

Welcome to Pigeon Forge!



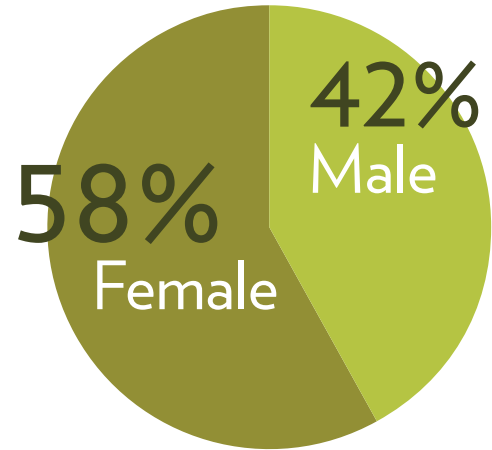
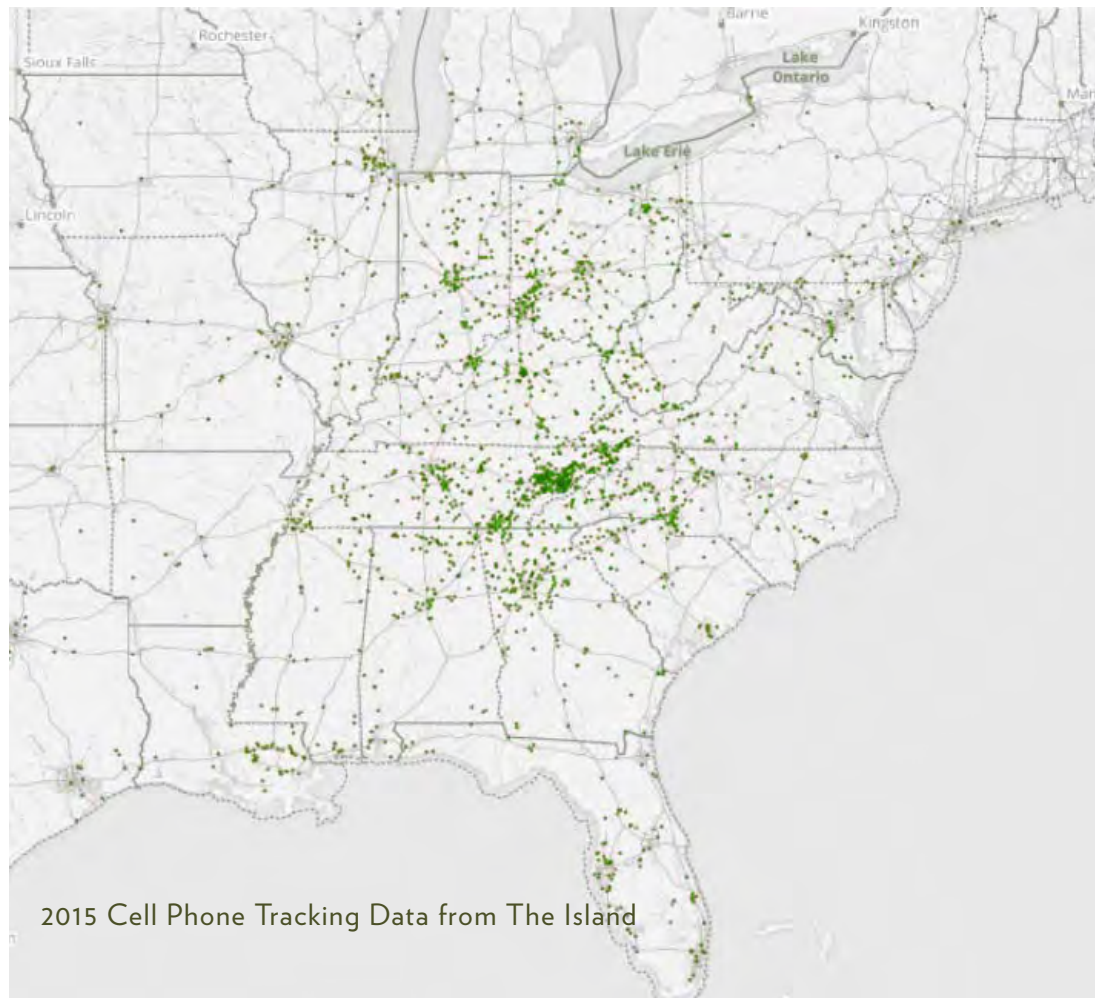
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# Visitor Profile & Market Overview

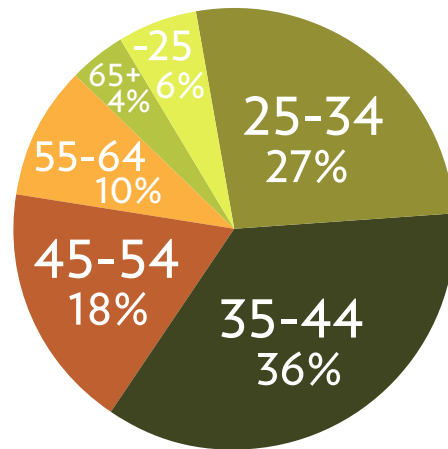
Sevier County:  
Population: 97,638 (2017)  
More than 15 million annual visitors  
Over \$3 billion in annual sales volume

