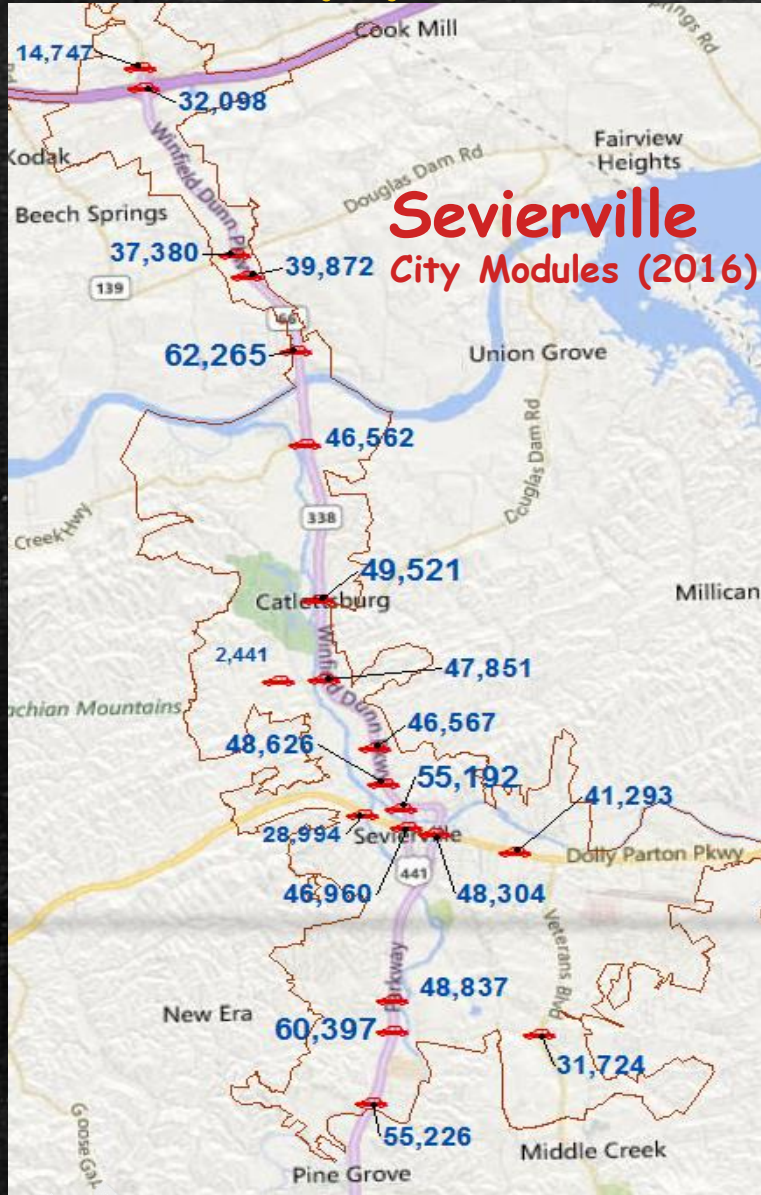
	2010 Census	2015 ACS
Population	89,876	95,946
Households	35,343	36,253
Housing Units	55,918	56,297
Seasonal Units	15,624	19,883
Median HH Income	41,476	42,499
Per Capita Income	22,047	22,125



Hotel Units	27,543
Attractions	147
Restaurants	425

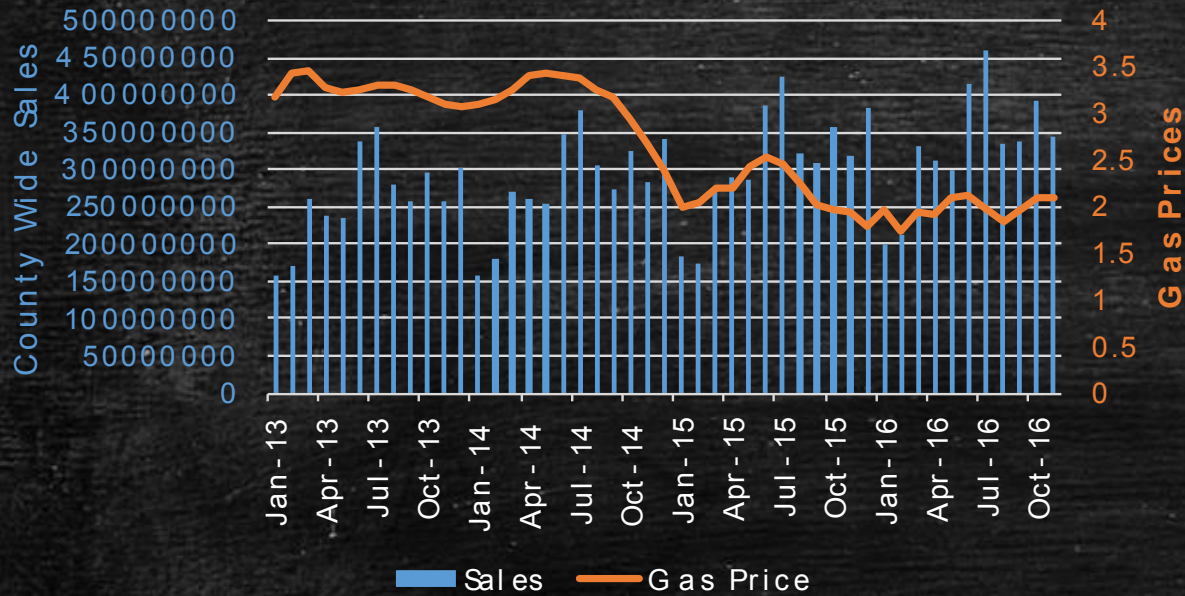


Traffic Counts - ADT

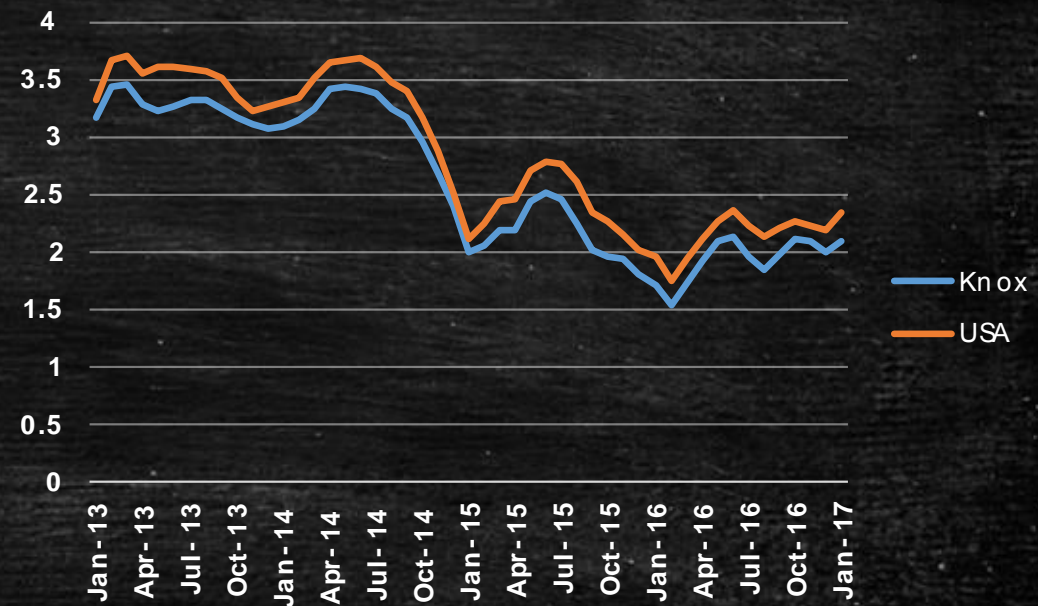


Home

Sales in Comparison to Gas Prices



Gas Prices

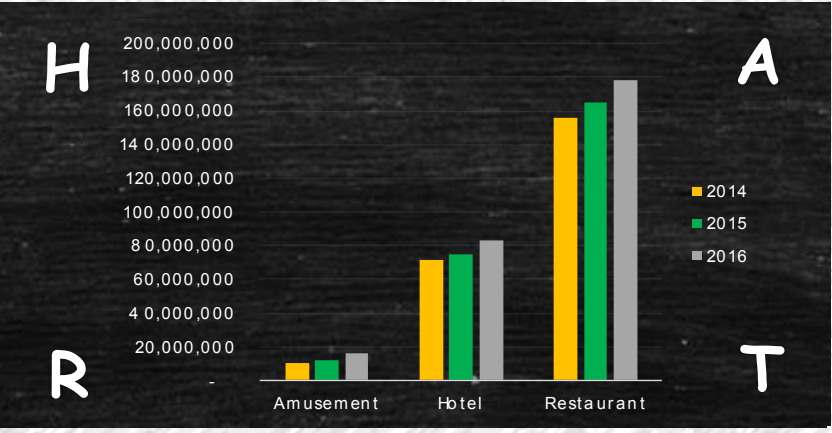
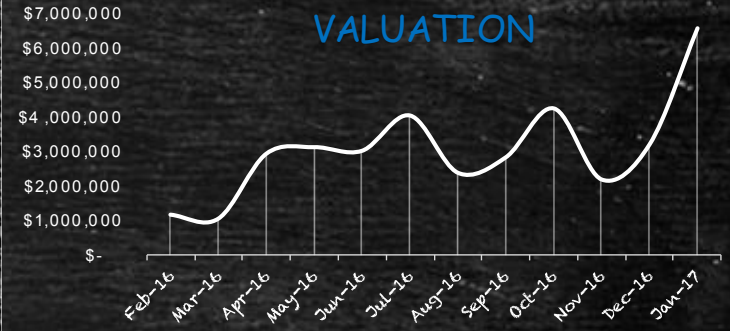


Back to Sevier County

Monthly Sales Tax

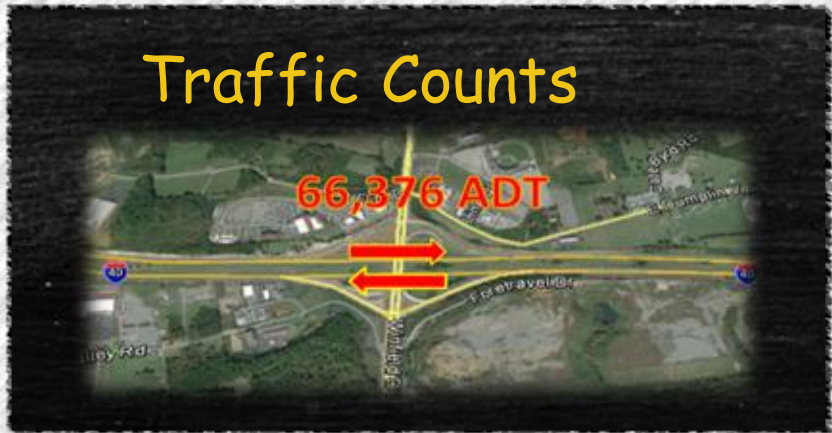
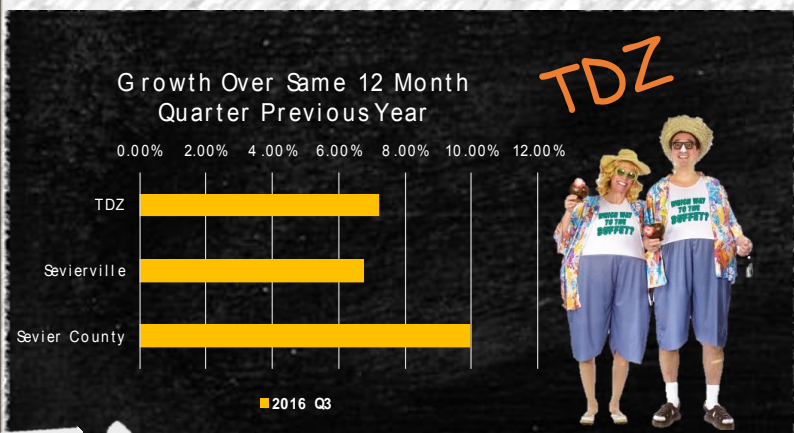


