

CENTRAL LOUISIANA ECONOMIC DASHBOARD



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College of

Business

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January 2025

KEY FINDINGS

January 2025

EMPLOYMENT

- Employment for the Alexandria MSA in November stood at 60,001, up from 59,804 a month earlier. Alexandria's employment level was 2,207 below a year ago. The low point for 2024 was 59,755 in January. Employment in Natchitoches in November was 16,165, down from 16,226 a month earlier and 576 below a year ago.
- The unemployment rate in the Alexandria MSA fell to 4.1% in November from 4.4% in October, and was below the state's unemployment rate of 4.3% for the month. Among metro areas, Baton Rouge had the lowest unemployment rate in the state at 3.8%. Houma-Thibodaux and Lake Charles followed at 3.9% and 4.1%, respectively, with Alexandria's rate at 4.2%. For the 11-parish region of central Louisiana, the unemployment rate for November was 4.7%, down from 4.9% a month earlier.
- Initial unemployment claims were relatively unchanged at year end, but continued unemployment claims rose 8% in December. Relatively few Louisianians filed for initial and continued claims last year. Initial claims averaged 1,698 a month in 2024 compared to 1,845 in 2023. Continued claims in 2024 were 12,221 a month compared to 12,853 in 2023.
- According to the BLS, quits during the 12 months ending in November averaged 51,000 per month, while layoffs and discharges averaged 26,000 per month. During the 12 months ending in November, there were an average of 84,000 new hires per month in the state and 82,000 separations. These averages include workers who may have been hired and separated more than once during the year.
- This month's publication also includes an occupational profile of the Alexandria MSA, showing median earnings of \$38,129 for all occupations in 2024. Job postings averaged 700/month in 2024 with 936 employers seeking new hires.

KEY FINDINGS

January 2025

CONSUMER SPENDING

- Eight of the eleven reporting local tax jurisdictions saw an increase in sales tax revenue collected in December, which reflects sales activity in November. Sales tax revenue collected in Rapides Parish was unchanged in December compared to November, but it was up 5% for the year. Alexandria and Pineville reported annual increases of 5% and 4%, respectively. Natchitoches had a 3% decline in sales tax revenue for the year.
- Vehicle sales tax collections for December and the year were mixed. In December, Natchitoches, St. Landry, and Rapides Parishes reported decreases of 26%, 20%, and 14%, respectively, in vehicle sales tax collections. Avoyelles and Evangeline both reported monthly increases. However, vehicle sales tax collections were down in five of the six parishes, with Avoyelles reporting the only yearly increase.
- Online sales tax collections in Louisiana were relatively unchanged in December at \$65 million, reflecting sales activity from November. However, this figure is up 8% from a year ago. Online sales tax collections in central Louisiana accelerated in December with an 11% increase over November and a 48% increase over December 2023. For the year, online sales in CenLA are up 52% over 2023. All parishes saw double-digit increases in online sales tax revenue, ranging from 32% to 60%. Rapides and Natchitoches had increases of 58% and 56%, respectively.

KEY FINDINGS

January 2025

HOUSING

- The 30-year fixed mortgage rate was 6.85% on December 26, while the 15-year rate was 6.0%. High mortgage rates continue to impact Louisiana. In December 2024, Louisiana ranked highest in non-current mortgage loans at 8.1%, followed by Mississippi at 8.0% and Alabama at 5.7%. This represents a 9.2% increase from a year ago. The national average is 3.7%.
- Active listings for single-family homes in December were down 3% year-over-year in Alexandria and Natchitoches, while Leesville and Opelousas had increases of 11% and 6%, respectively. Median days on the market were up significantly year-over-year in all four metro areas, with Leesville reporting the largest increase at 54%, while Alexandria had a 20% increase. Only Alexandria saw an increase in the median listing price for the year, at 3%. Leesville and Opelousas saw median listing price declines of 16% and 15%, respectively. The median listing price per square foot was up 7% in Natchitoches and 6% in Alexandria. In December, homes in Alexandria had an average listing price of \$282,301, up 10% year-over-year.

TRAVEL

- In December 2024, the average retail gasoline price in the Gulf Coast region was \$2.65, up slightly from \$2.61 per gallon in October. Gasoline prices in December were unchanged from a year ago. Hotel occupancy, which is based on hotel occupancy tax revenue, showed annual declines of 9% and 6% in Natchitoches and Vernon, respectively, while Avoyelles and Rapides saw a 3% increase.

NEW BUSINESSES

- New business formation in Rapides Parish is down 20% in 2024 compared to 2023. In 2024, 336 businesses were created in Rapides Parish, compared to 420 in 2023. However, new business applications in Louisiana were also down compared to last year. Statewide, business applications fell 15% for the year.

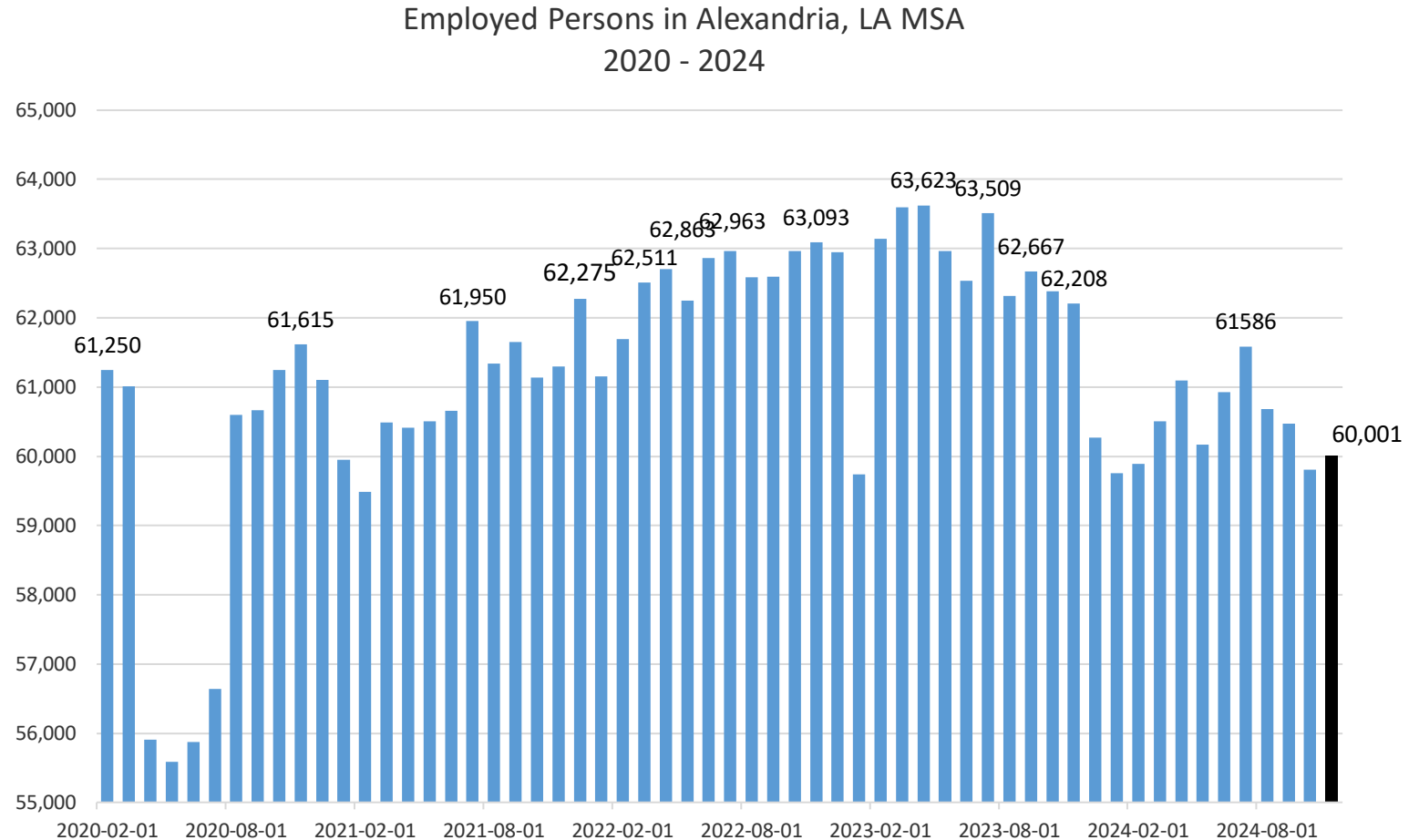
Employment

Central Louisiana Economic Dashboard

EMPLOYMENT IN ALEXANDRIA MSA

Employed persons in the Alexandria MSA from 2020 – 2024.