## SEASONAL AVERAGES

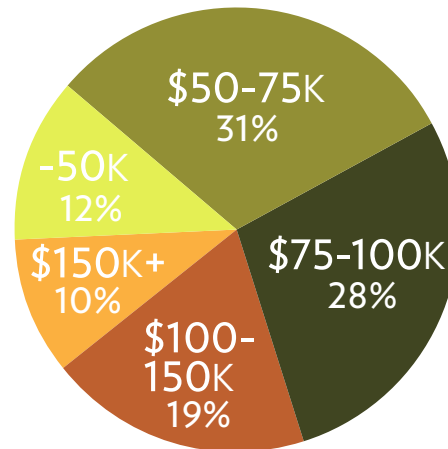
|         | Spending | Party Size | Days Visited |
|---------|----------|------------|--------------|
| Spring  | \$1393   | 3.3        | 3            |
| Summer  | \$1591   | 3.8        | 3.6          |
| Fall    | \$1612   | 3.6        | 3.3          |
| Holiday | \$1237   | 4          | 3            |
| Winter  | \$1007   | 2.9        | 2.5          |



GENDER (DECISION MAKER)



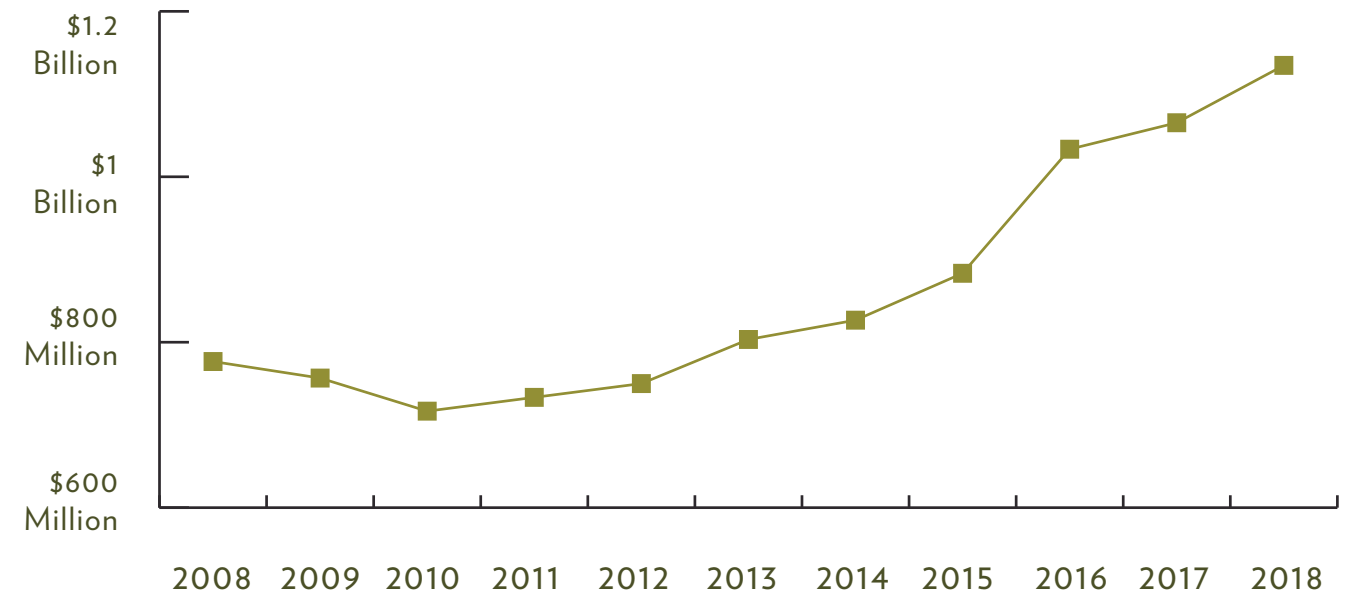
AGE



INCOME

Data Provided by city of Pigeon Forge  
Product Definition and Visitor Intercept  
Studies from 2018- all data specific to  
Pigeon Forge unless noted otherwise

## 10 YEAR HISTORIC REVENUE: PIGEON FORGE



## TOP 10 FEEDER MARKETS

- Nashville, TN
- Atlanta, GA
- Knoxville, TN
- Lexington, KY
- Louisville, KY
- Birmingham, AL
- Chattanooga, TN
- Greenville, SC
- Asheville, NC
- Memphis, TN

## 2018 GROSS REVENUE

|               |                      |
|---------------|----------------------|
| Lodging       | \$368.3 Million      |
| Attractions   | \$264.6 Million      |
| Theaters      | \$81.8 Million       |
| Restaurants   | \$238.9 Million      |
| Retail        | \$136.3 Million      |
| Outlets       | \$40.0 Million       |
| Gas & Grocery | \$147.5 Million      |
| Crafts & Gift | \$76.7 Million       |
| Other         | \$48.1 Million       |
| <b>TOTAL</b>  | <b>\$1.4 Billion</b> |

## 2018 REVENUE BY MONTH



# Retail

Pigeon Forge ranks in the 99th percentile nationally for both overall sales and the number of transactions.



[Data Provided by 2016 Mastercard Retail Insights]



\*Companies have two stores in the market

# Restaurants



\$5.2 Million  
in sales



250,000+  
annual guests



\$15 Million  
in sales



\$7.1 Million  
in sales



2018 REVENUE BY MONTH



In 2018, restaurant revenue was over \$238.9 Million which was a 9% increase from 2017.