BUILDING PERMIT VALUATION



Number and Type of Business

1140



Sevierville Business Index

110.5

Sevierville Business Index



<u>Business Type</u>	<u>2015 Q4 Index</u>	<u>2016 Q1 Index²</u>	<u>2016 Q2 Index</u>	<u>2016 Q3 Index²</u>
Amusements	88.73	90.15	88.25	88.98
Businesses	101.76	102.43	103.23	103.82
Eatery	105.81	107.89	109.72	112.03
Lodging	117.67	120.22	122.20	123.44



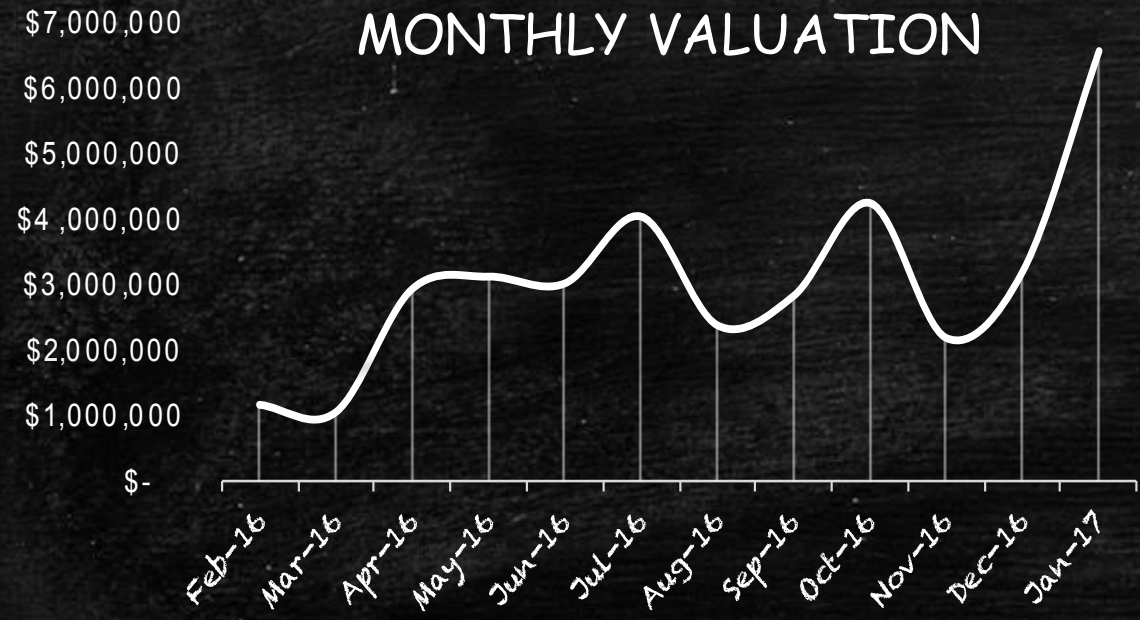


- State of Tennessee -
<http://www.tn.gov/revenue/topic/for-local-government-and-city-officials>
- City of Sevierville Quarterly Report Summary
- Index Set to 2014 Quarterly Average
- Quarter Equal to 12 Month Total