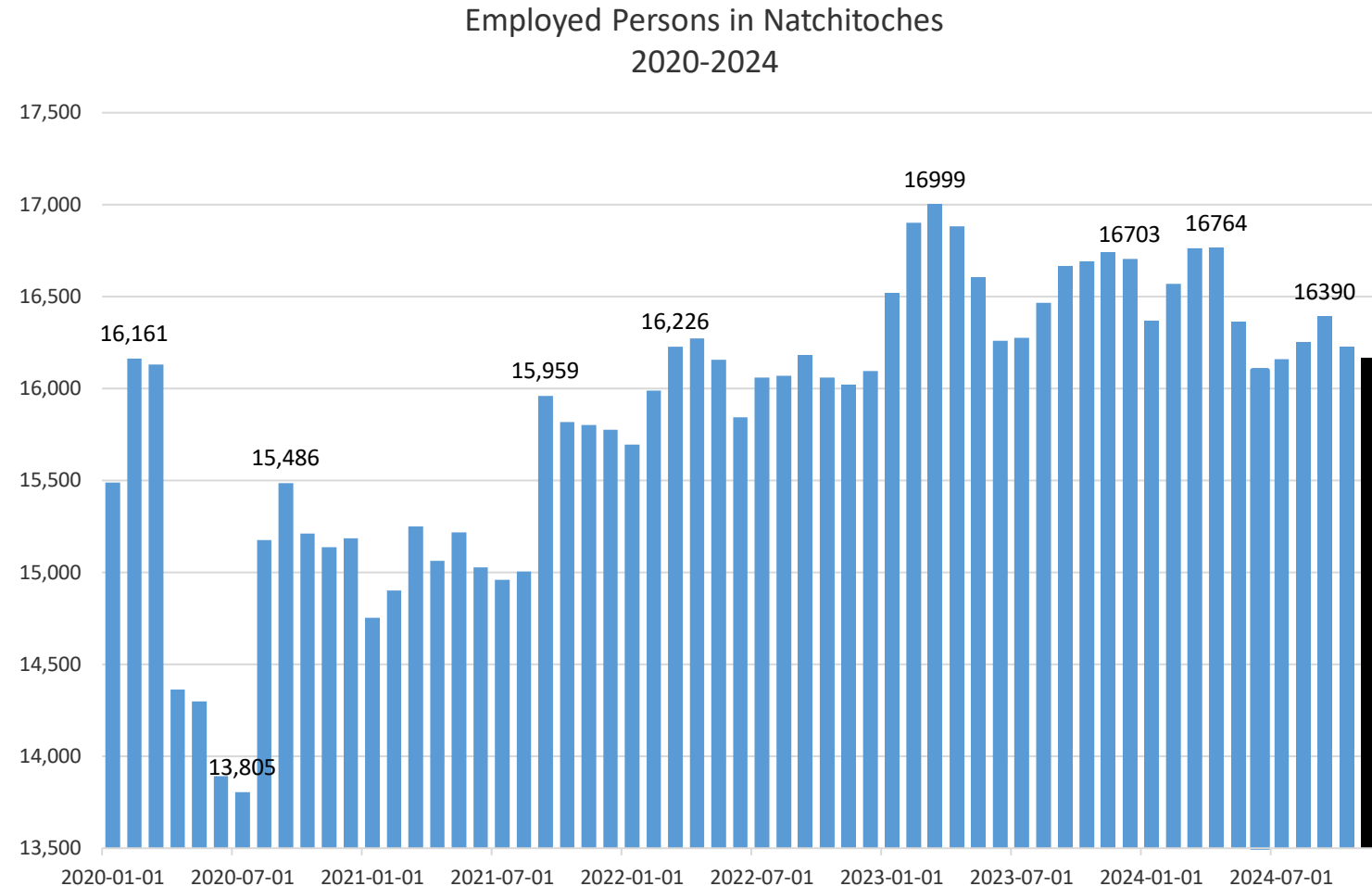
- Employment in the Alexandria MSA in November rose to 60,001 from 59,804 a month earlier, but was 2,207 below a year ago.
- The unemployment rate in the Alexandria MSA in November was 4.2%, down from October's rate of 4.4%.



EMPLOYMENT IN NATCHITOCHESES

Employed persons in Natchitoches parish from 2020 – 2024.

- In November 2024, Natchitoches Parish employment was 16,165, compared to 16,226 a month earlier.
- Employment in November was down 573 from a year ago.
- The unemployment rate in Natchitoches parish in November was 4.7%, down from 4.8% a month earlier.



UNEMPLOYMENT RATE BY MSA

The table below shows November 2024 unemployment rate, labor force, and employment data for Metropolitan Statistical Areas in the state.

November 2024

- At 3.8%, Baton Rouge had the lowest metro unemployment rate in the state in November.
- Alexandria had an unemployment rate of 4.1% in November, down from 4.4% in October. .
- Louisiana’s unemployment rate in December fell to 4.1% from 4.3% in November.

Area	Labor Force	Employed	Unemployed	Unemployment Rate
Baton Rouge	425,572	409,537	16,035	3.8%
Houma-Thibodaux	87,066	83,673	3,393	3.9%
Lake Charles	94,431	90,560	3,871	4.1%
Alexandria	62,600	60,001	2,599	4.2%
Lafayette	212,239	203,427	8,812	4.2%
New Orleans-Metairie	582,710	557,699	25,011	4.3%
Shreveport-Bossier City	181,345	173,304	8,041	4.4%
Monroe	77,300	73,660	3,640	4.7%
Hammond	57,702	54,836	2,866	5.0%

UNEMPLOYMENT RATE BY CENLA PARISH

The table below shows November 2024 unemployment rate, labor force, and employment data for central Louisiana parishes.

November 2024

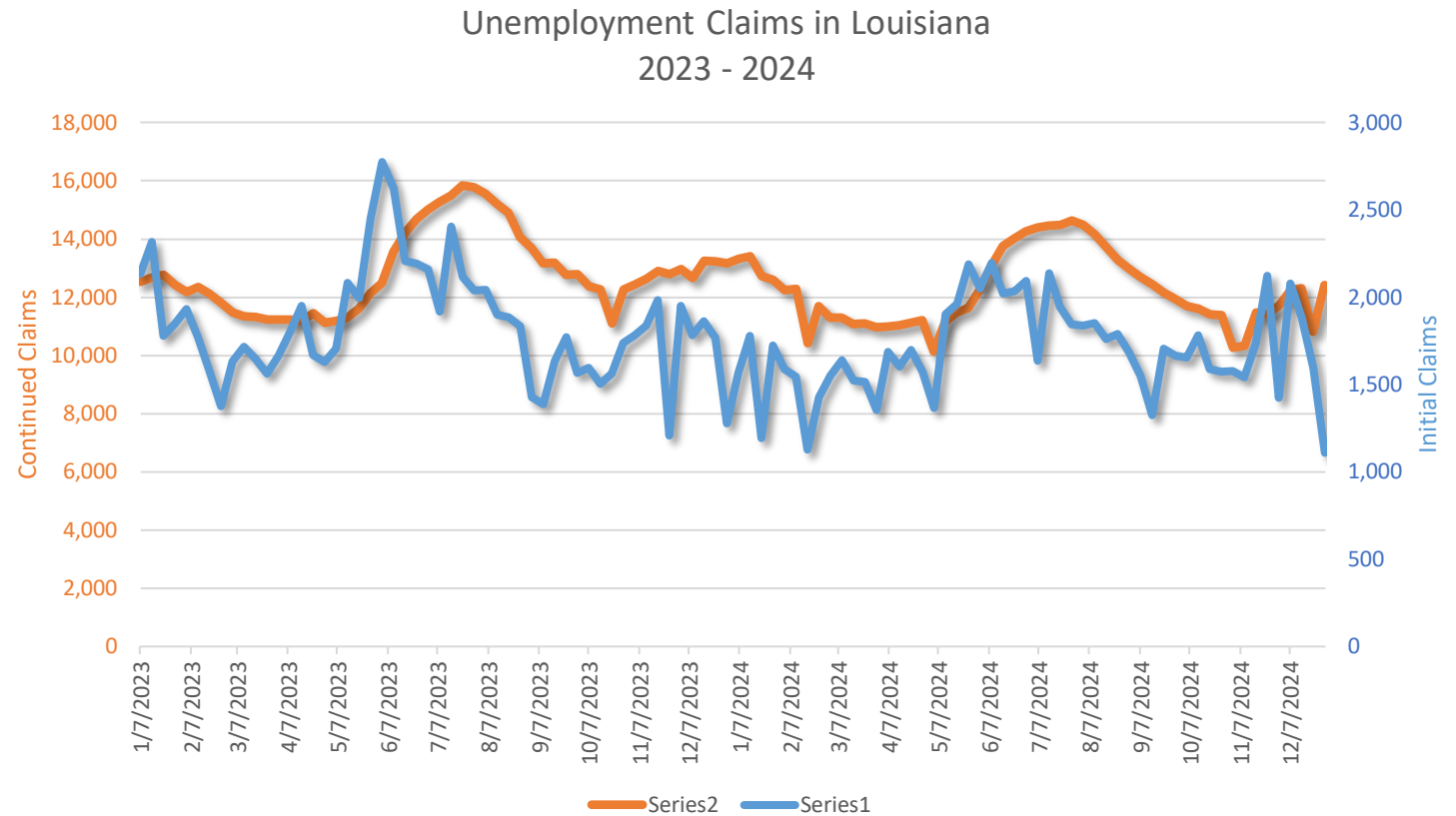
- In November 2024, the parishes in central Louisiana had an unemployment rate of 4.7%, down from 4.9% in October.
- Central Louisiana’s unemployment rate was above the state’s November unemployment rate of 4.3%.

Area	Labor Force	Employed	Unemployed	Unemployment Rate Nov 2024	Unemployment Rate Nov 2023
Allen	8,058	7,683	375	4.7%	4.3%
Avoyelles	14,213	13,529	684	4.8%	4.1%
Catahoula	3,584	3,413	171	4.8%	4.1%
Concordia	6,889	6,486	403	5.8%	4.7%
Evangeline	11,878	11,301	577	4.9%	3.9%
Grant	8,067	7,727	340	4.2%	3.8%
La Salle	6,469	6,248	221	3.4%	3.0%
Natchitoches	16,959	16,165	794	4.7%	3.9%
Rapides	54,533	52,274	2,259	4.1%	3.7%
St. Landry	30,988	29,383	1,605	5.2%	4.5%
Vernon	15,631	14,795	836	5.3%	5.5%

UNEMPLOYMENT CLAIMS IN LOUISIANA

Initial and continued unemployment claims in Louisiana from January 2022 to December 2024.