600,000+  
annual guests

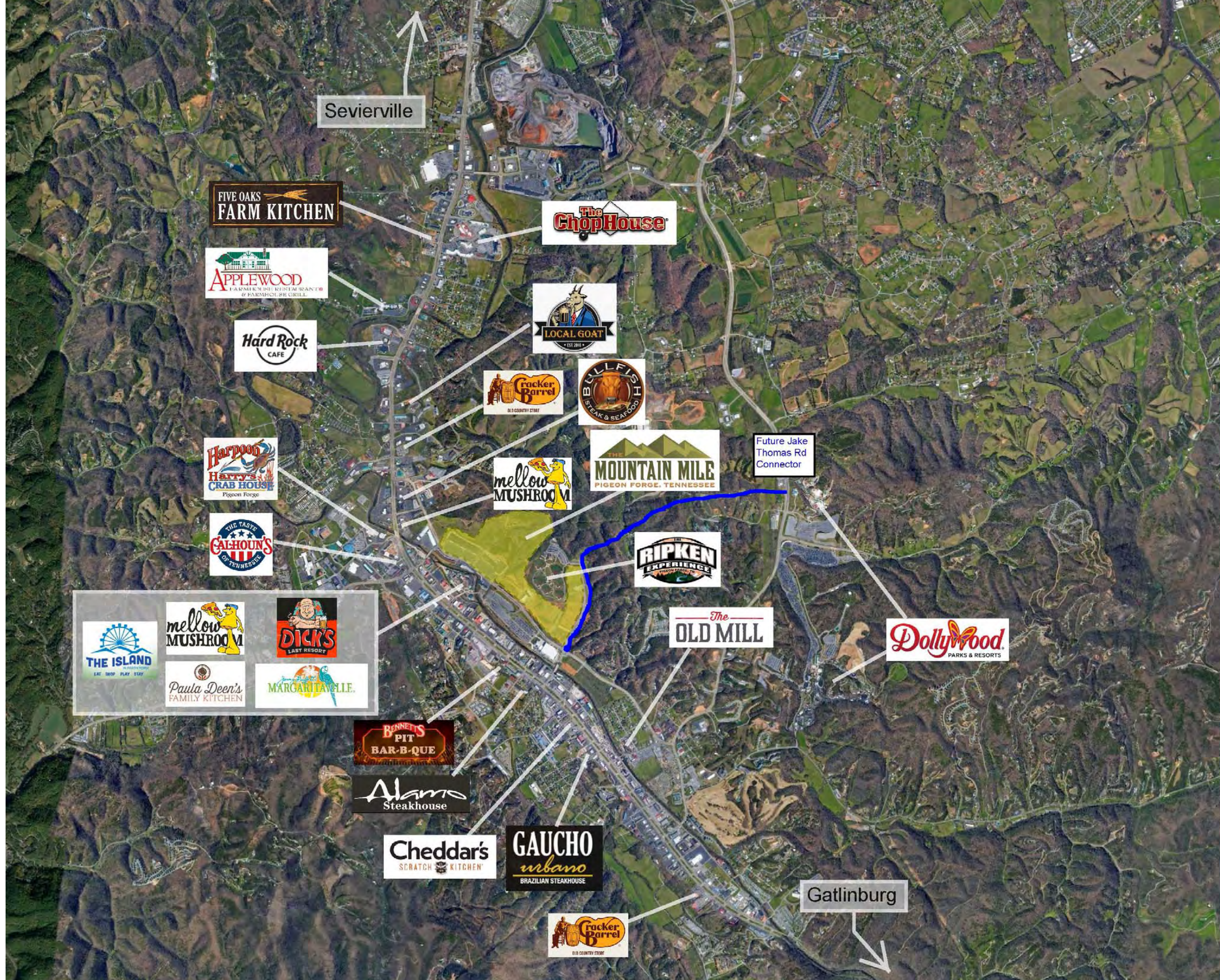


\$25k in  
daily sales



400,000+  
annual guests

# Restaurants



# Attractions

Dollywood is the #1 ticketed attraction in Tennessee and has over 2.5 Million annual visitors!



Dollywood | Amusement Park



Dolly Parton's Stampede | Dinner Theater



Dollywood's Splash Country | Water Park



Wilderness at the Smokies | Resort & Water Park



Ober Gatlinburg | Ski Resort & Year-round Amusement Park with Scenic Tramway



In 2018, revenue from Attractions grew to over \$260 Million with Theaters adding almost \$82 Million in revenue.

Attractions and Theaters account for 27% of Pigeon Forge's annual revenue.