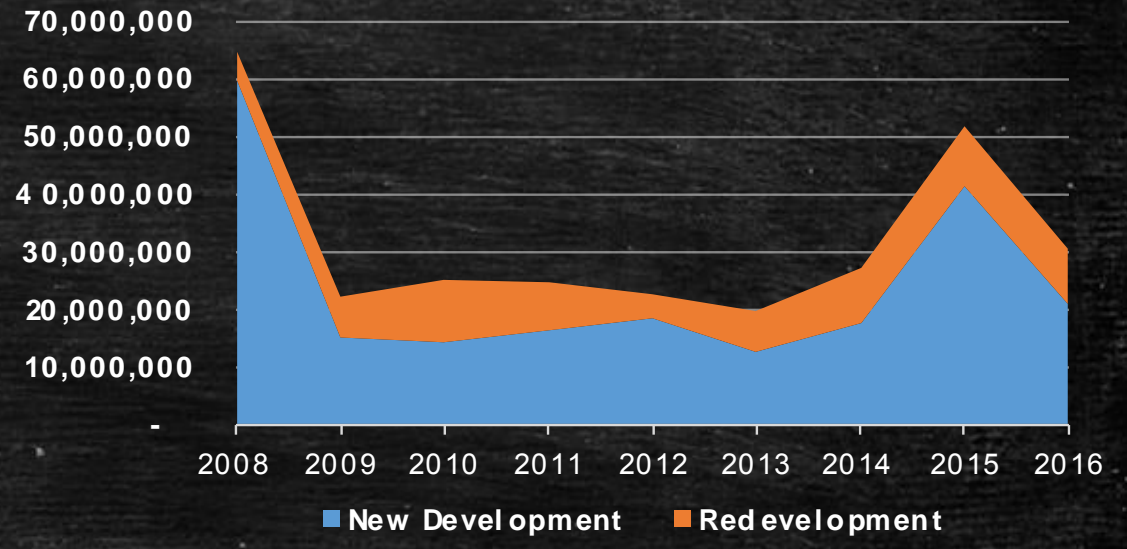


Building Permit Valuations

MONTHLY VALUATION



YEARLY TOTALS



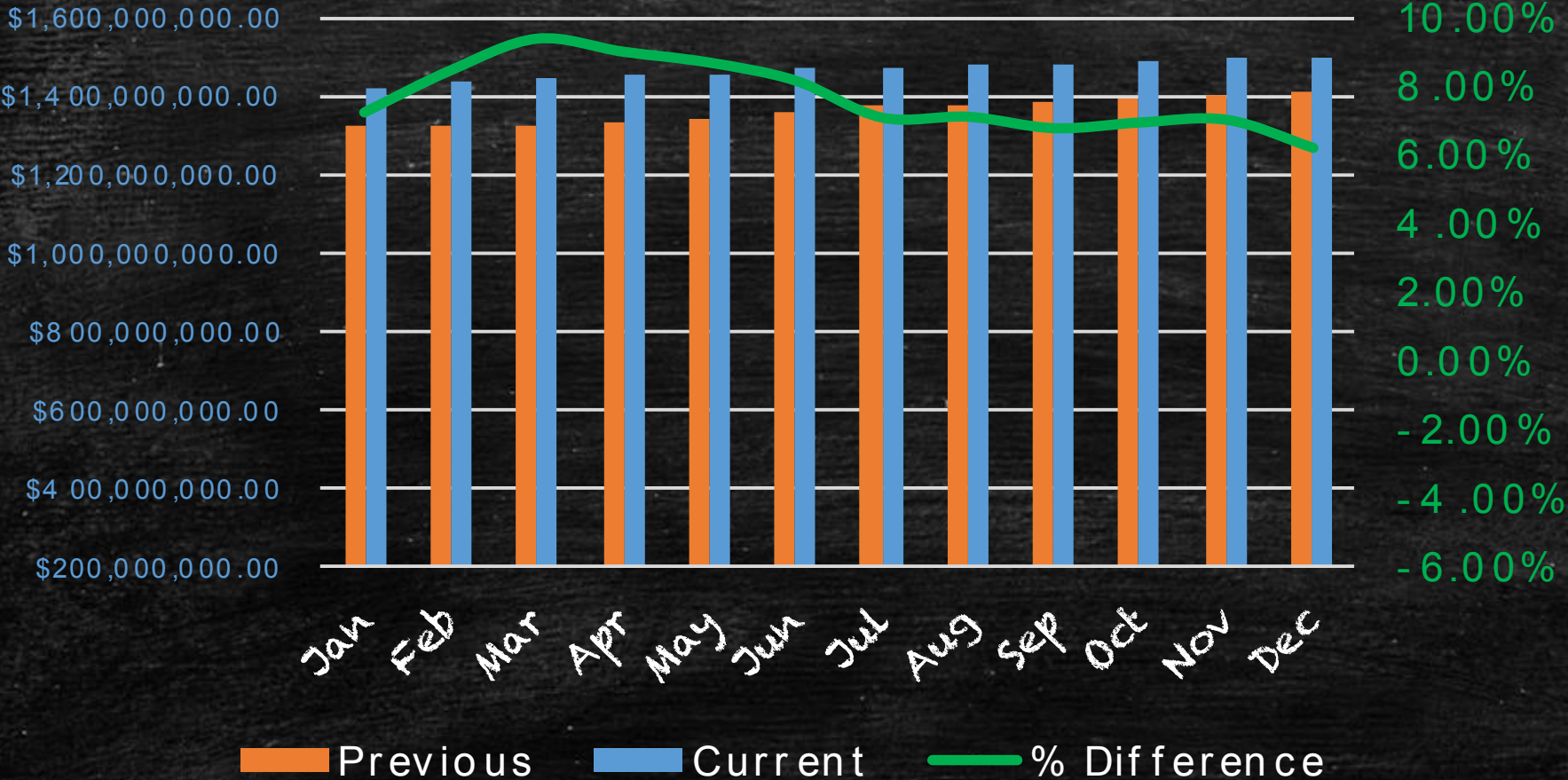


City of Sevierville Department of Codes Enforcement: Reports of Permits Issued

SEVIERVILLE SALES TAX DATA



Rolling 12 Months of Sales



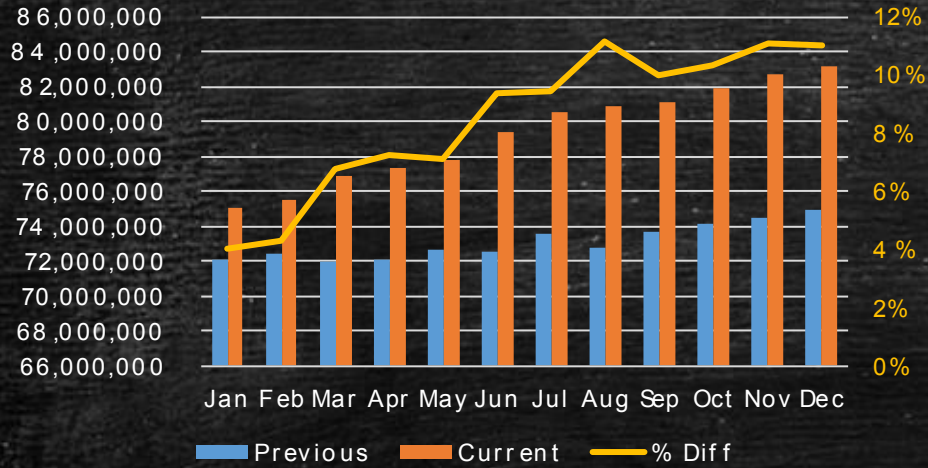


City of Sevierville Local Option Sales Tax Collections

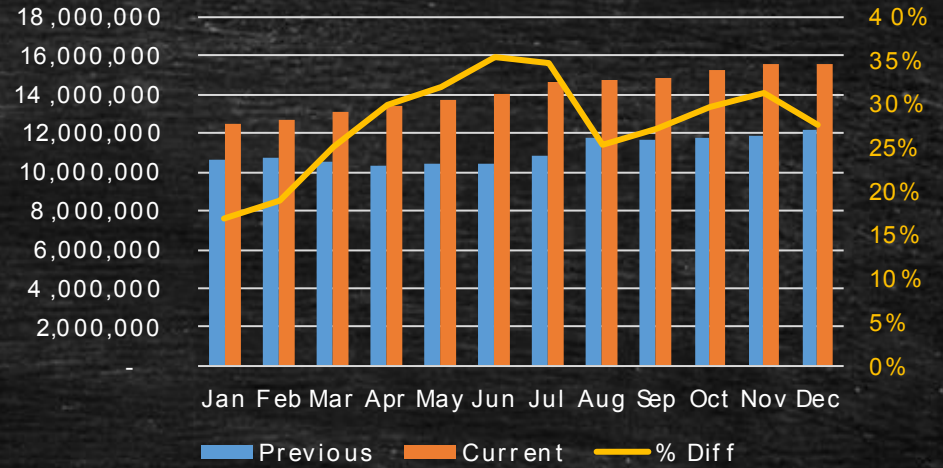
HART



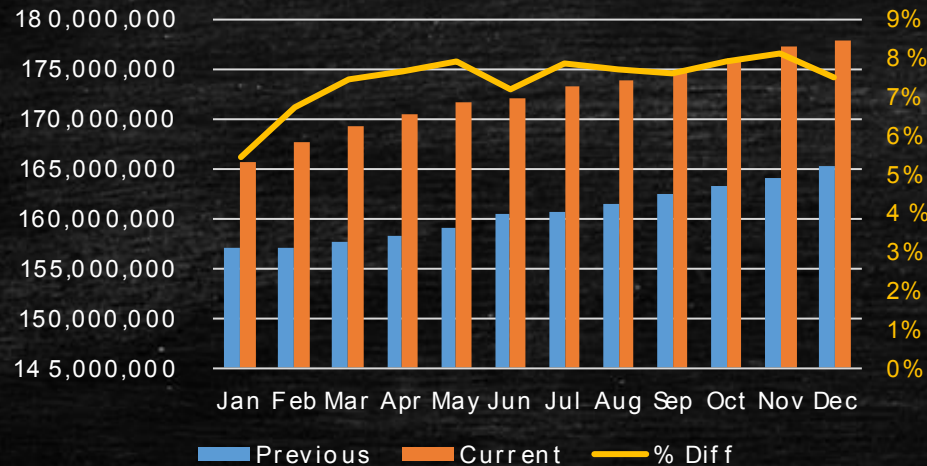
Rolling 12 Month Hotel Sales



Rolling 12 Month Amusement Sales



Rolling 12 Month Restaurant Sales





- City of Sevierville Hospitality Taxable Sales and Revenue Report

NEW BUSINESS INFORMATION



New Business' Open

- ❖ Dairy Queen
- ❖ Buddy's BBQ
- ❖ Casual Pint
- ❖ Penn Station Subs
- ❖ Harbor Freight
- ❖ Aldi Food Mart
- ❖ Sevier Air Trampoline Park
- ❖ Party City
- ❖ Boot Barn

Coming Soon

- ❖ Log Cabin Pancake House
- ❖ Sweet Frog
- ❖ Weigels

Under Construction

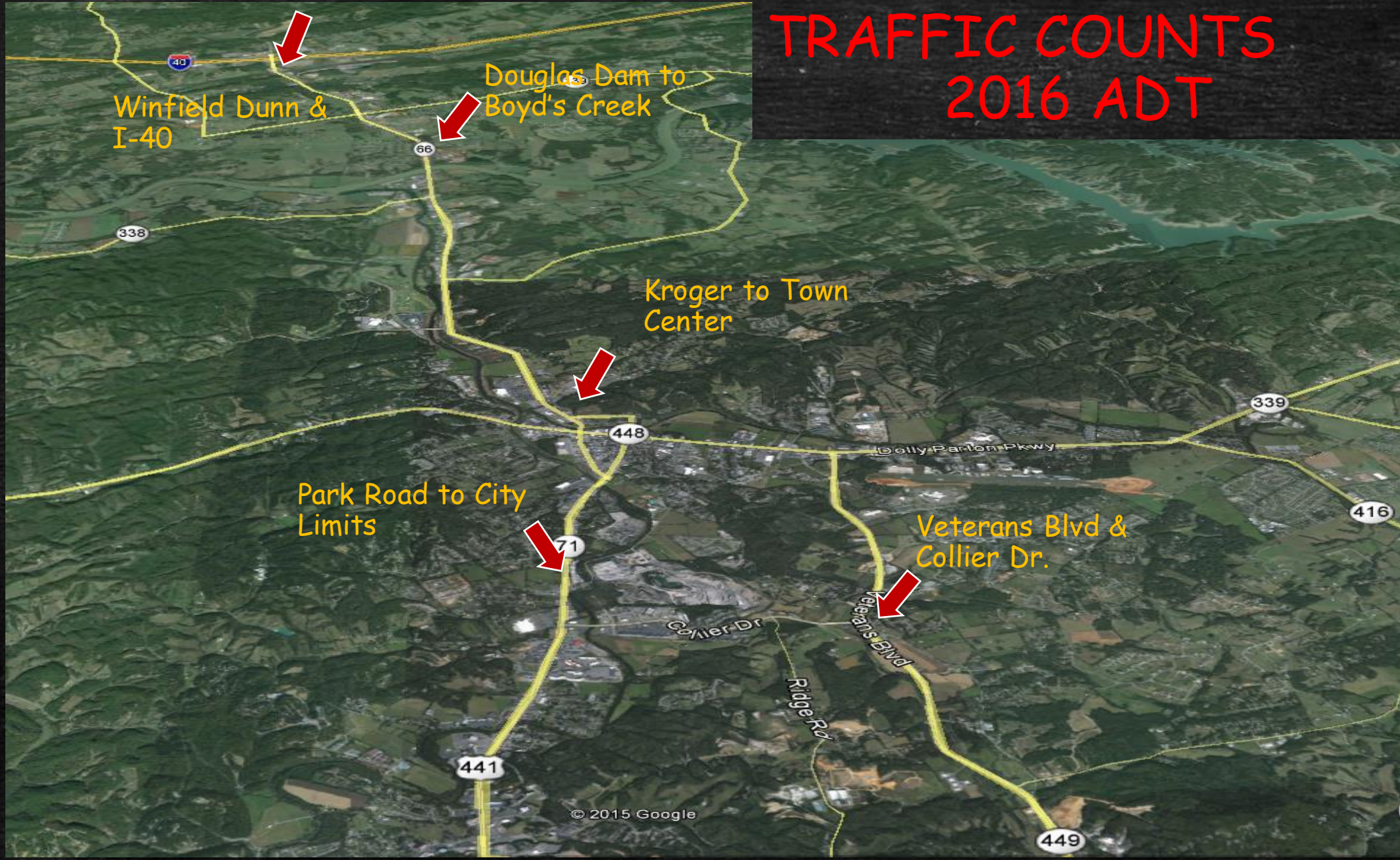
- ❖ Outback Steakhouse
- ❖ Farmhouse Restaurant
- ❖ RV Campground
- ❖ Sevier Distilling





City of Sevierville Department of Development

TRAFFIC COUNTS 2016 ADT





- City of Sevierville Traffic Control Devices

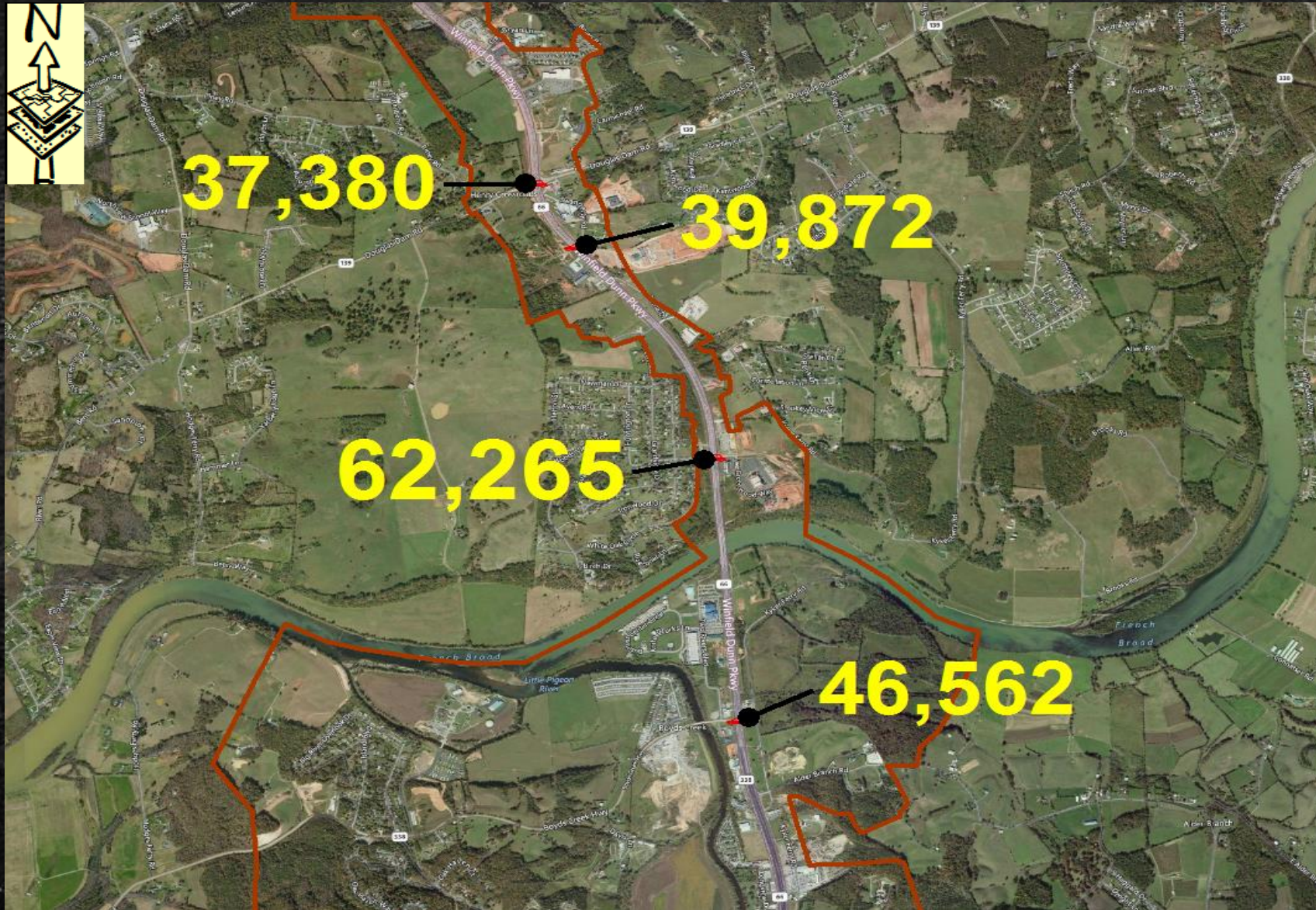
Winfield Dunn Pkwy & I-40

Back



[Click here for more detailed traffic information](#)