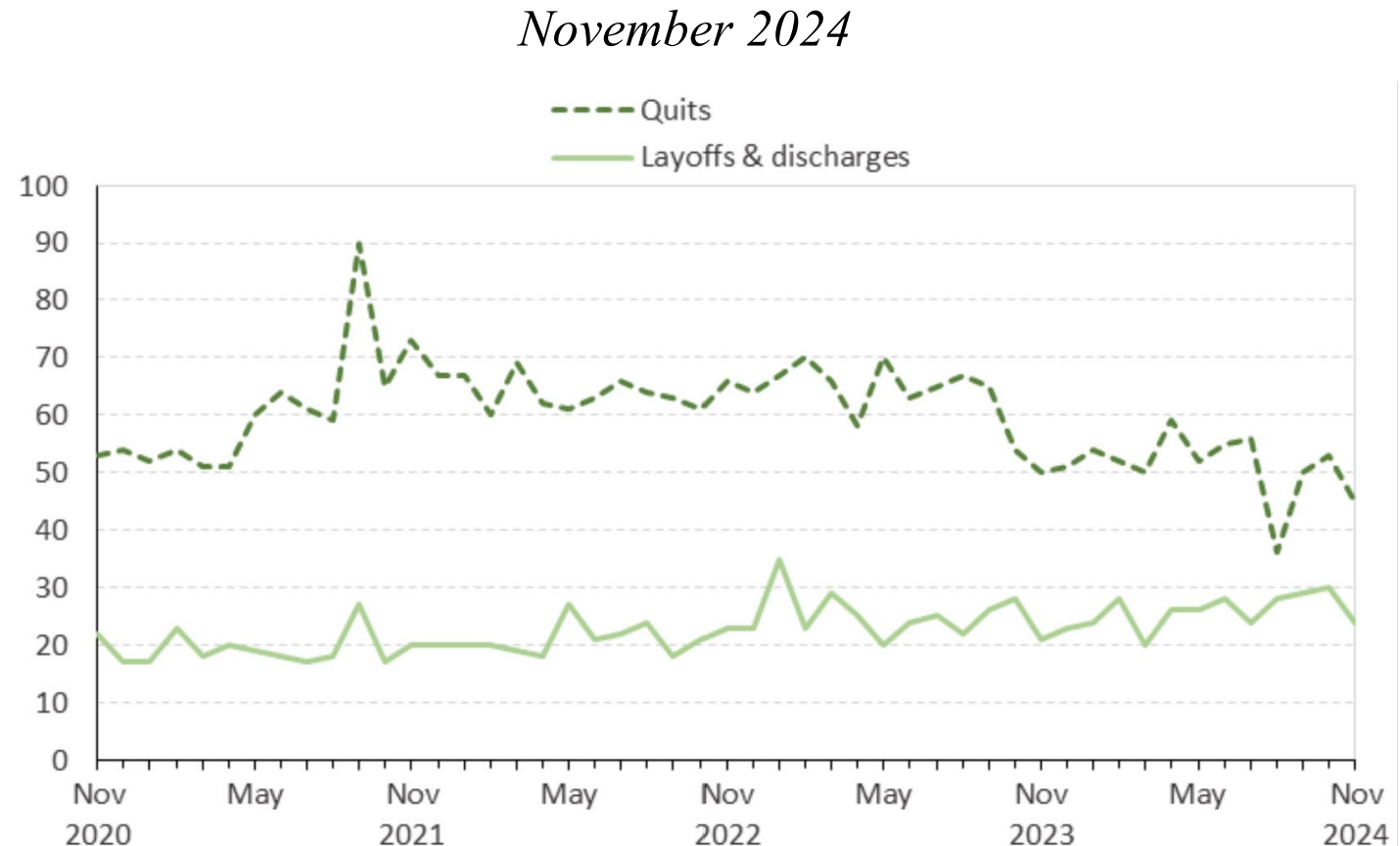
- Initial unemployment claims fell 1% in December but rose 2% in November.
- Continued unemployment claims rose 8% in December after falling 4% in November.
- In 2024, initial claims averaged 1,698 a month compared to 1,845 in 2023.
- Continued claims in 2024 averaged 12,221 a month compared to 12,853 in 2023.



QUITS AND LAYOFFS IN LOUISIANA

The chart shows the number of quits and layoffs / discharges in Louisiana from November 2020 to November 2024 (seasonally adjusted).

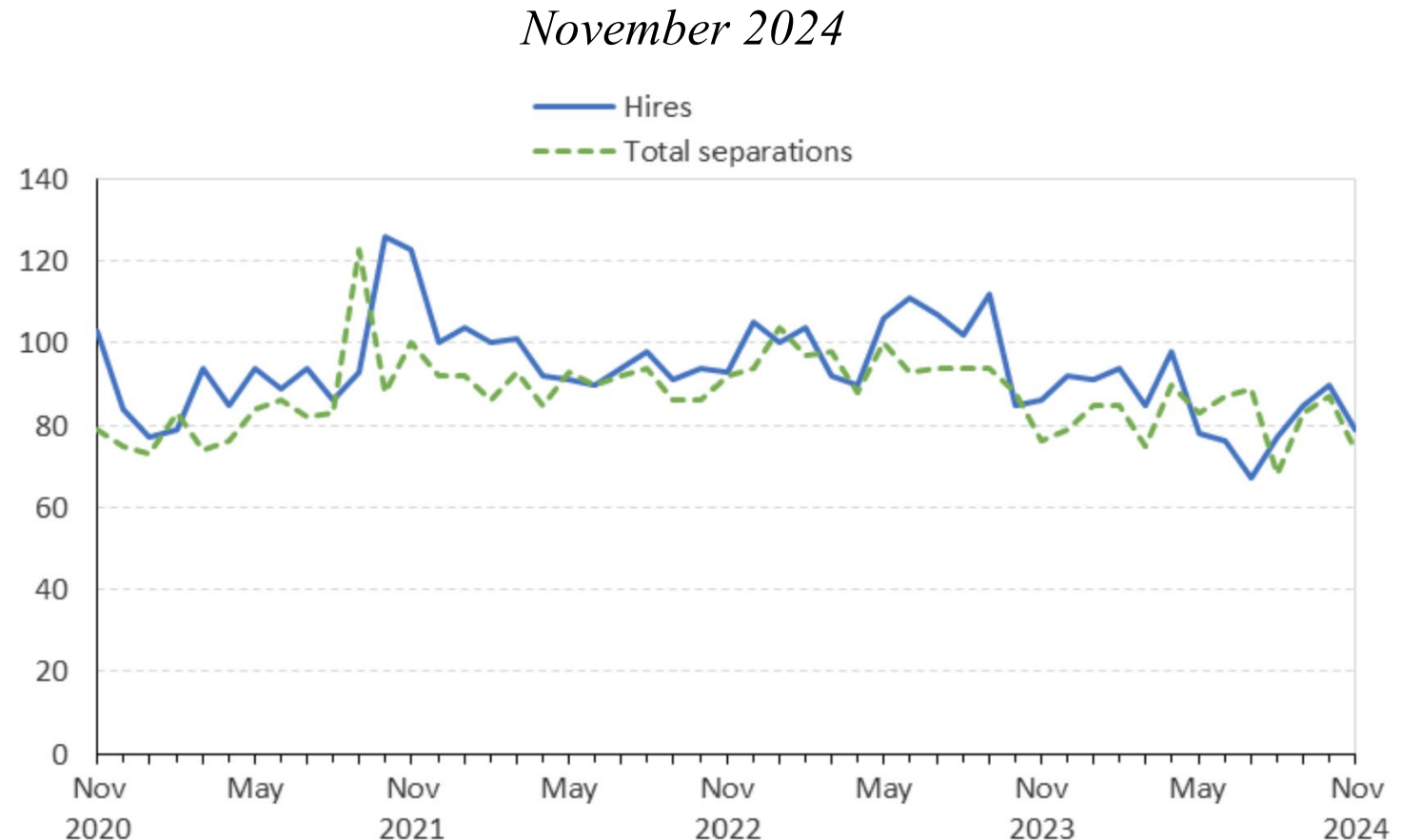
- Among the November separations in Louisiana, 45,000 were quits and 24,000 were layoffs and discharges, compared to 53,000 quits and 30,000 layoffs and discharges in October.
- Over the 12 months ending in November, quits averaged 51,000 per month, ranging from 36,000 to 59,000. Layoffs and discharges have averaged 26,000 per month, ranging from 20,000 to 30,000.



HIRES AND SEPARATIONS IN LOUISIANA

The chart shows the number of hires and total separations in Louisiana from November 2020 to November 2024 (seasonally adjusted).

- In November, Louisiana had 79,000 hires and 74,000 separations, compared to 90,000 hires and 87,000 separations in October.
- Over the 12 months ending in November, hires have averaged 84,000 per month and separations have averaged 82,000 per month. These averages include workers who may have been hired and separated more than once during the year.



OCCUPATIONS IN ALEXANDRIA MSA

The table shows the number and corresponding percentage employed in various occupations and related data for the Alexandria, LA MSA in 2024.

Occupation	2024 Jobs	Percent
Office and Administrative Support Occupations	7,931	11.7%
Healthcare Practitioners and Technical Occupations	5,940	8.8%
Sales and Related Occupations	5,908	8.7%
Food Preparation and Serving Related Occupations	5,274	7.8%
Healthcare Support Occupations	5,143	7.6%
Transportation and Material Moving Occupations	4,998	7.4%
Management Occupations	4,259	6.3%
Educational Instruction and Library Occupations	3,812	5.6%
Construction and Extraction Occupations	3,768	5.6%
Installation, Maintenance, and Repair Occupations	3,263	4.8%
Production Occupations	2,875	4.2%
Business and Financial Operations Occupations	2,465	3.6%
Building and Grounds Cleaning and Maintenance Occupations	2,414	3.6%
Protective Service Occupations	1,847	2.7%
Personal Care and Service Occupations	1,793	2.6%

- In 2024, 8,400 unique jobs were posted in the Alexandria MSA.
- 936 employers competed for new hires and job postings remained active for 24 days
- \$38,129 was the median earnings for all occupations.
- 700 jobs were posted each month on average.

Note: The occupations listed above represent 91% of all occupations in the Alexandria MSA.

Source: Lightcast with data from the US Bureau of Labor Statistics and Census Bureau, January 22, 2025

Tax Revenue

Central Louisiana Economic Dashboard

TAX REVENUE OVERVIEW

An overview of sales, vehicle sales, and hotel occupancy taxes collected in the December 2024 reflecting sales activity in the previous month, unless otherwise noted.