Titanic Museum

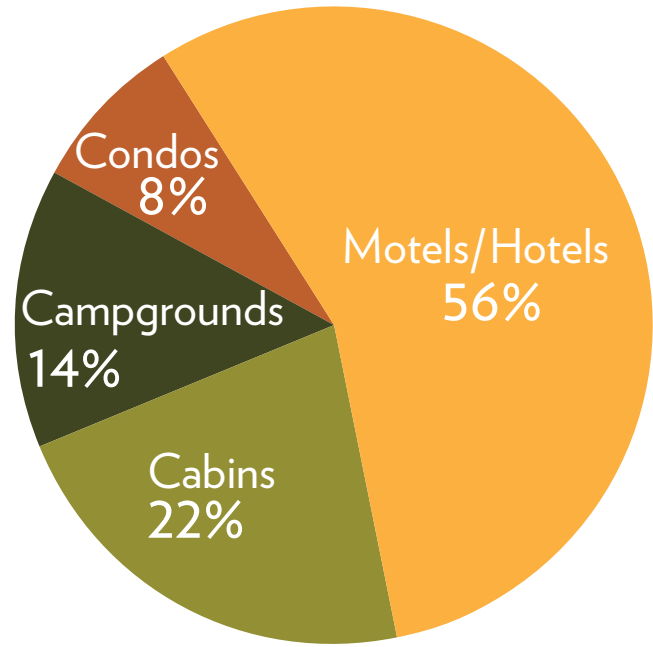


Ripley's Aquarium of the Smokies

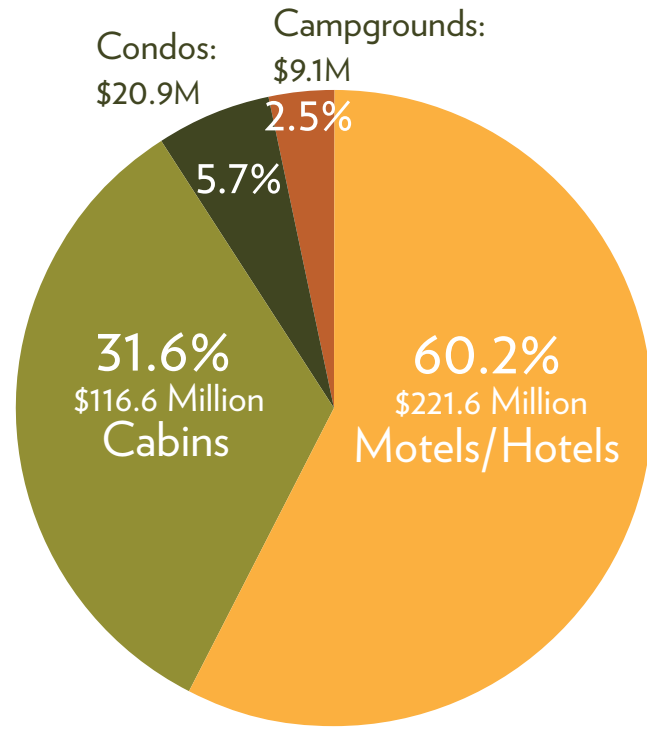


The Island during Winterfest

# Lodging



2018 UNIT MAKE-UP



2018 REVENUE

SEVIER COUNTY UNIT COUNT: +32,400  
 PIGEON FORGE UNIT COUNT: +15,000

[ Lodging accounts for 26% of Pigeon Forge's annual revenue ]



# Project Overview

Over 170 Acres

Located in the Heart of Pigeon Forge

Over 1 Mile of Road Frontage

Over 1 Million Square Feet of Restaurant, Retail & Entertainment Space

Home to The Tower Shops, The Mountain Monster & The Mountain Mile Adventure Park

Close to Popular Pigeon Forge Destinations Dollywood and The Island





# THE "MOUNTAIN MILE" — PIGEON FORGE, TN

| LODGING OVERVIEW |            |
|------------------|------------|
| PIGEON FORGE     | 2018 UNITS |
| HOTELS/MOTELS    | 8,663      |
| CABINS/CHALETs   | 2,782      |
| CONDOS           | 1,098      |
| CAMPGROUNDS      | 2,049      |
| TOTAL UNITS      | 14,592     |
|                  |            |
| GATLINBURG       |            |
| HOTELS/MOTELS    | 5,730      |
| CABINS/CHALETs   | 3,500 est  |
| CONDOS           | 3,200 est  |
| CAMPGROUNDS      | 167        |
| TOTAL UNITS      | 12,597     |
|                  |            |
| SEVIERVILLE      |            |
| HOTELS/MOTELS    | 3,438      |
| CABINS/CHALETs   | 504        |
| CAMPGROUNDS      | 810        |
| TOTAL UNITS      | 4,752      |
| OVERALL          | 31,470     |