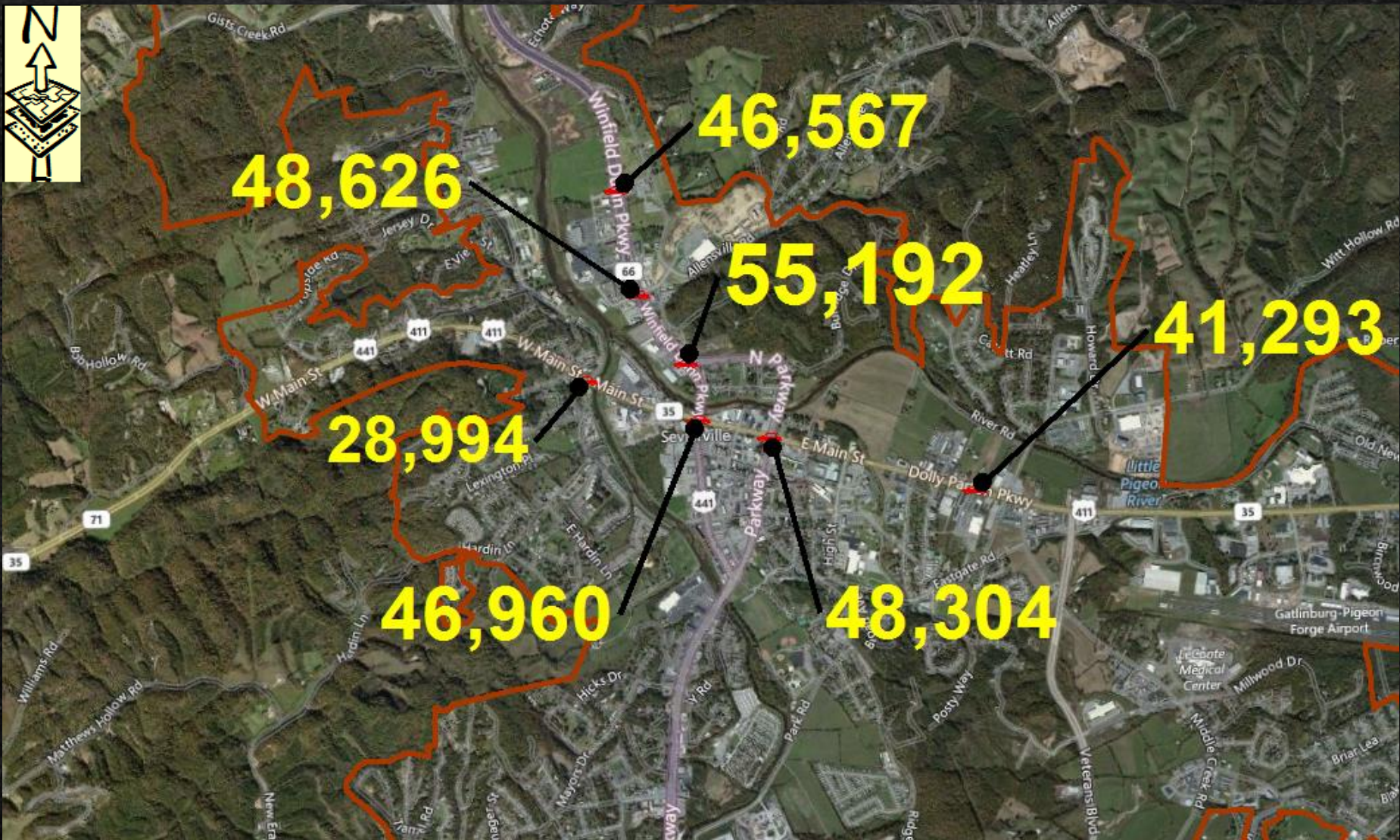
Douglas Dam Road to Boyds Creek Hwy



[Click here for more detailed traffic information](#)

Kroger to Town Center

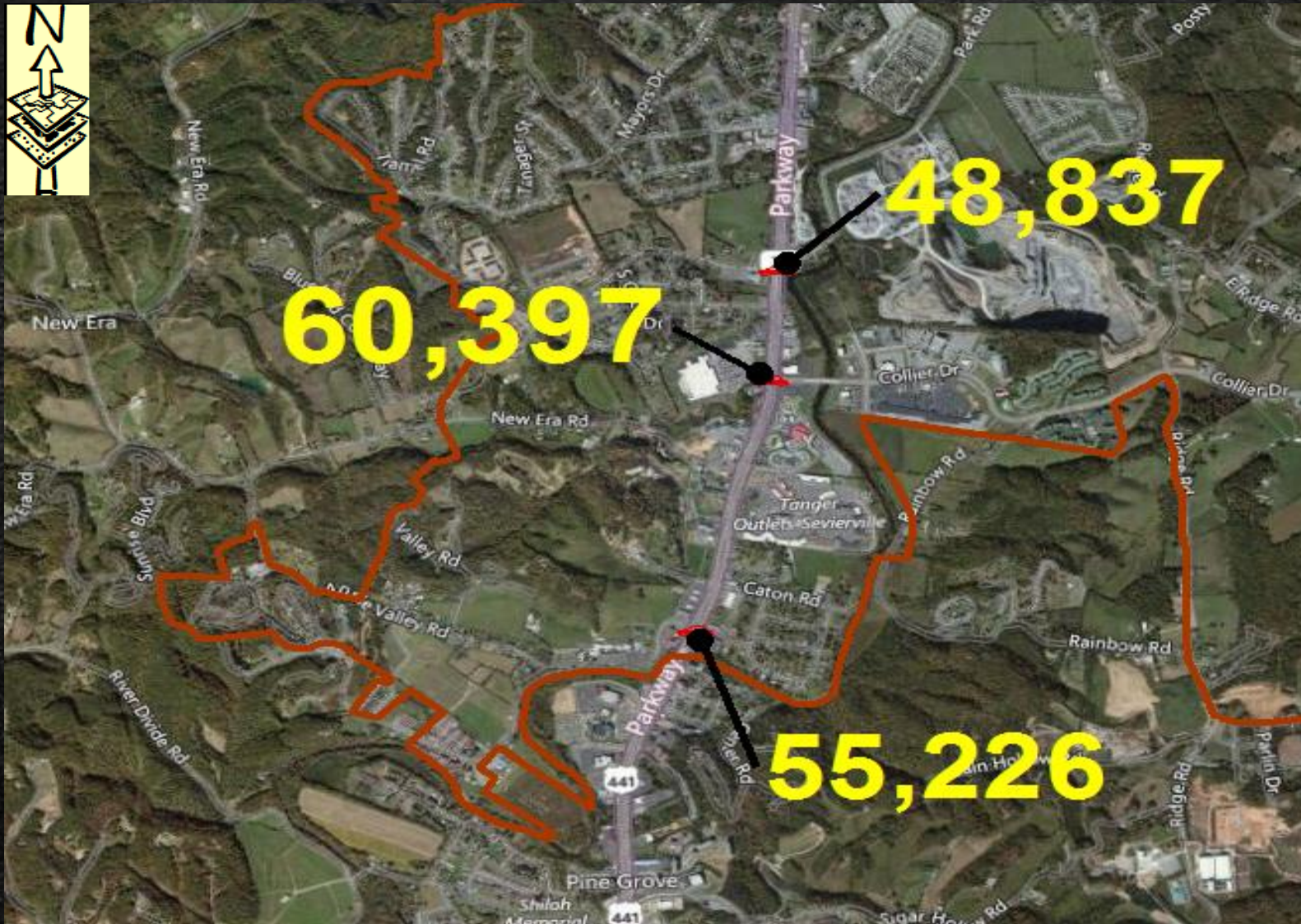
Back



[Click here for more detailed traffic information](#)

Park Road to City Limits

Back



[Click here for more detailed traffic information](#)

Veterans Blvd and Collier Dr

Back



[Click here for more detailed traffic information](#)

Number and Type of Business



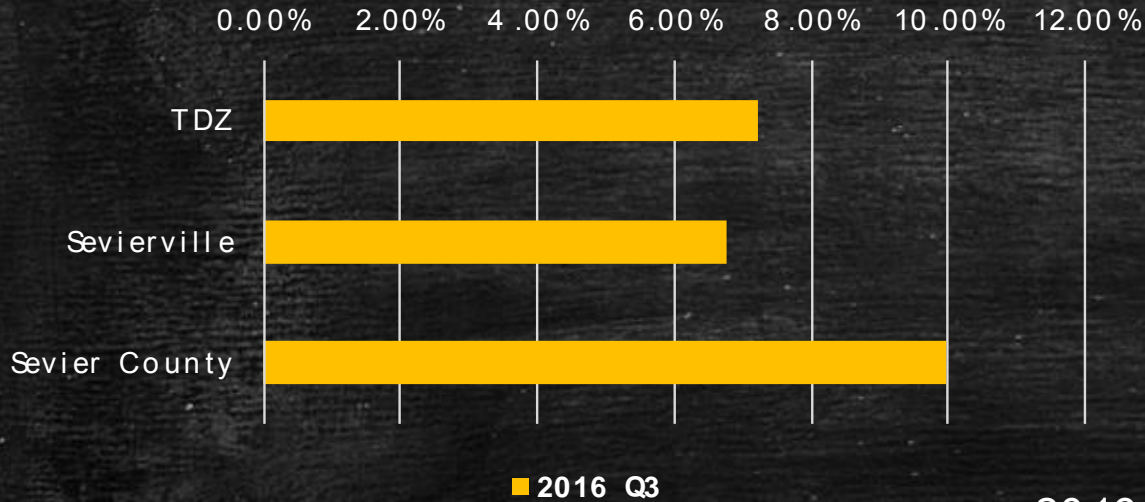
<u>Business Type</u>	<u>Total Number</u>	<u>Total Sales 2016 Q3</u>
Amusements	24	\$ 20,610,273
Retail Businesses	558	\$ 1,313,986,552
Eatery	123	\$ 174,838,828
Lodging	82	\$ 107,665,547