December 2024

Sales Tax	M/M	Y/Y	YTD		Vehicle Sales Tax	M/M	Y/Y	YTD
Alexandria	1%	4%	5%		Avoyelles	13%	30%	3%
Avoyelles	-4%	-1%	3%		Evangeline	4%	32%	-6%
Catahoula	83%	53%	0%		Natchitoches*	-26%	5%	-2%
Concordia	26%	4%	-13%		Rapides	-14%	22%	-4%
Evangeline	-3%	-1%	-4%		St. Landry	-20%	-8%	-12%
Grant	-8%	-13%	-2%		Vernon	n/a	116%	-6%
La Salle	49%	10%	-11%					
Natchitoches	-1%	-1%	-2%		Hotel Occupancy Tax			
Pineville	1%	10%	4%		Avoyelles	-28%	-1%	3%
Rapides	0%	9%	5%		Natchitoches	6%	22%	-9%
St. Landry	-6%	11%	7%		Rapides	3%	14%	3%
Vernon	4%	12%	0%		Vernon	-27%	24%	-6%

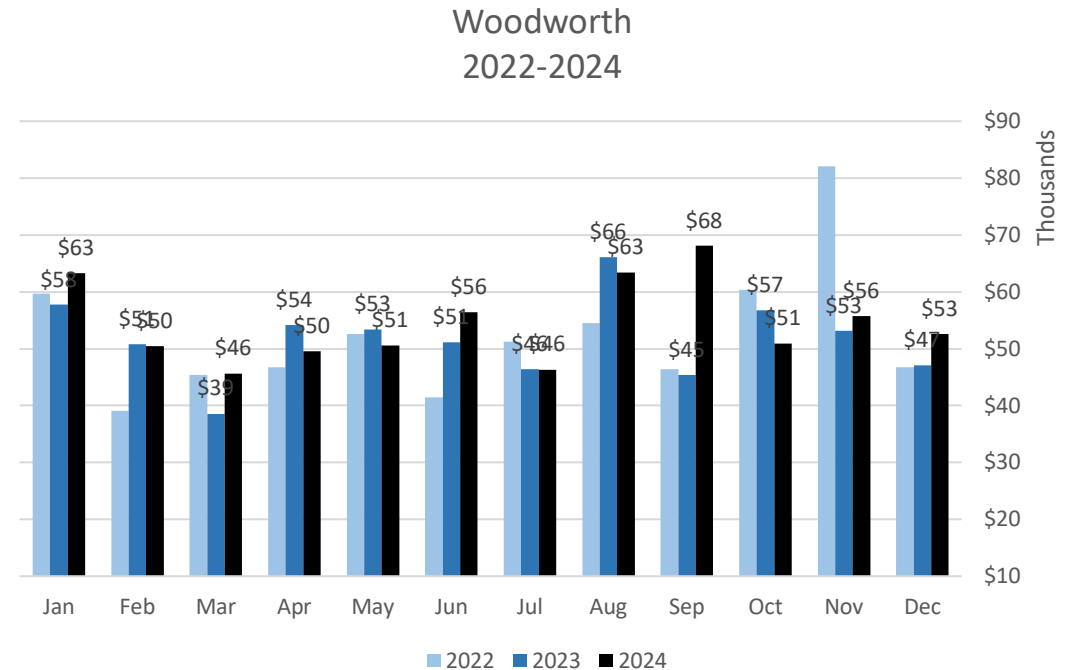
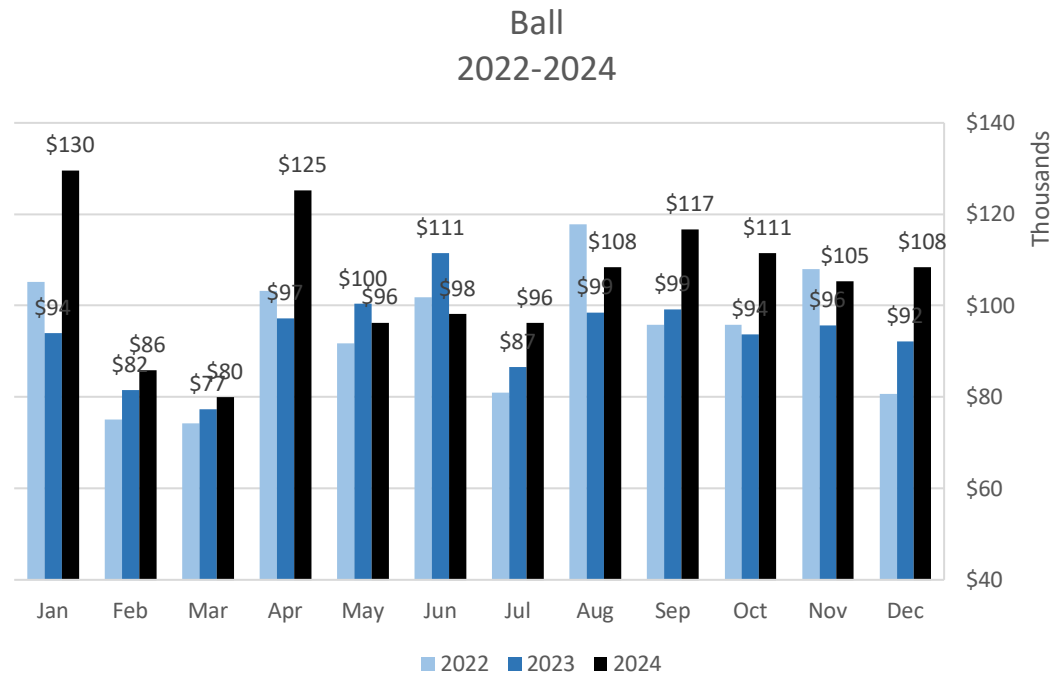
Notes: Current month tax revenue collection reflects sales activity in the previous month. * Data represents the prior month.

n/a = Not currently available

Data Source noted in detailed reports.

BALL & WOODWORTH

An overview of sales tax revenue collected in Ball and Woodworth from 2022 - 2024.



For 2024, consumer spending in Ball is up 11.9%, while Woodworth is up 5.2%. Sales tax revenue is used as a proxy for consumer spending.

Note: Current tax revenue reflects sales activity in prior month.
Data Source: Rapides Parish Police Jury Treasurer's Reports, January 2025.

ALEXANDRIA SALES TAX

(TR) Alexandria total sales tax revenue collected in the most recent month with previous month, year, and YTD comparisons.

(BR) Alexandria total monthly sales tax revenue from 2022 to present.

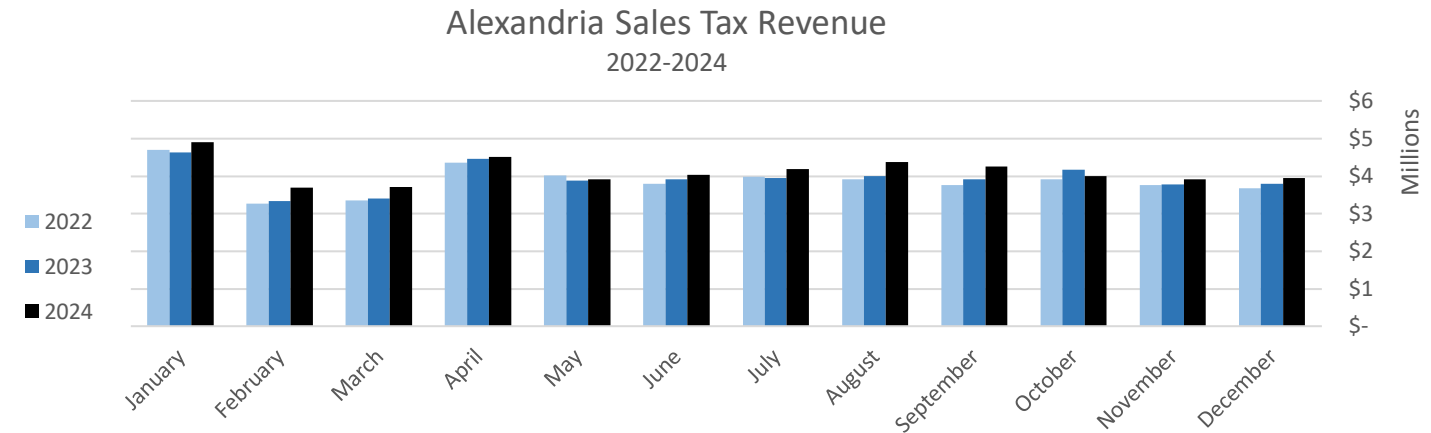
December

	2021	2022	2023	2024
December	\$ 3,734,534	\$ 3,671,898	\$ 3,790,335	\$ 3,955,265
November	\$ 3,659,805	\$ 3,770,593	\$ 3,784,005	\$ 3,920,900
% Chg over Prev Month	2.0%	-2.6%	0.2%	0.9%
% Chg over Prev Year		-1.7%	3.2%	4.4%
YTD	\$ 46,361,662	\$ 46,524,818	\$ 47,265,959	\$ 49,514,573
% Chg over Prev YTD		0.4%	1.6%	4.8%

December 
1%

Dec YoY 
4%

Dec YTD 
5%



Note: Current month sales tax revenue reflects sales activity in previous month.

Data Source: Rapides Parish Police Jury Treasurer's Reports, January 2025.

AVOYELLES SALES TAX

Avoyelles Parish total sales tax revenue collected in the most recent month with previous month, year, and year-to-date comparisons. Vehicle and hotel tax revenues are excluded.

December

December



-4%

Dec YoY



-1%

Dec YTD



3%

	2020	2021	2022	2023	2024
December	\$ 1,565,736	\$ 1,708,107	\$ 1,732,185	\$ 1,922,313	\$ 1,910,084
November	\$ 1,740,322	\$ 1,771,546	\$ 1,959,282	\$ 2,036,793	\$ 1,985,684
% Chg over Prev Month	-10.0%	-3.6%	-11.6%	-5.6%	-3.8%
% Chg over Prev Year		9.1%	1.4%	11.0%	-0.6%
YTD	\$ 18,179,299	\$ 22,298,320	\$ 23,668,338	\$ 23,975,533	\$ 24,661,173
% Chg over Prev YTD		22.7%	6.1%	1.3%	2.9%

Note: Current sales tax revenue reflects sales activity in the prior month.

Data Source: Avoyelles Parish School Board. January 2025.

AVOYELLES VEHICLE SALES TAX

Avoyelles Parish vehicle sales tax revenue collected in the most recent month with previous month, year, and year-to-date comparisons.

December

December 
13%

Dec YoY 
30%

Dec YTD 
3%

	2020	2021	2022	2023	2024
December	\$ 300,598	\$ 285,905	\$ 285,305	\$ 305,936	\$ 398,348
November	\$ 338,066	\$ 355,777	\$ 317,889	\$ 377,064	\$ 353,999
% Chg over Prev Month	-11.1%	-19.6%	-10.3%	-18.9%	12.5%
% Chg over Prev Year		-4.9%	-0.2%	7.2%	30.2%
YTD	\$ 3,576,377	\$ 4,114,543	\$ 4,107,213	\$ 4,115,871	\$ 4,228,923
% Chg over Prev YTD		15.0%	-0.2%	0.2%	2.7%


Note: Current sales tax revenue reflects sales activity in the prior month.


Data Source: Avoyelles Parish School Board. January 2025

CATAHOULA SALES TAX

Catahoula Parish total sales tax revenue collected in the most recent month with previous month, year, and year-to-date comparisons.