**"THE TOWER SHOPS" — 150,000+ sq. ft. FESTIVAL RETAIL EXPERIENCE**

**THE TOWER SHOPS**  
AT THE MOUNTAIN MILE  
PIGEON FORGE • TENNESSEE

**MOUNTAIN MONSTER**  
PIGEON FORGE • TENNESSEE

**PIGEON FORGE • TENNESSEE**  
**THE MOUNTAIN MILE**  
ADVENTURE PARK

**71+ ACRES AVAILABLE**

**CAL RIPKEN BASEBALL**  
\$22.5 million baseball complex  
Now Open  
100,000+ annual attendance

**153,000+ sq. ft.**

**150,000+ sq. ft.**

**52,000+ sq. ft.**

**300,000+ sq. ft. retail, restaurant, hotel, & entertainment complex with 80+ tenants**

**LeCONTE CENTER**  
AT PIGEON FORGE  
\$45 million  
232,000 sq. ft. convention center  
Over 300,000 annual attendees

**Residence INN BY MARRIOTT**

**tru**

**HOME2 SUITES BY HILTON**

**THE ISLAND IN PIGEON FORGE**  
300,000+ sq. ft. retail, restaurant, hotel, & entertainment complex with 80+ tenants

**1,000+ SPACES**

**TEASTER LANE — 21,000 ADT**

**PARKWAY — 45,000 ADT**

**WEAVERS VALLEY RD — 22,000 ADT**

**JAKE THOMAS BLVD (2020 est. completion)**

**25,000+ ADT (expected)**

**PROPOSED**

**APPROVED**

**EXISTING**

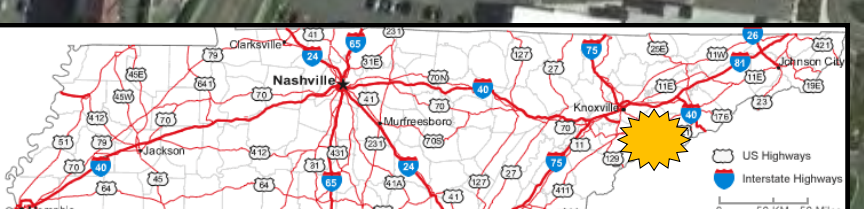
**TRAFFIC SIGNALS**

**PEDESTRIAN TUNNEL**

**PUBLIC/CONVENTION CENTER PARKING**

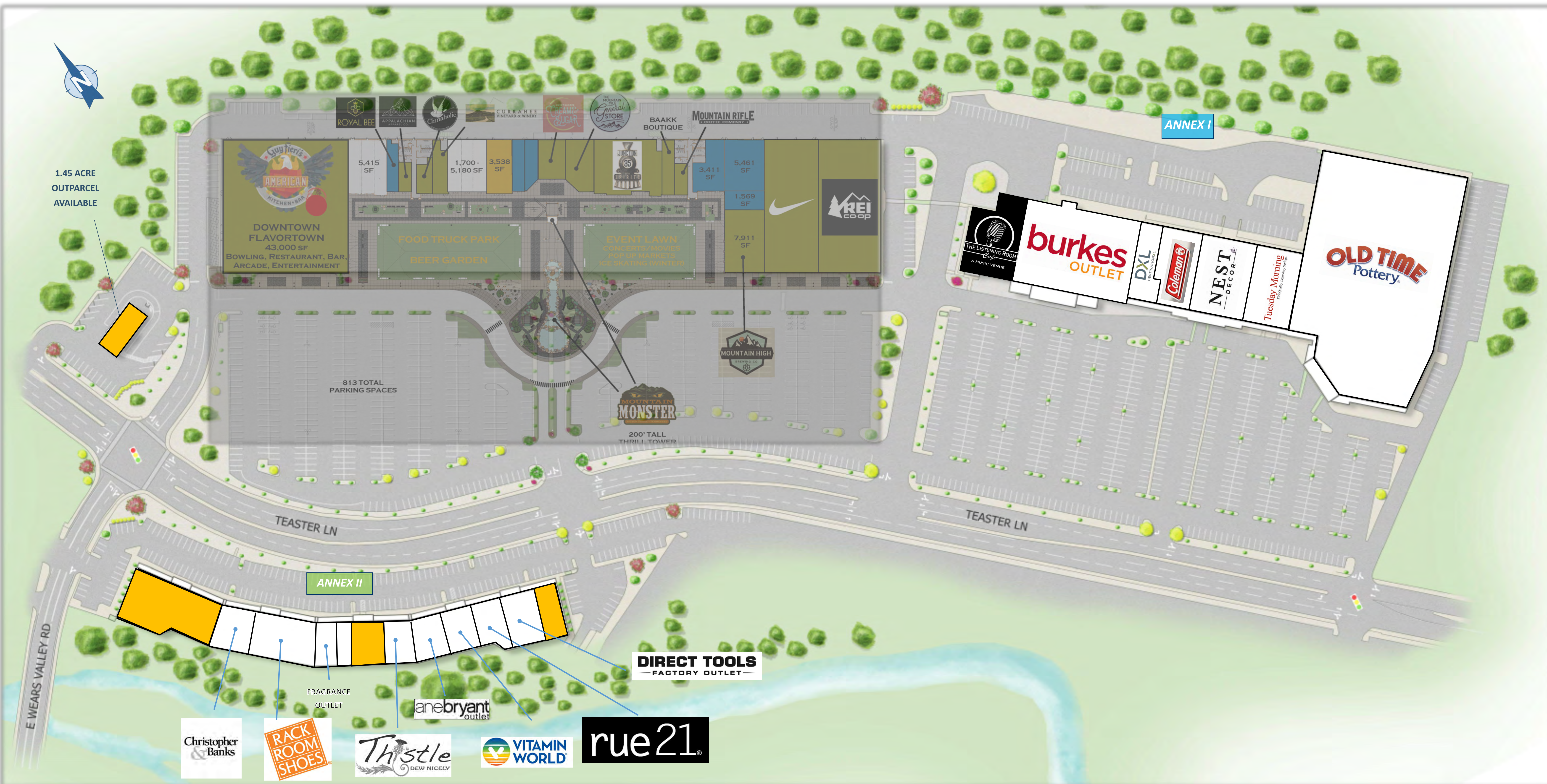
## THE MOUNTAIN MILE PIGEON FORGE, TENNESSEE

**FOR PROJECT INFO PLEASE CONTACT:**  
Dixon Greenwood, CCIM 865-585-2307  
Tim Zitzman 865-804-4131



**OVERALL PROJECT STATS**  
174+ ACRES TOTAL LAND AREA  
1+ MILE OF FRONTAGE ON TEASTER LN  
1,000,000+ Sq. Ft. of Retail & Restaurants  
15+ MILLION ANNUAL VISITORS

# MOUNTAIN MILE (TOWER SHOPS) – PIGEON FORGE, TENNESSEE



| TOWER SHOPS   | ANNEX I  | ANNEX II   |
|---|--|--|
| <p><b>*OPEN-AIR FESTIVAL RETAIL WITH 200' DROP TOWER ATTRACTION</b></p> <p>THE REDEVELOPMENT WILL FOCUS ON "DE-MALLING" THIS PORTION OF THE PROPERTY, WHICH WILL ALLOW FOR MULTIPLE BIG-BOX STOREFRONTS/RESTAURANTS/SPECIALTY RETAIL &amp; ATTRACTIONS.</p> | <p>OLD TIME POTTERY 85,473 sq. ft.</p> <p>TUESDAY MORNING 10,891 sq. ft.</p> <p>BURLINGTON BRANDS 7,919 sq. ft.</p> <p>DESTINATION XL 5,325 sq. ft.</p> <p>COLEMAN 7,825 sq. ft.</p> <p>BURKES OUTLET 24,670 sq. ft.</p> <p>THE LISTENING ROOM 9,867 sq. ft.</p> | <p>AVAILABLE 2,550 sq. ft.</p> <p>DIRECT TOOLS 5,100 sq. ft.</p> <p>rue21 5,237 sq. ft.</p> <p>VITAMIN WORLD 1,400 sq. ft.</p> <p>LANE BRYANT 4,389 sq. ft.</p> <p>THISTLE DEW NICELY 3,627 sq. ft.</p> <p>AVAILABLE 3,920 sq. ft.</p> <p>BIG ASS DIESEL 1,680 sq. ft.</p> <p>FRAGRANCE OUTLET 1,807 sq. ft.</p> <p>RACK ROOM SHOES 7,827 sq. ft.</p> <p>CHRISTOPHER &amp; BANKS 4,812 sq. ft.</p> <p>AVAILABLE 10,227 sq. ft.</p> |
| TOTAL GLA: 141,027 sq. ft.  | TOTAL GLA: 152,134 sq. ft.   | TOTAL GLA: 52,626 sq. ft.  |



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# THE TOWER SHOPS

PIGEON FORGE • TENNESSEE

140,000+ Square Feet of Retail,  
Restaurant, Attraction and  
Entertainment space!