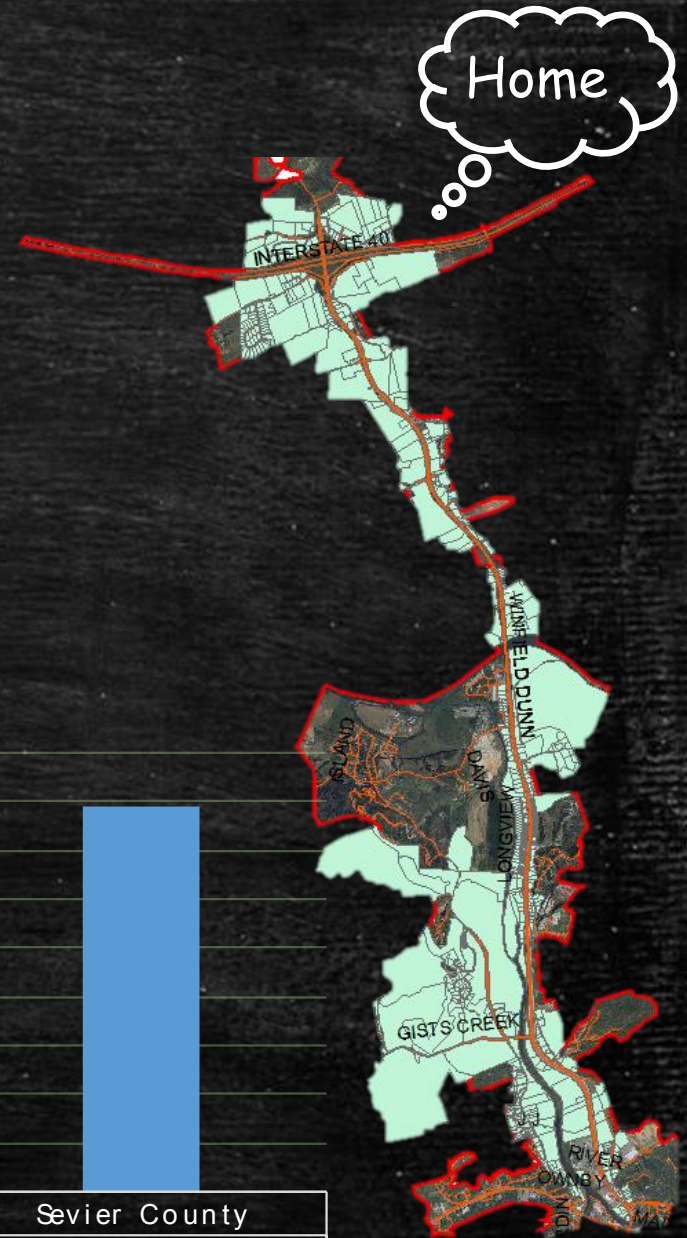
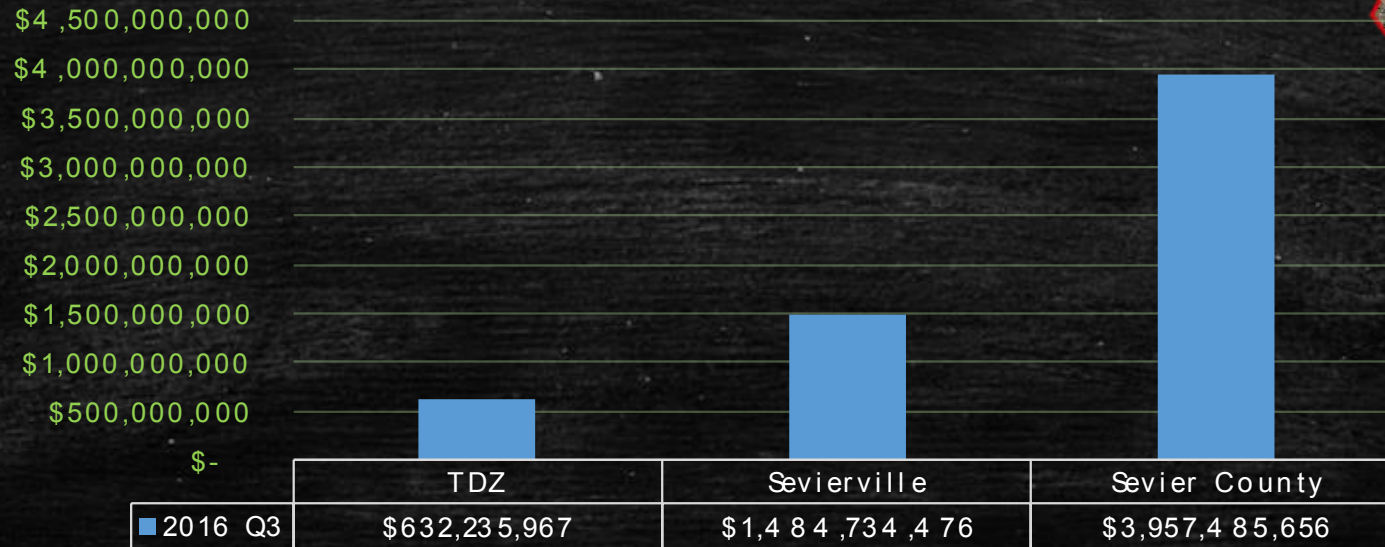
A white thought bubble icon with the word "Back" written inside in a simple font. The bubble has a tail of three small circles leading to the main bubble.

- State of Tennessee -
<http://www.tn.gov/revenue/topic/for-local-government-and-city-officials>
- City of Sevierville Quarterly Report Summary
- Index Set to 2014 Quarterly Average
- Quarter Equal to 12 Month Total
- Comparisons Over Previous 12 Month Quarter

Growth Over Same 12 Month Quarter Previous Year



2016 QUARTER THREE SALES



A white thought bubble icon with the word "Back" written inside in a simple font. The bubble has a tail of three small circles leading to the main bubble.

- State of Tennessee -
<http://www.tn.gov/revenue/topic/for-local-government-and-city-officials>
- City of Sevierville Quarterly Report Summary
- Index Set to 2014 Quarterly Average
- Quarter Equal to 12 Month Total
- Comparisons Over Previous 12 Month Quarter

DISTRICT STATISTICS

Quarter 2

Home

Click each District
for more information



- Northview
- Riverview
- Old Town
- East Sevierville
- South Sevierville

Source



A white thought bubble icon with the word "Back" written inside in a simple font. The bubble has a tail of three small circles leading to the main bubble.

- State of Tennessee -
<http://www.tn.gov/revenue/topic/for-local-government-and-city-officials>
- City of Sevierville Quarterly Report Summary
- Index Set to 2014 Quarterly Average
- Quarter Equal to 12 Months
- Comparisons Over Previous 12 Month Quarter

DISTRICT STATISTICS

Home

East Sevierville



Income: \$209,180,671
Quarter Comparison: 5.63%
Index: 123.64
Piece of the Pie: 9.98%

Close

- Northview
- Riverview
- Old Town
- East Sevierville
- South Sevierville



DISTRICT STATISTICS



South Sevierville

Income: \$821,557,292

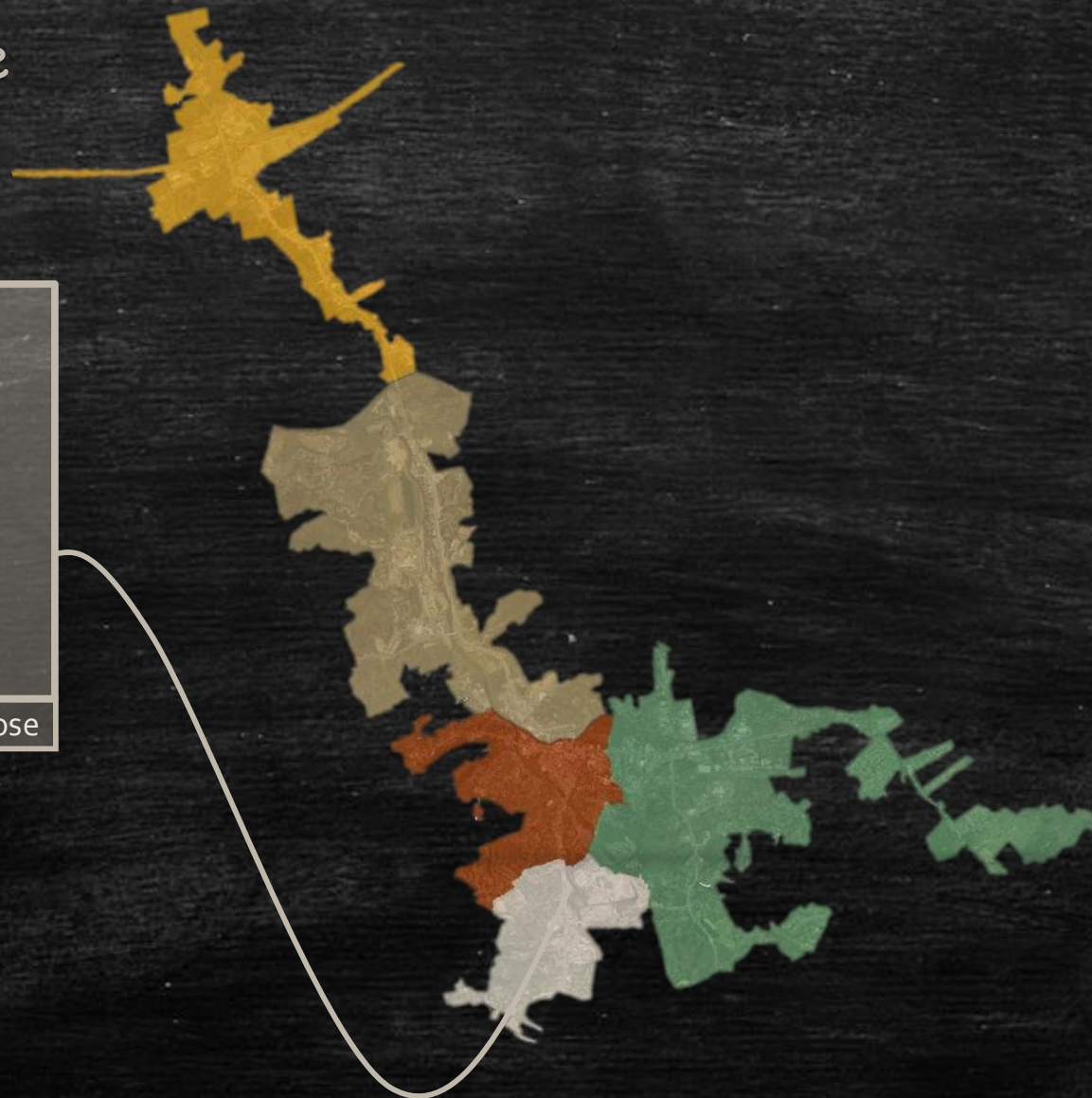
Quarter Comparison: 5.72%

Index: 101.54

Piece of the Pie: 39.20%

Close

-  - Northview
-  - Riverview
-  - Old Town
-  - East Sevierville
-  - South Sevierville