December

December 
83%

Dec YoY 
53%

Dec YTD 0%

	2021	2022	2023	2024
December	\$ 551,876	\$ 490,794	\$ 582,681	\$ 891,011
November	\$ 614,526	\$ 644,857	\$ 669,149	\$ 486,467
% Chg over Prev Month	-10.2%	-23.9%	-12.9%	83.2%
% Chg over Prev Year		-11.1%	18.7%	52.9%
YTD	\$ 8,510,038	\$ 7,216,590	\$ 7,991,677	\$ 8,017,945
% Chg over Prev YTD		-15.2%	10.7%	0.3%

Note: Current month sales tax revenue reflects sales activity in the prior month.

Data Source: Catahoula Parish Tax Administrator, January 2025

CONCORDIA SALES TAX

Concordia Parish total sales tax revenue collected in the most recent month with previous month, year, and year-to-date comparisons.

December

December



26%

Dec YoY



4%

Dec YTD



-13%

	2021	2022	2023	2024
December	\$ 1,267,286	\$ 1,308,998	\$ 1,398,417	\$ 1,449,028
Novembr	\$ 1,207,293	\$ 1,594,361	\$ 1,304,784	\$ 1,149,533
% Chg over Prev Month	5.0%	-17.9%	7.2%	26.1%
% Chg over Prev Year		3.3%	6.8%	3.6%
YTD	\$ 15,167,240	\$ 16,265,144	\$ 18,610,584	\$ 16,168,959
% Chg over Prev YTD		7.2%	14.4%	-13.1%

Note: Current month sales tax revenue reflects sales activity in the prior month.

Data Source: Concordia Parish Tax Administrator. January 2025


EVANGELINE SALES TAX

Evangeline Parish total sales tax revenue collected in the most recent month with previous month, year and YTD comparisons.

December

December  -3%

Dec YoY  -1%

Dec YTD  -4%

	2020	2021	2022	2023	2024
November	\$ 1,523,452	\$ 2,269,568	\$ 2,110,260	\$ 2,398,013	\$ 2,385,306
October	\$ 1,771,601	\$ 2,262,876	\$ 2,391,638	\$ 2,290,947	\$ 2,460,727
% Chg over Prev Month	-14.0%	0.3%	-11.8%	4.7%	-3.1%
% Chg over Prev Year		49.0%	-7.0%	13.6%	-0.5%
YTD	\$ 17,858,095	\$ 23,365,695	\$ 26,211,815	\$ 26,650,179	\$ 25,546,323
% Chg over Prev YTD		30.8%	12.2%	1.7%	-4.1%


Note: Current sales tax revenue reflects sales activity in prior month. Evangeline implemented a 1% sales tax increase July 1, 2021.

Data Source: Evangeline Parish Sales Tax Commissioner. January 2025

EVANGELINE VEHICLE SALES TAX

Evangeline Parish vehicle sales tax revenue collected in the most recent month with previous month, year and YTD comparisons.

December

		2020	2021	2022	2023	2024	
December	 4%	\$ 306,309	\$ 329,723	\$ 360,297	\$ 334,987	\$ 440,384	
Dec YoY	 32%	\$ 339,180	\$ 428,648	\$ 355,014	\$ 405,631	\$ 422,062	
		% Chg over Prev Month	-9.7%	-23.1%	1.5%	-17.4%	4.3%
		% Chg over Prev Year		7.6%	9.3%	-7.0%	31.5%
Dec YTD	 -6%						
		YTD	\$ 3,579,958	\$ 4,393,371	\$ 4,422,220	\$ 4,683,173	\$ 4,383,340
		% Chg over Prev YTD		22.7%	0.7%	5.9%	-6.4%

Note: Current sales tax revenue reflects sales activity in prior month. Evangeline implemented a 1% sales tax increase July 1, 2021.

Data Source: Evangeline Parish Sales Tax Commissioner. January 2025

GRANT SALES TAX

(TR) Grant sales tax revenue collected in the most recent month with previous month, year, and YTD comparisons.

(BR) Grant monthly sales tax revenue from 2022 to present.

December  -8%

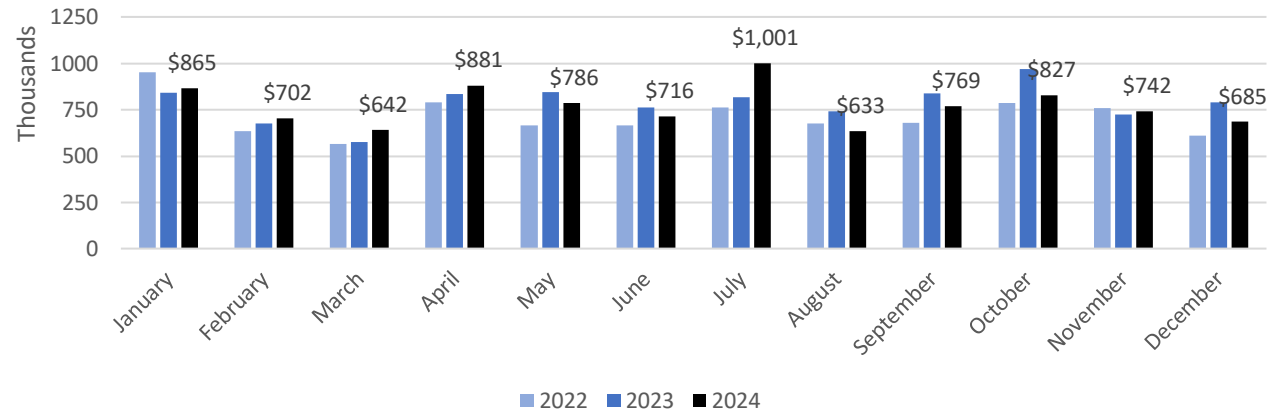
Dec YoY  -13%

Dec YTD  -2%

December

	2021	2022	2023	2024
December	\$ 640,149	\$ 612,223	\$ 788,847	\$ 684,842
November	\$ 663,541	\$ 760,641	\$ 724,010	\$ 742,158
% Chg over Prev Month	-3.5%	-19.5%	9.0%	-7.7%
% Chg over Prev Year		-4.4%	28.8%	-13.2%
YTD	\$ 8,194,332	\$ 8,551,100	\$ 9,416,766	\$ 9,250,851
% Chg over Prev YTD		4.4%	10.1%	-1.8%

Grant Parish Sales Tax Revenue
2022-2024



Note: Current sales tax revenue reflects sales activity in prior month.
Data Source: Grant Parish Sheriff's Office, January 2025.

LA SALLE SALES TAX

La Salle Parish total sales tax revenue collected in the most recent month with previous month, year, and year-to-date comparisons.

December

December



49%

Dec YoY



10%

Dec YTD



-11%

	2021	2022	2023	2024
December	\$ 959,729	\$ 1,088,774	\$ 1,061,732	\$ 1,167,296
November	\$ 953,565	\$ 1,194,609	\$ 947,813	\$ 785,581
% Chg over Prev Month	0.6%	-8.9%	12.0%	48.6%
% Chg over Prev Year		13.4%	-2.5%	9.9%
YTD	\$ 12,272,162	\$ 13,678,805	\$ 13,945,205	\$ 12,406,453
% Chg over Prev YTD		10.3%	1.9%	-11.0%

Note: Current month sales tax revenue reflects sales activity in the previous month.

Data Source: La Salle Parish Tax Administrator, January 2025

NATCHITOCHESES SALES TAX

(TR) Natchitoches sales tax revenue collected in the most recent month with previous month, year, and YTD comparisons.

(BR) Natchitoches monthly sales tax revenue from 2022 to present.

December  -1%

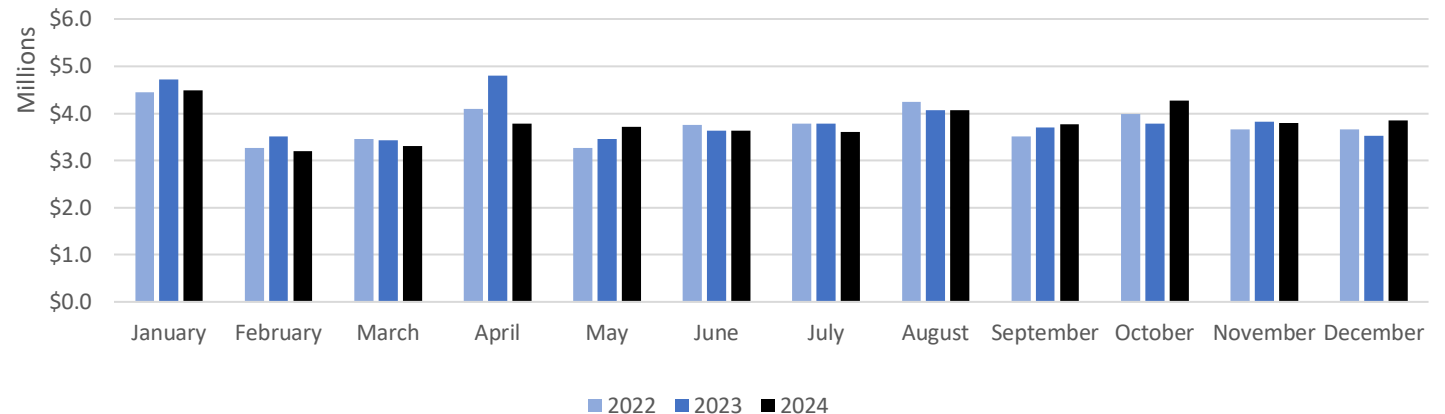
Dec YoY  -1%

Dec YTD  -2%

December

	2021	2022	2023	2024
December	\$ 3,503,058	\$ 3,666,227	\$ 3,827,696	\$ 3,794,829
November	\$ 3,342,236	\$ 3,655,782	\$ 3,526,056	\$ 3,849,896
% Chg over Prev Month	4.8%	0.3%	8.6%	-1.4%
% Chg over Prev Year		4.7%	4.4%	-0.9%
YTD	\$ 40,195,555	\$ 45,151,955	\$ 46,251,853	\$ 45,506,416
% Chg over Prev YTD		12.3%	2.4%	-1.6%

Natchitoches Parish Sales Tax Revenue
2022-2024



Note: Current month sales tax revenue collections reflects sales activity in the prior month.

Data Source: Natchitoches Parish Tax Commission, January 2025.