Event Lawn for Festivals,  
Ice Skating, Concerts  
& Movie Nights

Food Truck Park  
& Pop-up Retail

OPENING 2019!





# REI at The Mountain Mile



RENDERING VIEW



FRONT ELEVATION

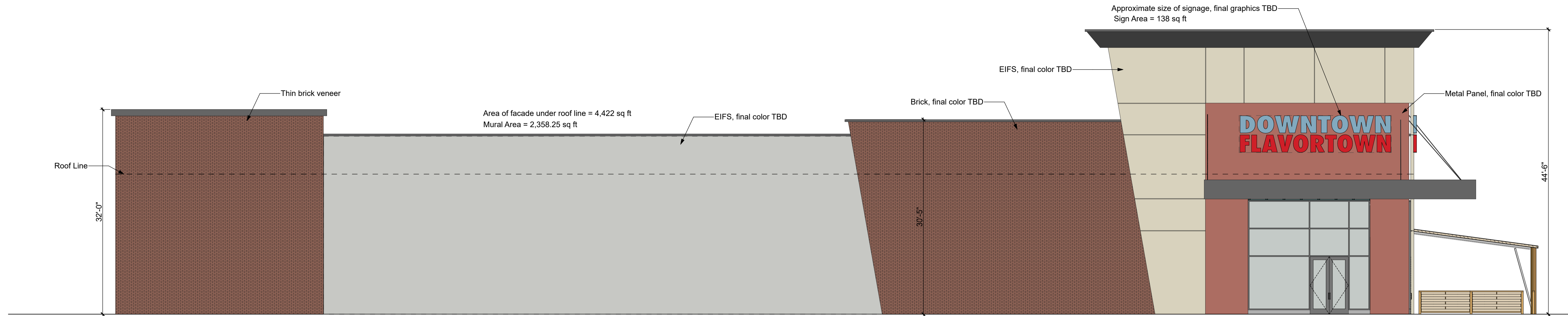
SIDE ELEVATION

CORTEN METAL  
PANEL VENEER

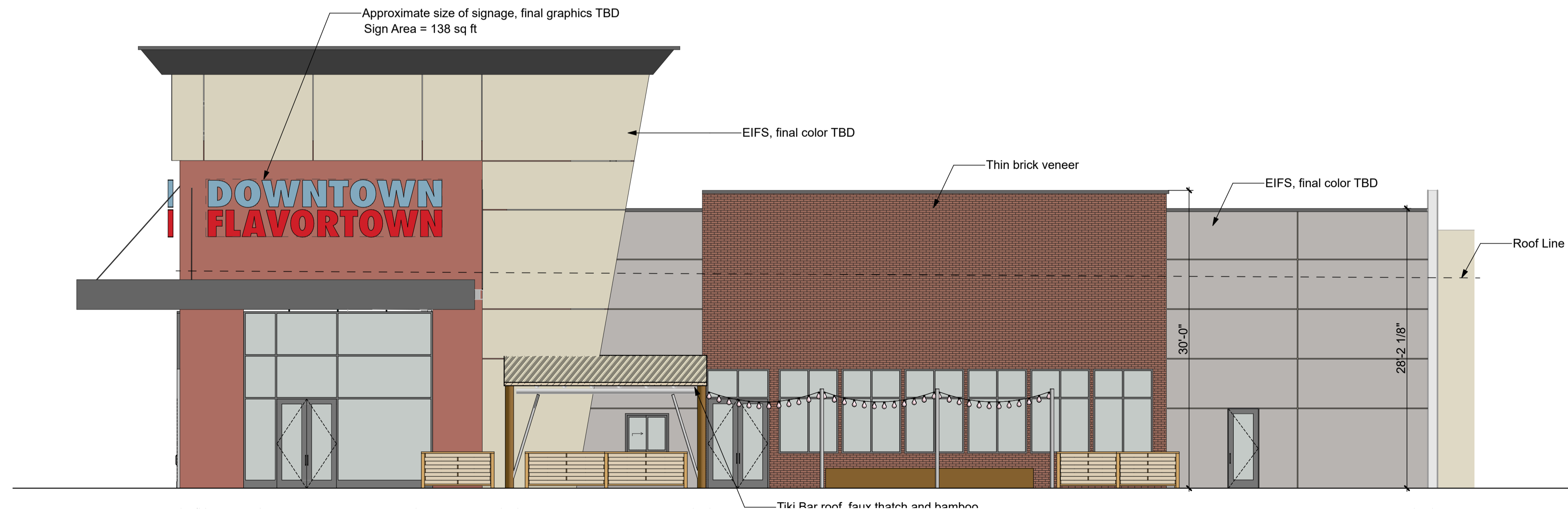
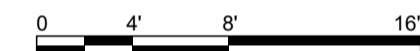
THIN STONE BLOCK  
VENEER, "LIMESTONE"  
BY ARRISCRAFT



PROPOSED ELEVATION



1 South Elevation - Color  
 A2.02 SCALE: 1/8" = 1'-0"



2 East Elevation - Color  
 A2.02 SCALE: 1/8" = 1'-0"





3D FLOOR PLAN  
ARTWORK FOR CONCEPTUAL PURPOSES ONLY.