DISTRICT STATISTICS



Old Town

Income: \$342,298,802

Quarter Comparison: -1.32%

Index: 110.55

Piece of the Pie: 16.33%

Close

-  - Northview
-  - Riverview
-  - Old Town
-  - East Sevierville
-  - South Sevierville



DISTRICT STATISTICS



Riverview

Income: \$403,078,025
Quarter Comparison: 12.48%
Index: 112.26
Piece of the Pie: 19.23%

Close

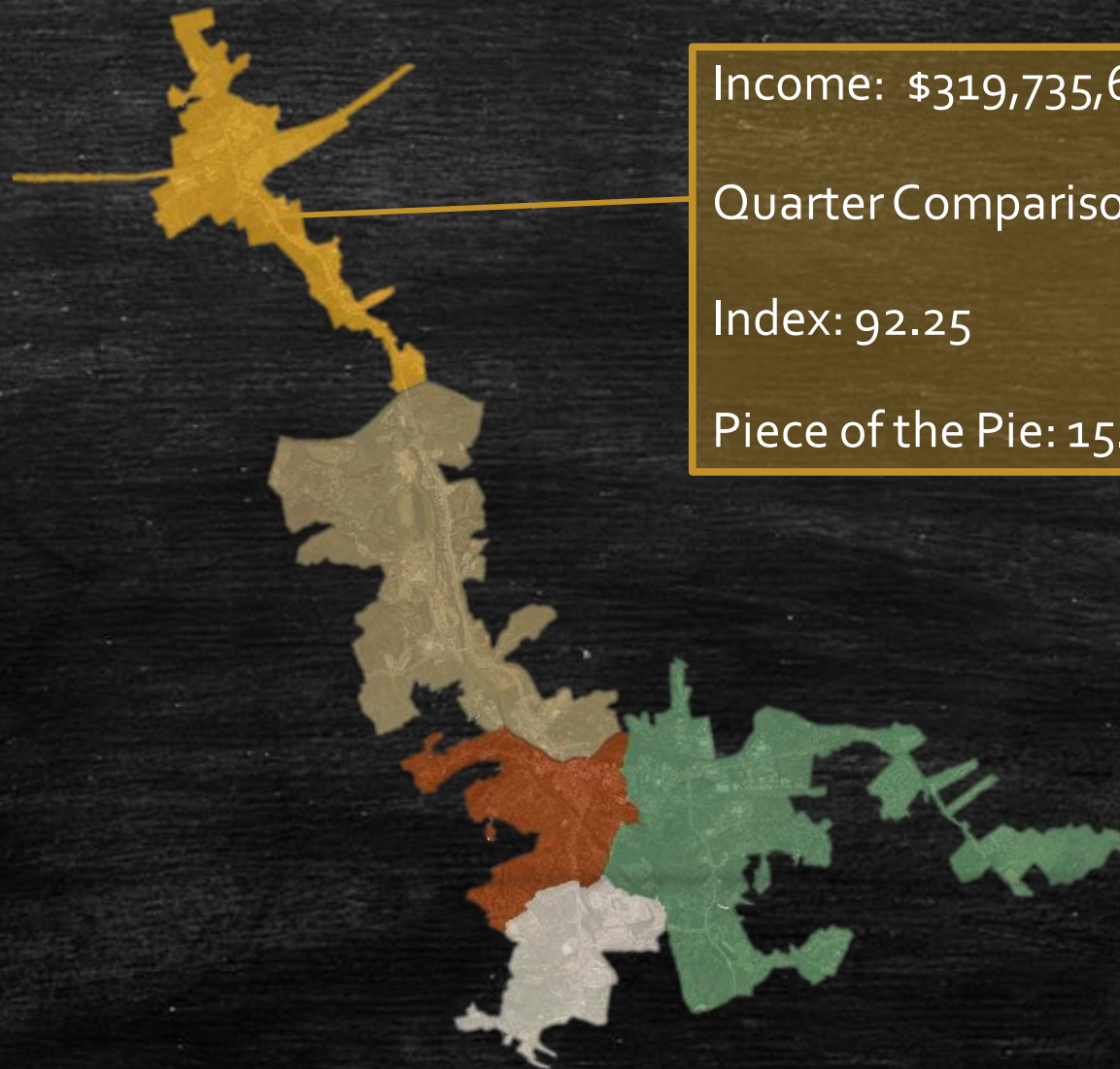
-  - Northview
-  - Riverview
-  - Old Town
-  - East Sevierville
-  - South Sevierville



DISTRICT STATISTICS



Northview



Income: \$319,735,661
Quarter Comparison: 6.07%
Index: 92.25
Piece of the Pie: 15.26%

Close

-  - Northview
-  - Riverview
-  - Old Town
-  - East Sevierville
-  - South Sevierville



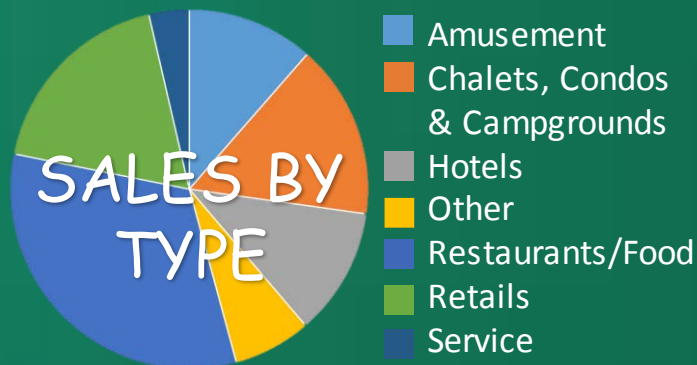
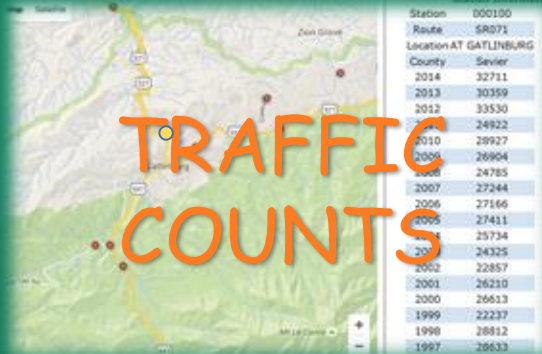
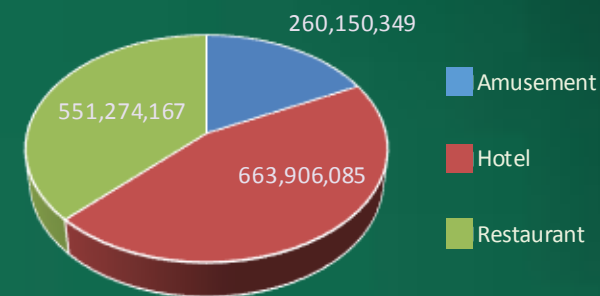
new

- ★ Restaurants
- ★ Hotels
- ★ Specialty Foods
- ★ Wineries

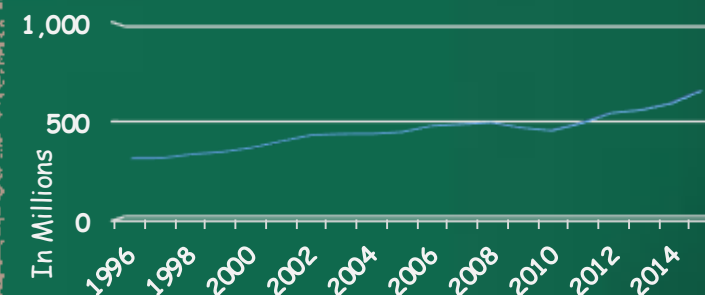
DEMOGRAPHICS

Per Capita Sales.....\$151,158
 Population.....4,158
 Housing Units.....6,308

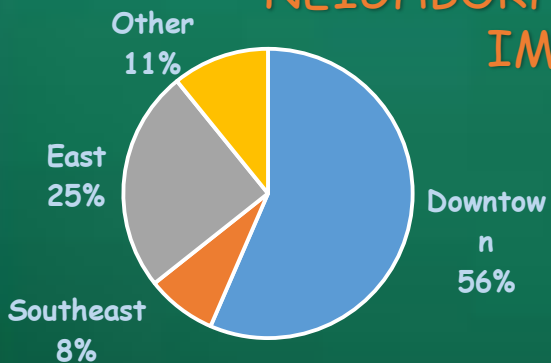
2015 Privilege Taxes



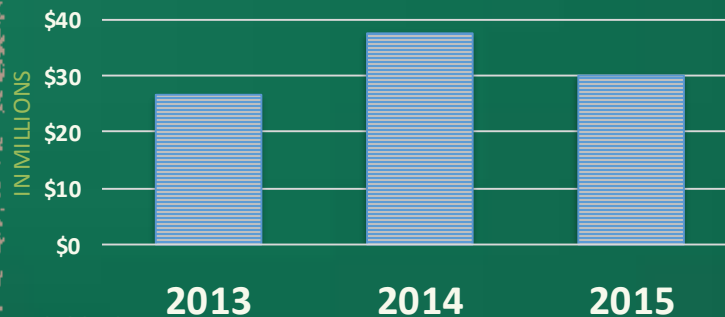
LOCAL SALES TAX



NEIGHBORHOOD IMPACT



Total Investment



6 Year Economic Impact Projection Total



MAJOR DEVELOPMENT



Opened this Year:

- Courtyard by Marriott
- Tennessee Homemade Wines
- Taste of Italy
- Artisan Cheese and More
- Bud's Burger Barn
- Zaxby's

Under Construction or coming soon:

- Anakeesta Village
- Holiday Inns Express
- Smoky Mountain Resorts
- Hampton Inn
- Fairfield Inn & Suites
- Comfort Inn and Suites
- Westgate Resorts Phase 14 & 15