NATCHITOCHESES VEHICLE SALES TAX


(TR) Natchitoches vehicle sales tax revenue collected with previous month, year, and YTD comparisons.


(BR) Natchitoches monthly vehicle sales tax revenue from 2022 to present.

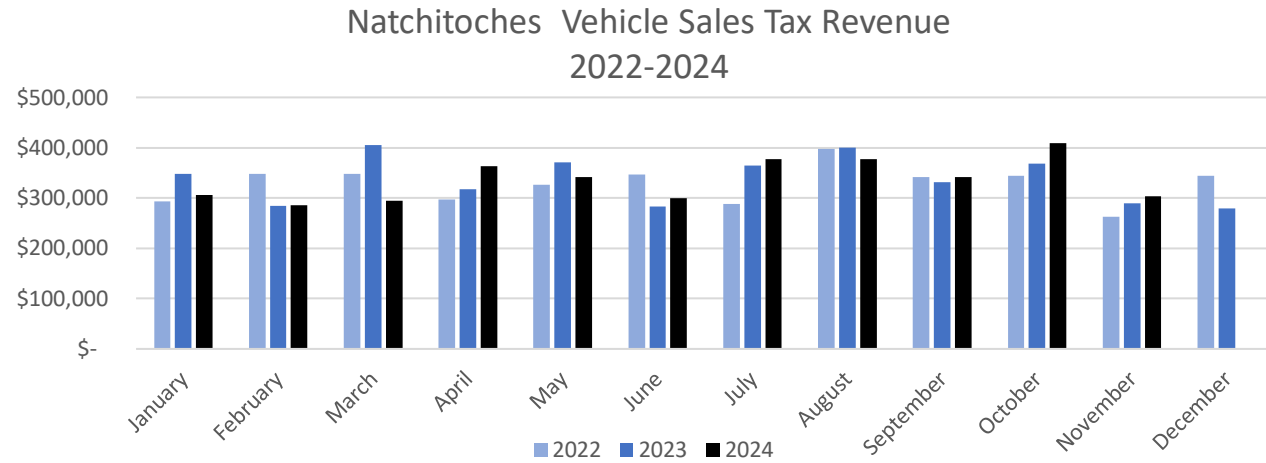
November*

	2021	2022	2023	2024
November	\$ 309,179	\$ 262,295	\$ 289,439	\$ 303,348
October	\$ 362,996	\$ 344,678	\$ 368,294	\$ 409,068
% Chg over Prev Month	-14.8%	-23.9%	-21.4%	-25.8%
% Chg over Prev Year		-15.2%	10.3%	4.8%
YTD	\$ 3,578,573	\$ 3,594,932	\$ 3,762,802	\$ 3,697,485
% Chg over Prev YTD		0.5%	4.7%	-1.7%

November  -26%

Nov YoY  5%

Nov YTD  -2%



Note: Current sales tax revenue collections reflects sales activity in the prior month. *Vehicle sales tax collection is delayed a month.


Data Source: Natchitoches Parish Tax Commission, January 2025.


PINEVILLE SALES TAX

(TR) Pineville sales tax revenue collected in the most recent month with previous month, year, and YTD comparisons.

(BR) Pineville monthly sales tax revenue from 2022 to present.

December  1%

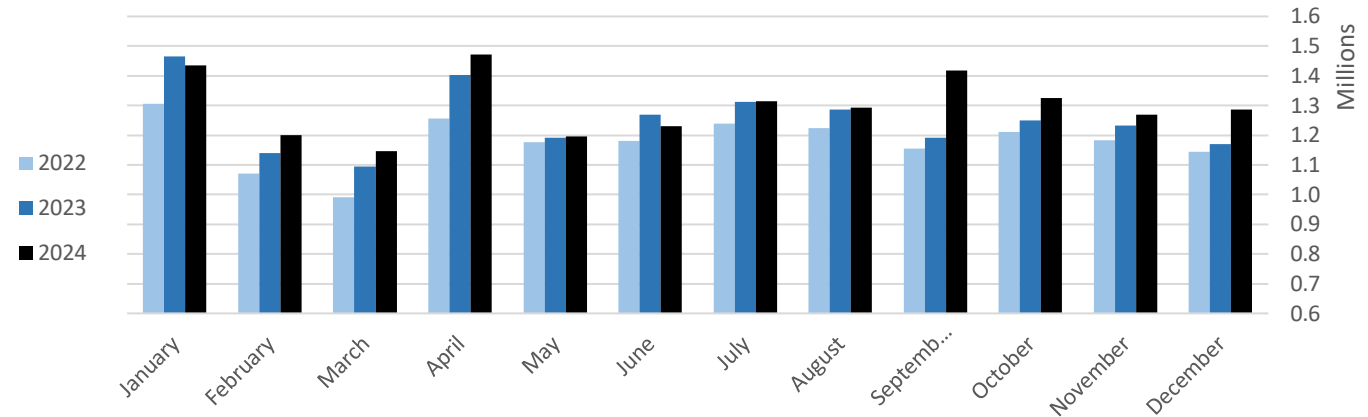
Dec YoY  10%

Dec YTD  4%

December

	2021	2022	2023	2024
December	\$ 1,097,164	\$ 1,143,743	\$ 1,169,258	\$ 1,286,013
November	\$ 1,031,203	\$ 1,182,383	\$ 1,232,968	\$ 1,268,753
% Chg over Prev Month	6.4%	-3.3%	-5.2%	1.4%
% Chg over Prev Year		4.2%	2.2%	10.0%
YTD	\$ 13,479,726	\$ 14,135,753	\$ 15,004,983	\$ 15,585,270
% Chg over Prev YTD		4.9%	6.1%	3.9%

Pineville Sales Tax Revenue
2021-2024



Note: Current month sales tax revenue reflects sales activity in the prior month.

Data Source: Rapides Parish Police Jury Treasurer's Reports, January 2025.

RAPIDES SALES TAX

(TR) Rapides Parish sales tax revenue collected in the most recent month with previous month, year, and YTD comparisons.

(BR) Rapides monthly sales tax revenue from 2022 to present.

December

	2021	2022	2023	2024
December	\$ 13,331,411	\$ 13,431,039	\$ 13,575,098	\$ 14,819,739
November	\$ 13,241,984	\$ 14,304,071	\$ 14,133,584	\$ 14,767,134
% Chg over Prev Month	0.7%	-6.1%	-4.0%	0.4%
% Chg over Prev Year		0.7%	1.1%	9.2%
YTD	\$ 169,210,555	\$ 170,775,225	\$ 173,958,839	\$ 182,594,406
% Chg over Prev YTD		0.9%	1.9%	5.0%

December 0%

Dec YoY



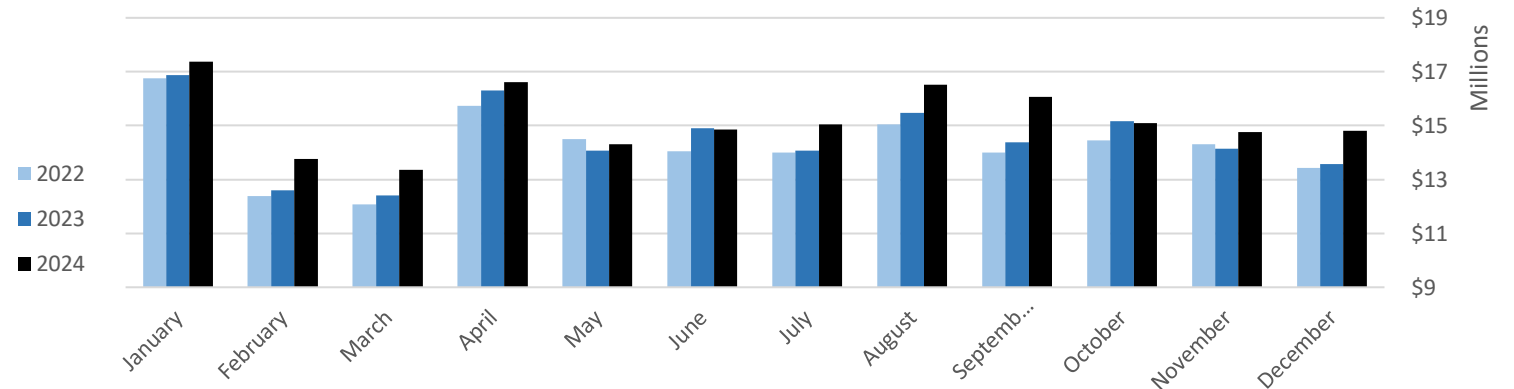
9%

Dec YTD



5%

Rapides Parish Total Sales Tax Revenue
2022-2024





Note: Current sales tax revenue reflects sales activity in the prior month.
Data Source: Rapides Parish Police Jury Treasurer's Reports, January 2025.


RAPIDES VEHICLE SALES TAX

Rapides Parish vehicle sales tax revenue collected in the most recent month with previous month, year, and YTD comparisons.

December

December 
-14%

Dec YoY 
22%

Dec YTD 
-4%

	2021	2022	2023	2024
December	\$ 1,234,386	\$ 1,502,797	\$ 1,077,333	\$ 1,310,599
November	\$ 1,438,175	\$ 1,416,360	\$ 1,523,388	\$ 1,528,423
% Chg over Prev Month	-14.2%	6.1%	-29.3%	-14.3%
% Chg over Prev Year		21.7%	-28.3%	21.7%
YTD	\$ 18,960,225	\$ 17,554,031	\$ 17,084,335	\$ 16,426,839
% Chg over Prev YTD		-7.4%	-2.7%	-3.8%


Note: Current sales tax revenue reflects sales activity in the prior month. Data for July and August are averaged for the period.


Data Source: Rapides Parish Police Jury Treasurer's Reports, January 2025


ST. LANDRY SALES TAX

St. Landry Parish sales tax revenue collected in the most recent month with previous month, year, and YTD comparisons.

December

December  -6%

Dec YoY  11%

Dec YTD  7%

	2021	2022	2023	2024
December	\$ 7,049,948	\$ 6,787,545	\$ 7,036,287	\$ 7,808,386
November	\$ 7,505,120	\$ 7,661,723	\$ 7,505,120	\$ 8,280,512
% Chg over Prev Month	-6.1%	-11.4%	-6.2%	-5.7%
% Chg over Prev Year		-3.7%	3.7%	11.0%
YTD	\$ 85,658,162	\$ 90,142,152	\$ 95,410,949	\$ 102,427,626
% Chg over Prev YTD		-6.9%	5.8%	7.4%

Note: Current sales tax revenue collection reflects sales activity in prior month.
Data Source: Tax revenue data from St. Landry Parish School Board. January 2025

ST. LANDRY VEHICLE SALES TAX

St. Landry Parish vehicle sales tax revenue collected in the most recent month with previous month, year, and YTD comparisons.