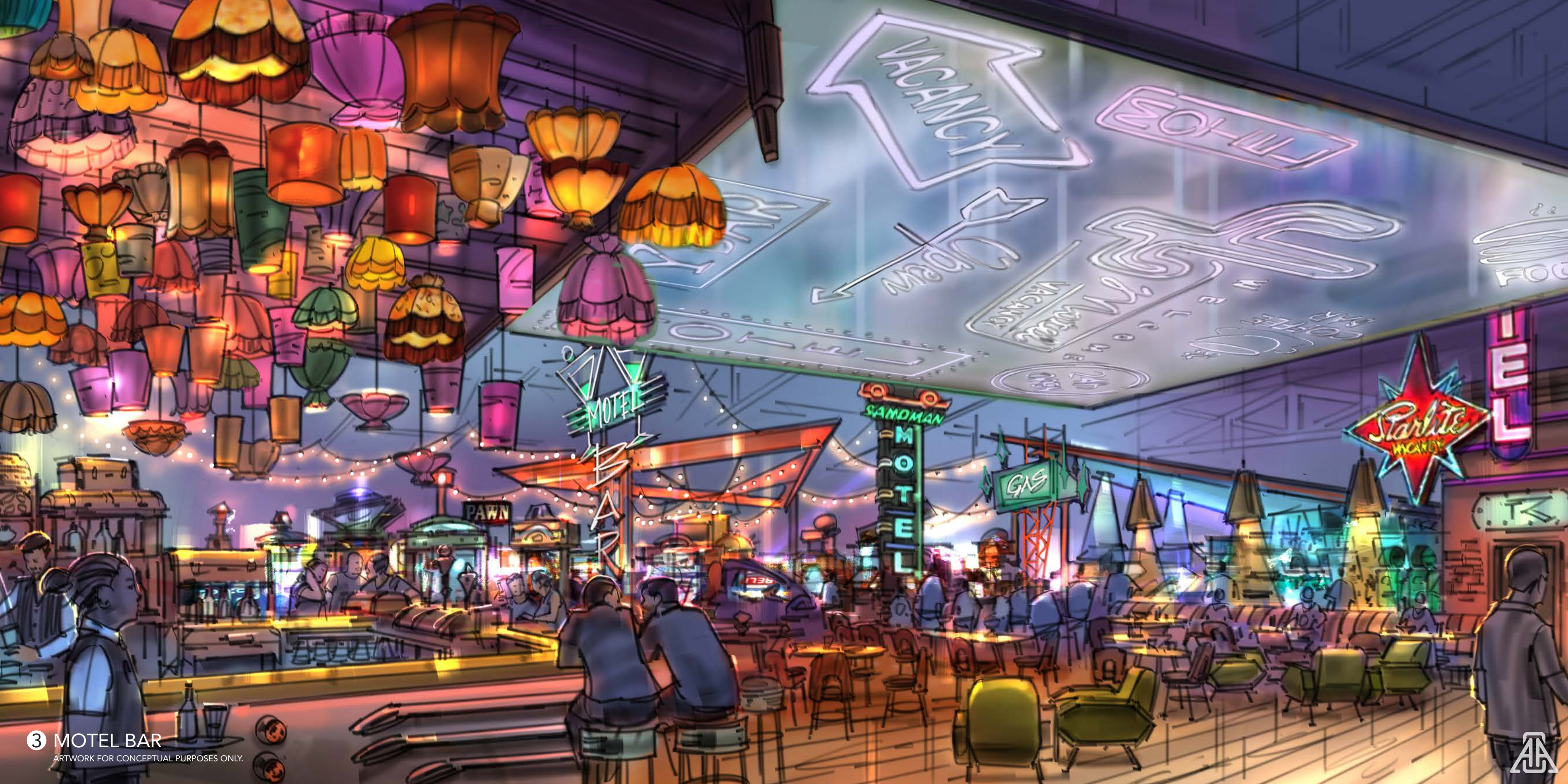
1 MAIN ENTRANCE  
ARTWORK FOR CONCEPTUAL PURPOSES ONLY.





2 RESTAURANT VIEW (FROM INSIDE TIKI BAR)  
ARTWORK FOR CONCEPTUAL PURPOSES ONLY.





3 MOTEL BAR  
ARTWORK FOR CONCEPTUAL PURPOSES ONLY.





4 GROUP BOWLING  
ARTWORK FOR CONCEPTUAL PURPOSES ONLY.



Meet the  
**Mountain Monster:**

200 Foot Tall Thrill Ride!  
Beacon for the Tower Shops  
The First of its Kind!

Triple Ride Adventure  
Drop Tower - Saddle Sling  
Dive Ride Swing

Designed & Operated by Nationally  
Renowned Attractions Inventor  
Stan Checketts: [www.soaringeagle-inc.com](http://www.soaringeagle-inc.com)