UNDER CONSTRUCTION

QUICK FACTS

2010 Population: 3,944

2014 Population: 4,158 (Est)

2010 Housing Units: 5,825

2014 Housing Units: 6,308

Number of Hotel Rooms: 4,611

Number of Condos: 4,499

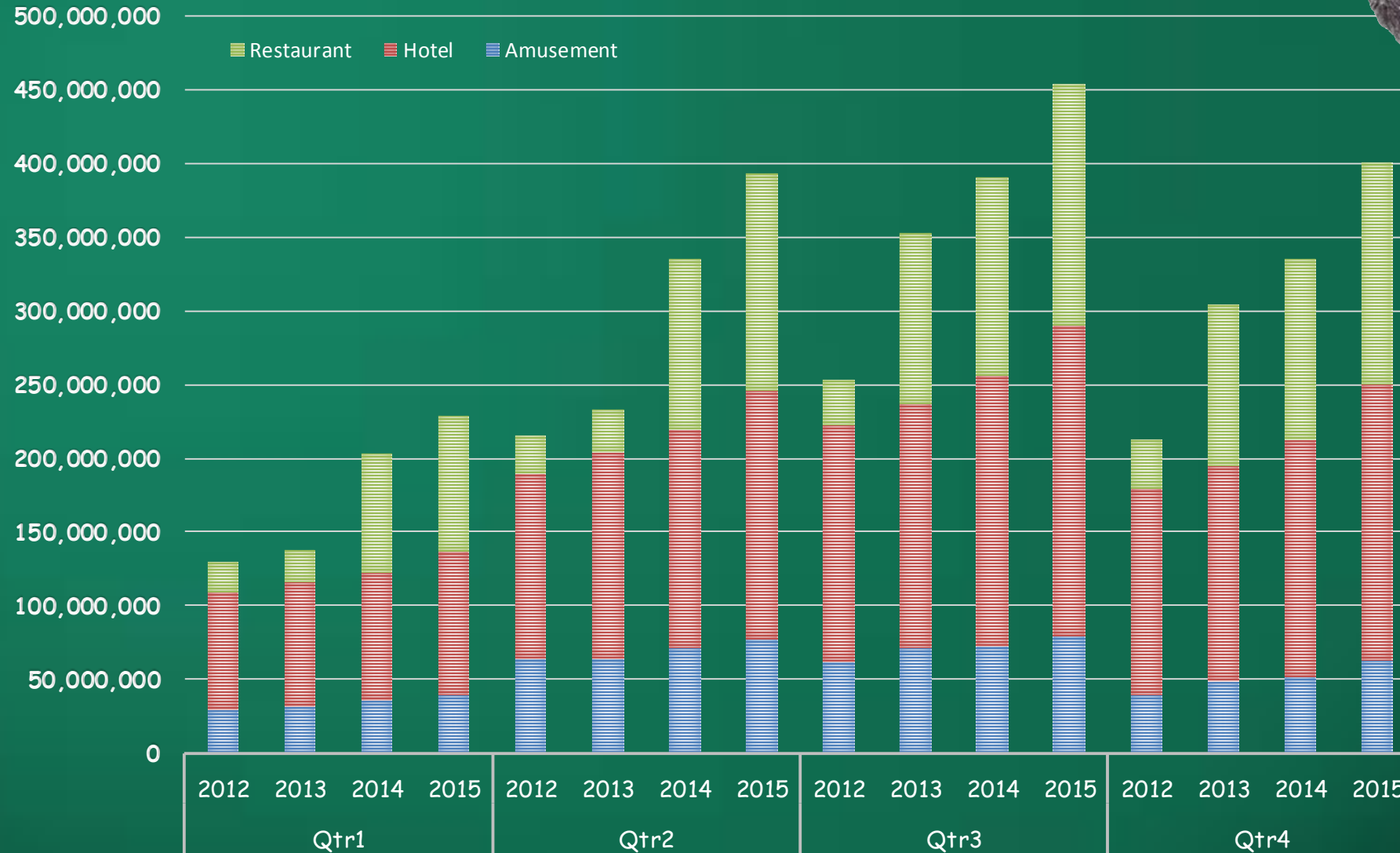


Elevation: 1289 Feet

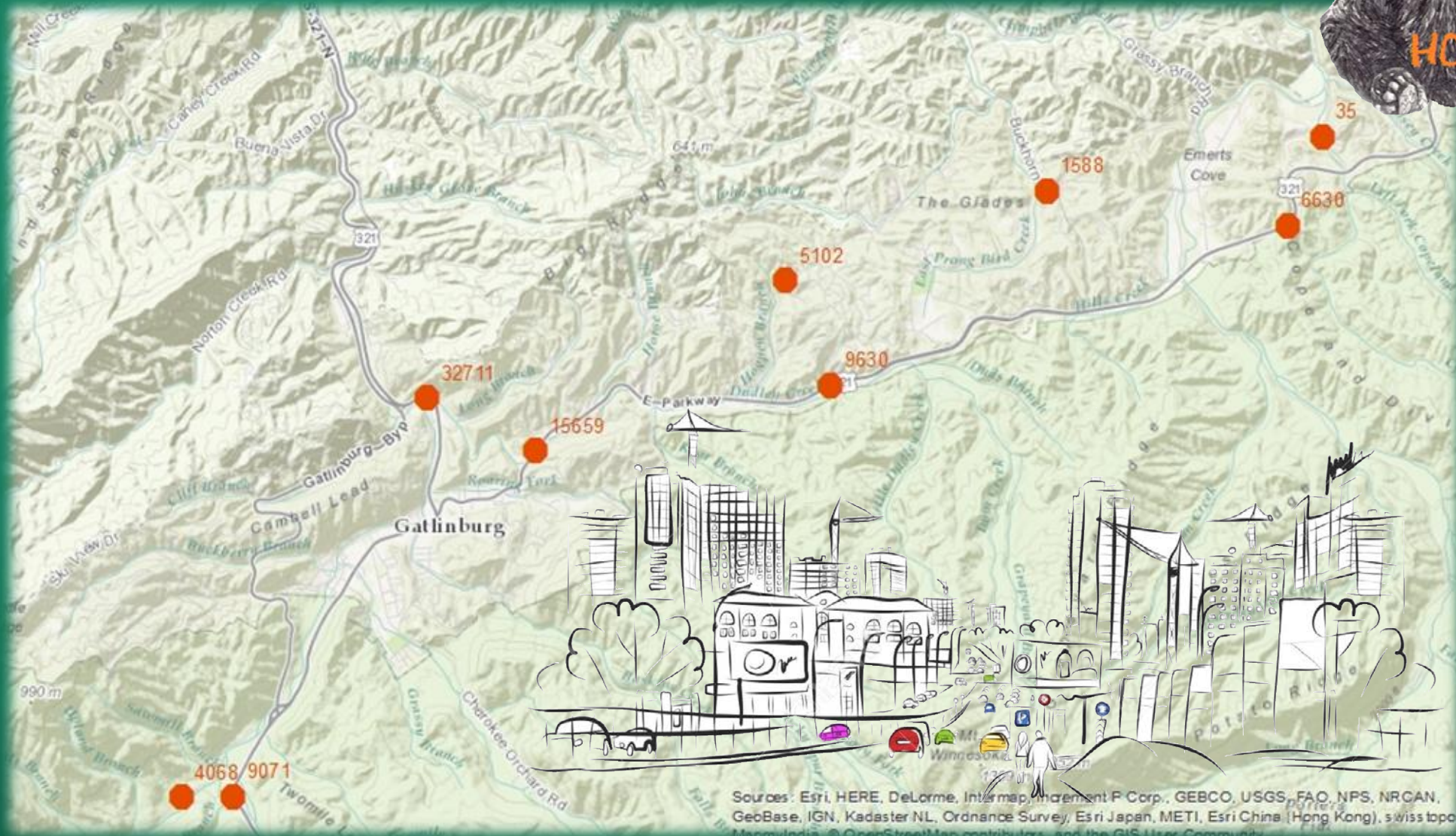
Land area: 10.1 Square Miles



Quarterly Privilege Taxes 2012 - 2015

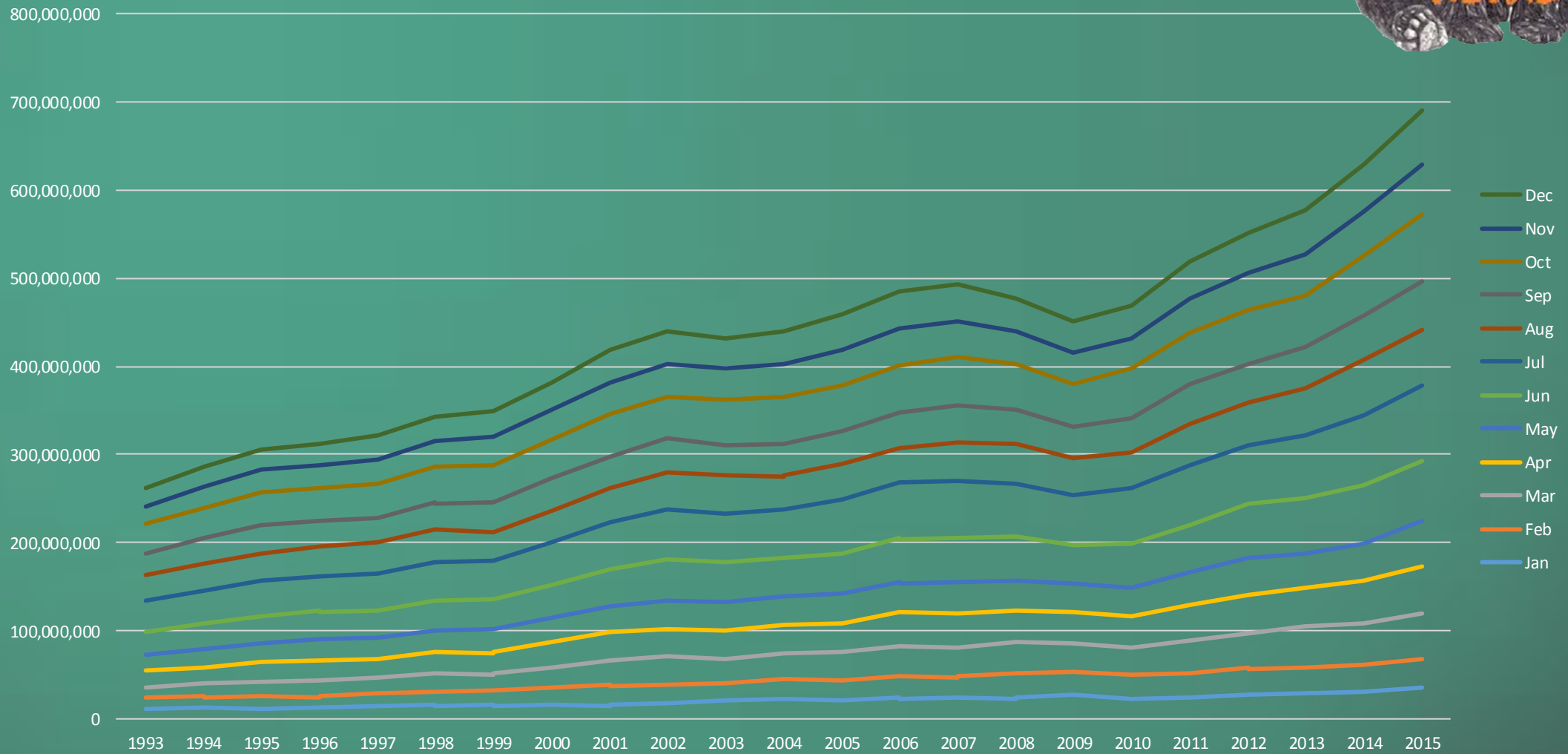


TRAFFIC COUNTS



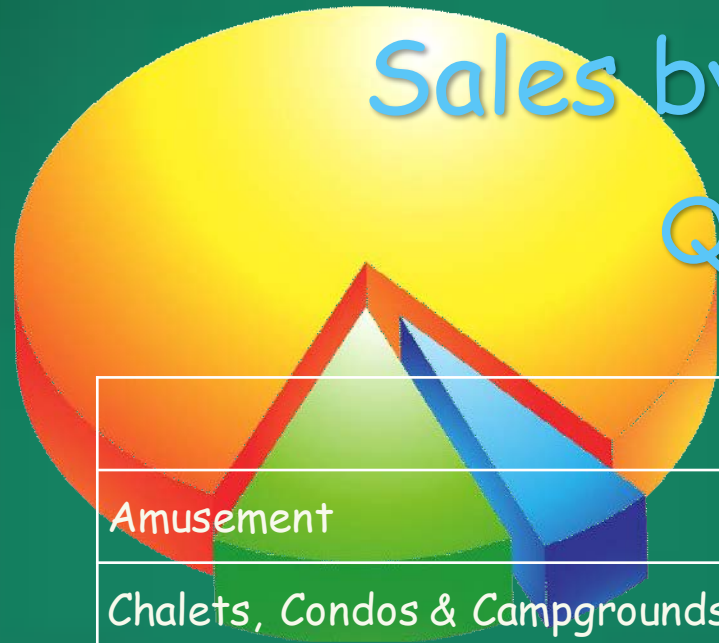
Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swiss topo, Mapbox, Swatch, Bing, OpenStreetMap contributors, and the GIS User Community