December

December 
-20%

Dec YoY 
-8%

Dec YTD 
-12%

	2021	2022	2023	2024
December	\$ 929,755	\$ 979,096	\$ 841,720	\$ 775,044
November	\$ 1,002,152	\$ 1,015,186	\$ 981,875	\$ 971,217
% Chg over Prev Month		-3.6%	-14.3%	-20.2%
% Chg over Prev Year		5.3%	-14.0%	-7.9%
YTD	\$ 12,018,299	\$ 12,003,295	\$ 11,978,363	\$ 10,491,362
% Chg over Prev YTD		-0.1%	-0.2%	-12.4%


Note: Current sales tax revenue reflects sales activity in prior month.


Data Source: Tax revenue data from St. Landry Parish School Board. January 2025

VERNON SALES TAX

Vernon Parish sales tax revenue collected in the most recent month with previous month, year, and year-to-date comparisons.

December

December 
4%

Dec YoY 
12%

Dec YTD 0%

	2021	2022	2023	2024
December	\$ 2,661,011	\$ 2,725,060	\$ 2,556,722	\$ 2,867,060
November	\$ 2,576,339	\$ 2,732,568	\$ 2,724,417	\$ 2,757,215
% Chg over Prev Month	3.3%	-0.3%	-6.2%	4.0%
% Chg over Prev Year		2.4%	-6.2%	12.1%
YTD	\$ 32,964,137	\$ 34,533,698	\$ 35,826,479	\$ 35,832,960
% Chg over Prev YTD		4.8%	3.7%	0.0%


Note: Current sales tax revenue reflects sales activity in prior month.
Data Source: Vernon Parish Sales Tax Department. January 2025.


VERNON VEHICLE SALES TAX

Vernon Parish vehicle tax revenue collected in the most recent month with previous month, year, and year-to-date comparisons.

December

December n/a

Dec YoY 
116%

Dec YTD 
-6%

	2021	2022	2023	2024
December	\$ 466,266	\$ 422,388	\$ 429,790	\$ 928,523
November	\$ 463,495	\$ 479,485	\$ 498,754	\$ -
% Chg over Prev Month	0.6%	-11.9%	-13.8%	#DIV/0!
% Chg over Prev Year		-9.4%	1.8%	116.0%
YTD	\$ 6,397,233	\$ 6,154,552	\$ 6,089,487	\$ 5,707,353
% Chg over Prev YTD		-3.8%	-1.1%	-6.3%

Note: Current sales tax revenue reflects sales activity in prior month.

Data Source: Vernon Parish Sales Tax Department. January 2025.

REMOTE SELLERS TAX REVENUE BY PARISH

Remote sellers tax revenue by parish with month-over-month, year-over-year, and year-to-date comparisons.

✓ December 2024 online sales tax collections, which represents online sales activity in November, increased by 11% from November, 48% from a year ago, and 54% over 2023.

	Dec-24	Nov-24	Dec-23	M/M	Y/Y	YTD
Allen	\$ 121,502	\$ 99,356	\$ 83,889	22%	45%	46%
Avoyelles	\$ 184,332	\$ 164,982	\$ 114,953	12%	60%	49%
Catahoula	\$ 70,213	\$ 58,066	\$ 45,230	21%	55%	60%
Concordia	\$ 93,776	\$ 84,002	\$ 60,614	12%	55%	52%
Evangeline	\$ 214,826	\$ 171,783	\$ 133,777	25%	61%	43%
Grant	\$ 110,893	\$ 86,870	\$ 70,718	28%	57%	57%
LaSalle	\$ 68,670	\$ 56,020	\$ 42,374	23%	62%	32%
Natchitoches	\$ 233,988	\$ 197,103	\$ 146,925	19%	59%	56%
Rapides	\$ 820,050	\$ 786,870	\$ 542,848	4%	51%	58%
St Landry	\$ 516,244	\$ 505,708	\$ 382,846	2%	35%	50%
Vernon	\$ 303,816	\$ 258,227	\$ 224,606	18%	35%	49%
Total (Cenla)	\$ 2,738,310	\$ 2,468,987	\$ 1,848,780	11%	48%	52%

Note: Sales tax revenue collected in the current month reflects sales activity in the prior month.

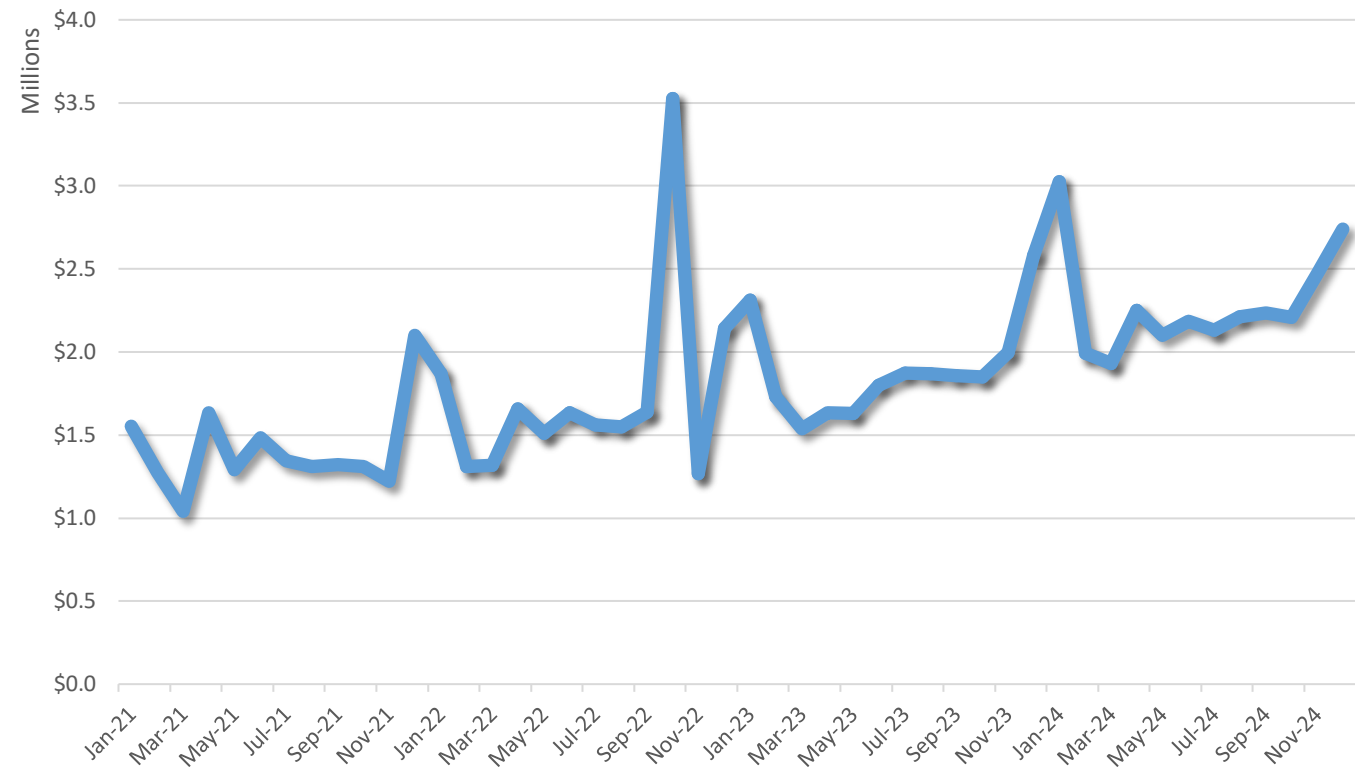
Data Source: Louisiana Sales and Use Tax Commission for Remote Sellers. August 2020 – January 2025

REMOTE SELLERS TAX REVENUE IN CENLA

Remote seller tax revenue is tax revenue from online sales by location of the seller at the time of purchase.

- ✓ Statewide online sales tax revenue totaled \$64.8 million in December, up 1% from November, while CenLA had increases of 12% in November and 11% December.
- ✓ Since August 2020 when remote sellers tax revenue collection started, \$93 million in sales tax revenue have been collected from online sales in central Louisiana of which \$27.5 million were in the last 12 months.

Remote Sellers Sales Tax Collection in Cenla
January 2021 - December 2024





Note: Sales tax revenue collected in the current month reflects sales activity in the prior month.


Data Source: Louisiana Sales and Use Tax Commission for Remote Sellers. August 2020 – January 2025