Over 100,000 riders expected annually





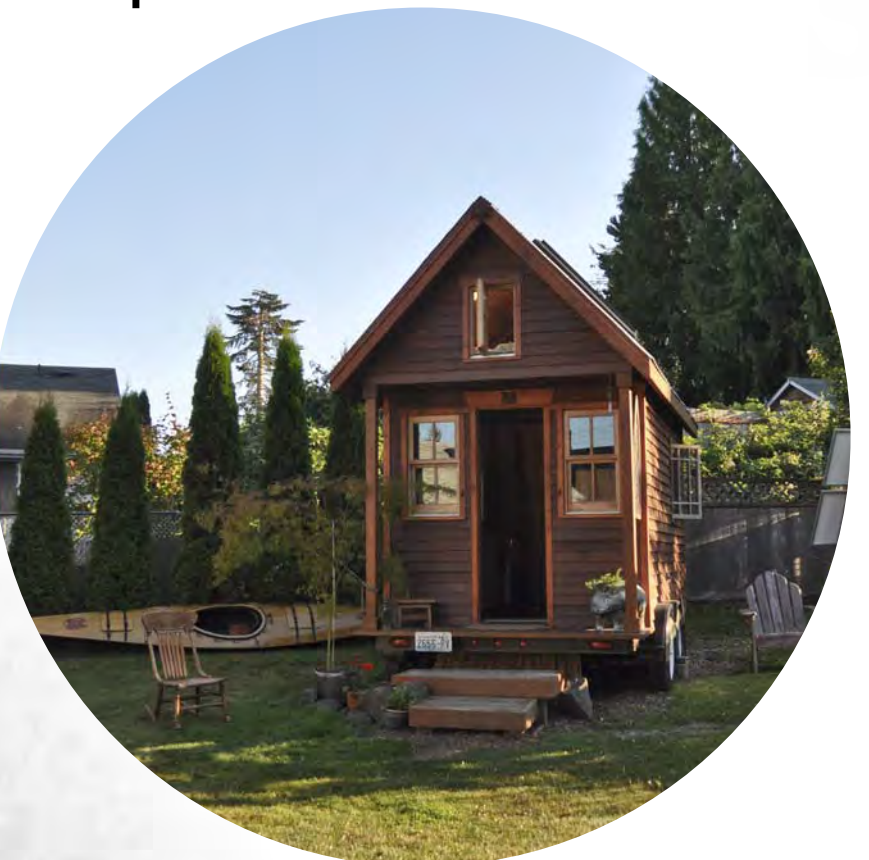
Mountain bike trails



Glamping Sites



Tent Camp Sites



Park Model Homes



Vintage Luxury Rv's



Luxury Eco Domes



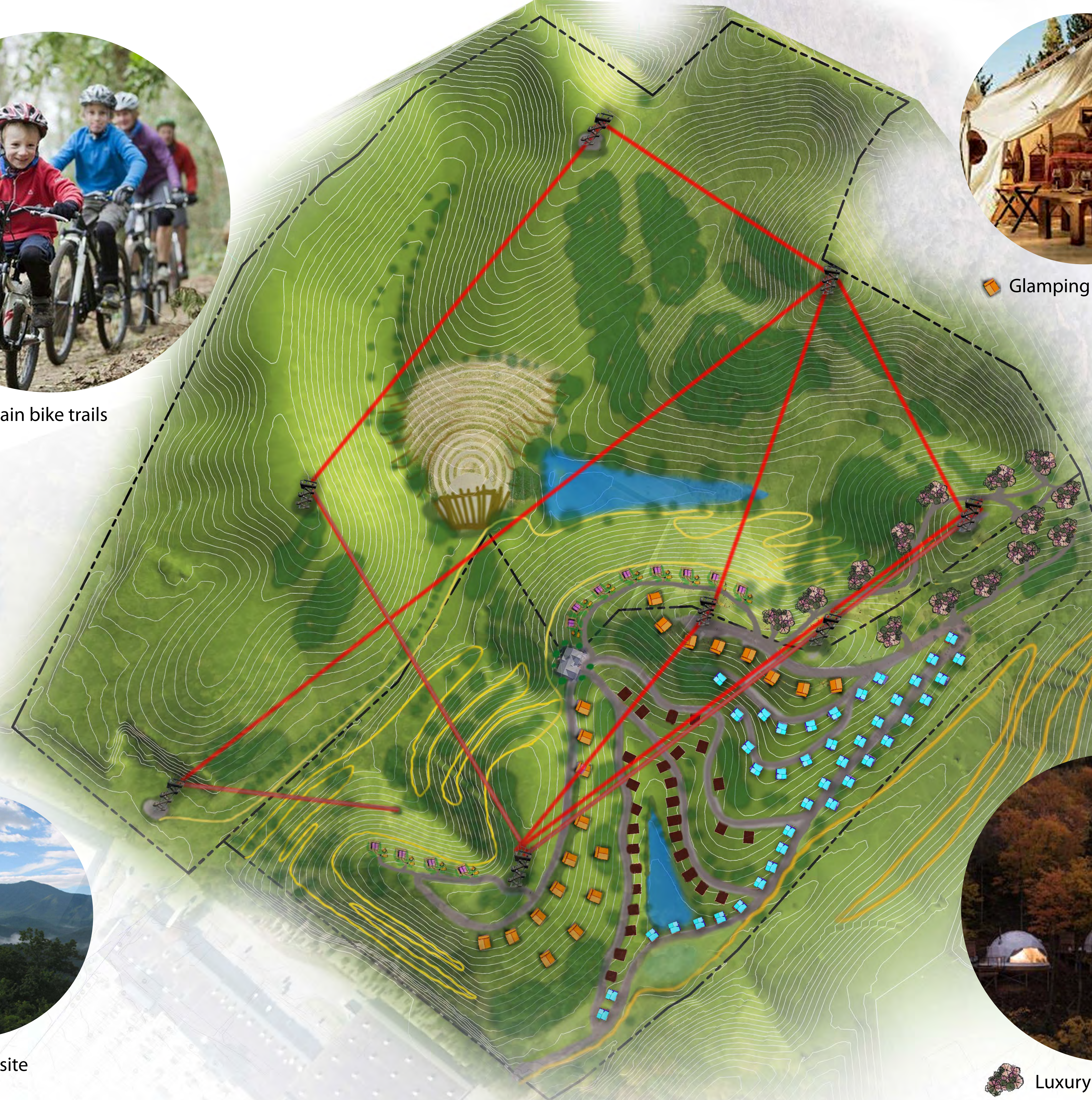
Festival grounds and stage



Zip Tower and Climbing Wall



Views from site



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