Monthly Sales 1993 - 2015



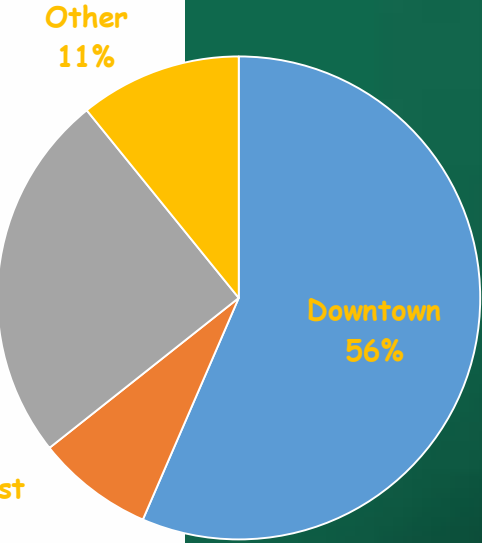
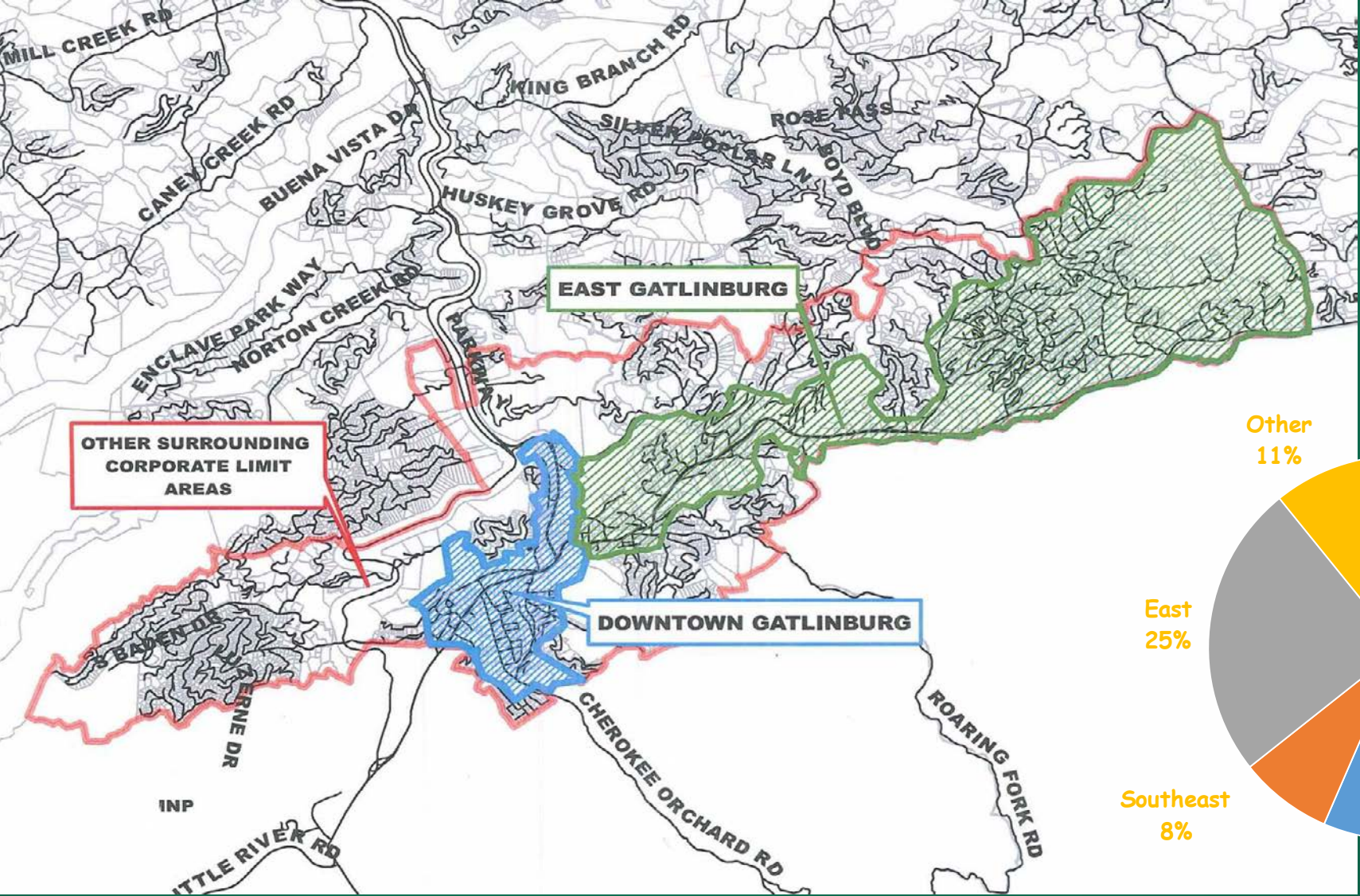
Sales by Type of Business

Quarter 1, 2016

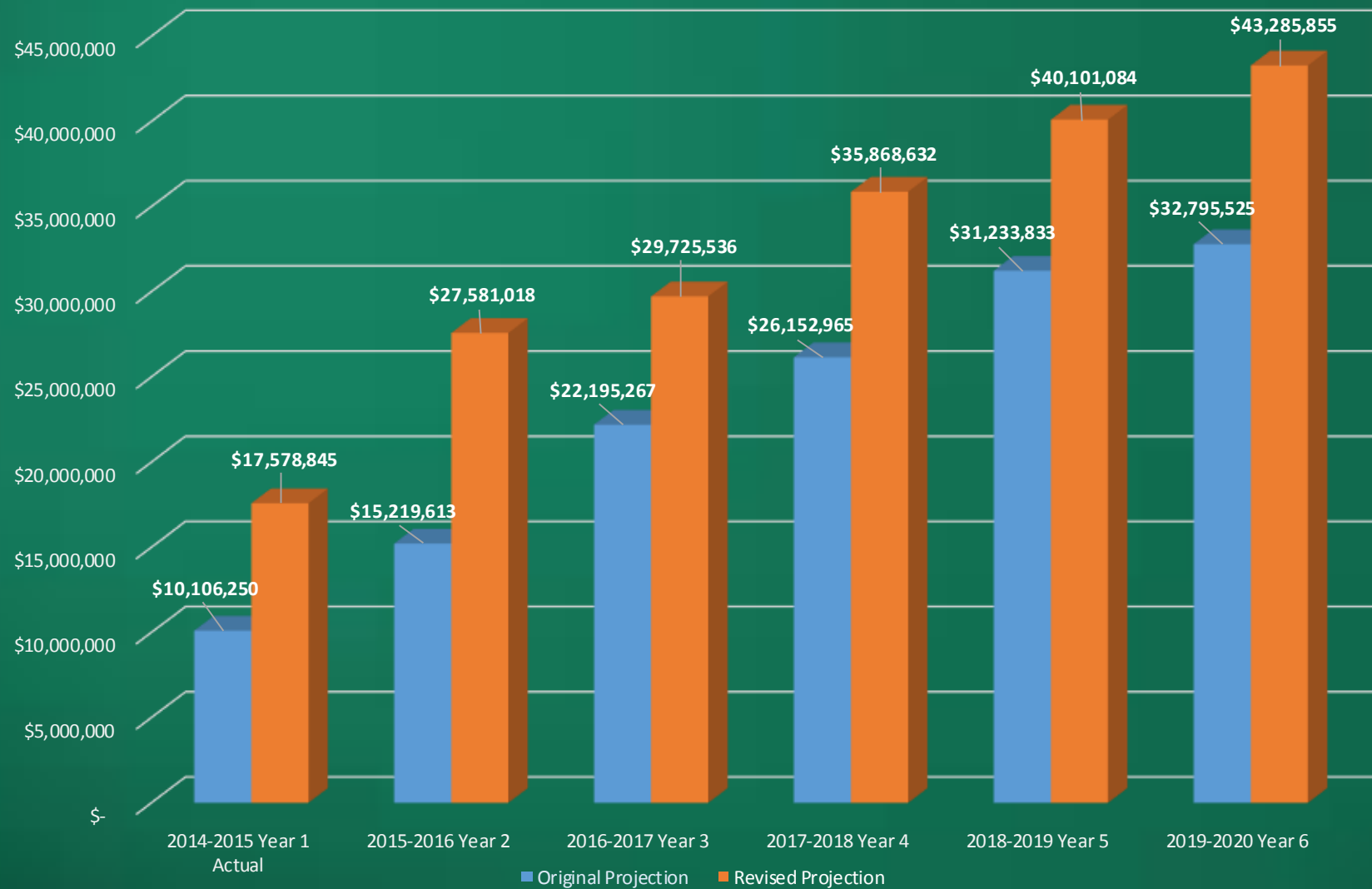


	Number	Quarterly Sales	% of Sales
Amusement	50	10,807,036	7.02%
Chalets, Condos & Campgrounds	288	23,825,365	15.48%
Hotels	288	24,465,634	15.90%
Other	55	8,694,328	5.65%
Restaurants & Food	163	45,869,207	29.81%
Retail	419	35,496,847	23.07%
Service	89	4,713,126	3.06%
Grand Total	1,064	153,871,544	100.00%

Neighborhoods



Rocky Top Sports World ECONOMIC IMPACT



Forecast to Actual... Attendance



- Forecast 38,500
- Actual 46,750
- Variance 9,750
- 25% over forecast
- Small events with high potential for long term growth
- 60,000-70,000 projected for FY2015/16

Attendance FY2014/15 Actuals vs FY2015/16 Currently Projected