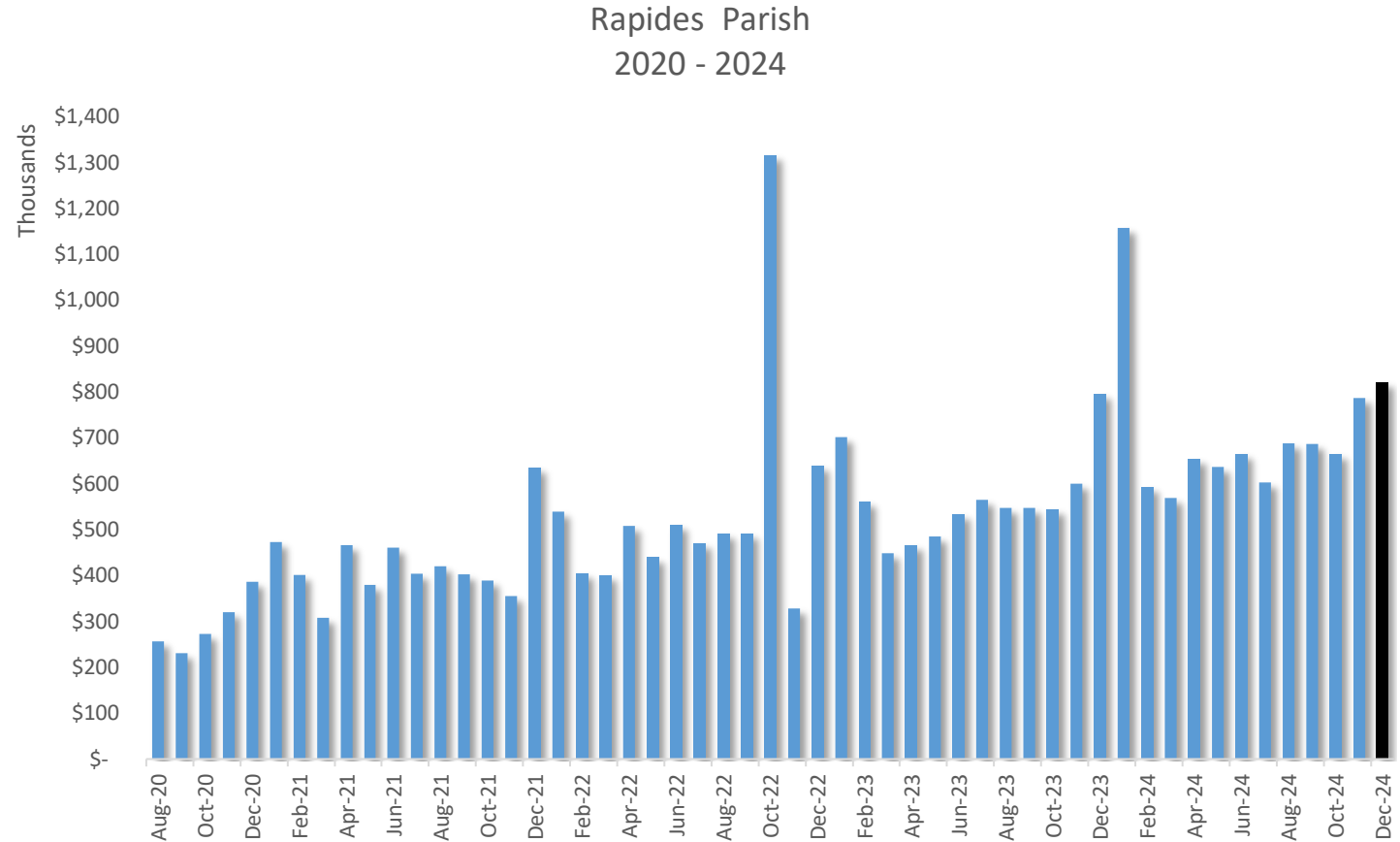
REMOTE SELLERS TAX REVENUE IN RAPIDES

Remote sellers tax revenue from online sales in Rapides Parish from August 2020 – December 2024.

December 
4%

Dec YoY 
51%

Dec YTD 
58%





Note: Sales tax revenue collected in the current month reflects sales activity in the prior month.


Data Source: Louisiana Sales and Use Tax Commission for Remote Sellers. August 2020 – January 2025

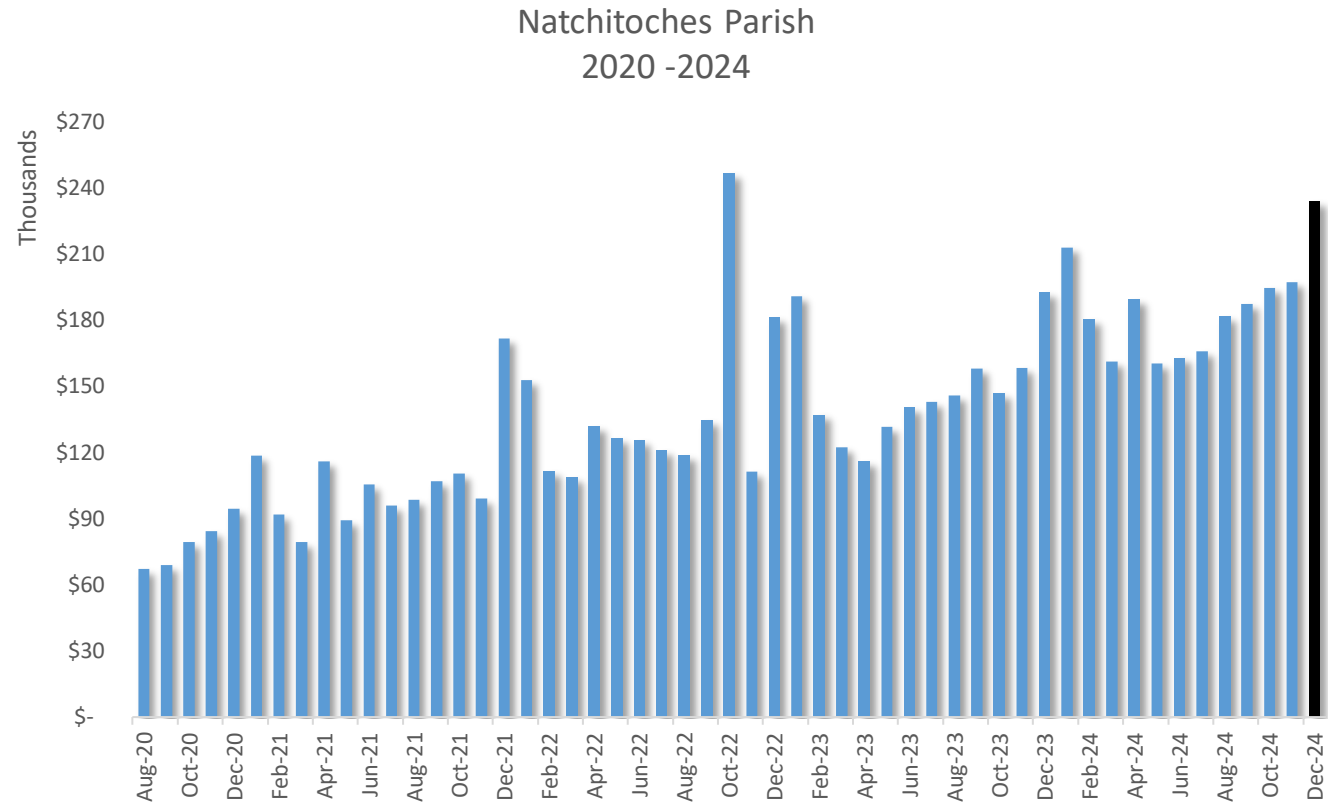
REMOTE SELLERS TAX REVENUE IN NATCHITOCHES

Remote sellers tax revenue from online sales in Natchitoches Parish from August 2020 – December 2024.

December 
19%

Dec YoY 
59%

Dec YTD 
56%





Note: Sales tax revenue collected in the current month reflects sales activity in the prior month.


Data Source: Louisiana Sales and Use Tax Commission for Remote Sellers. August 2020 – January 2025

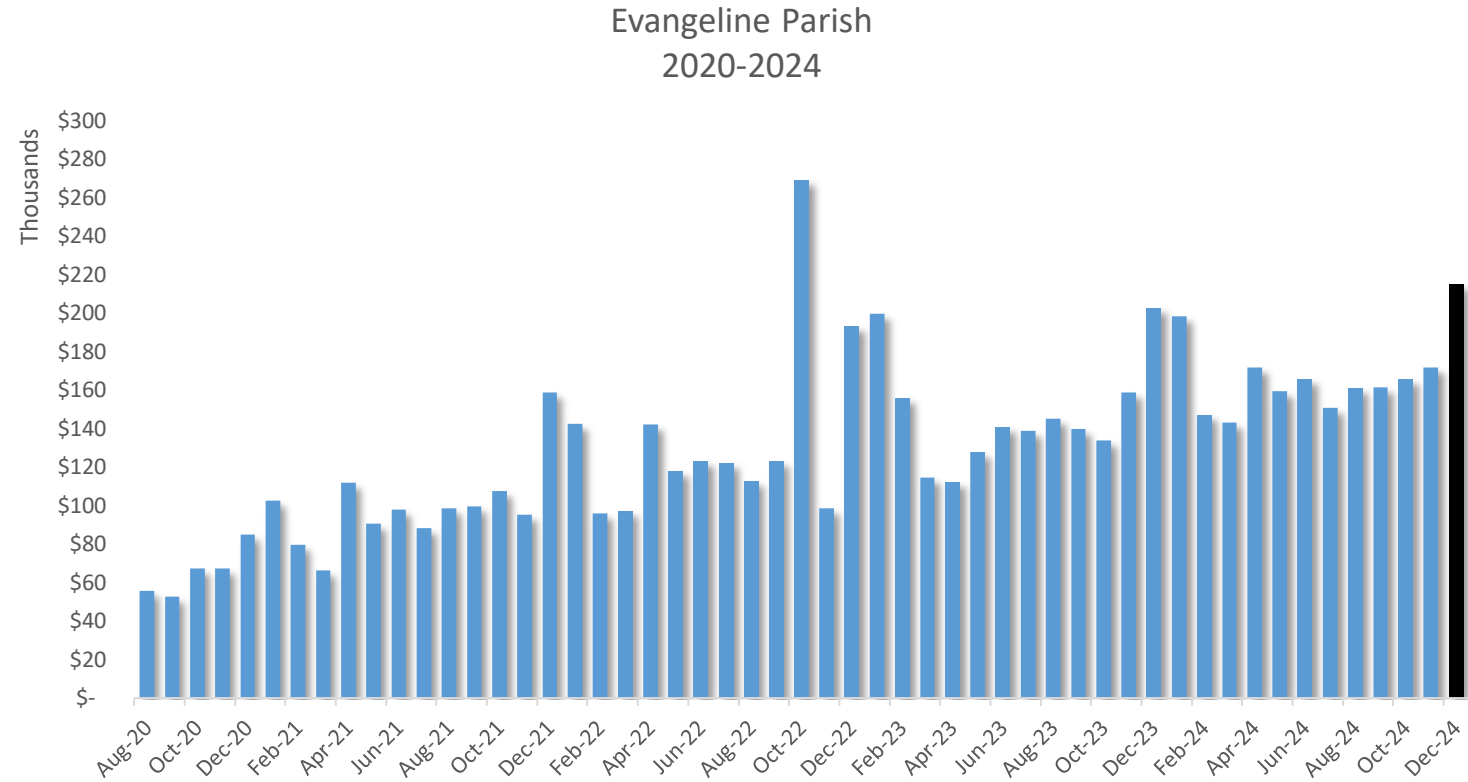
REMOTE SELLERS TAX REVENUE IN EVANGELINE

Remote sellers tax revenue from online sales in Evangeline Parish from August 2020 – December 2024.

December 
 25%

Dec YoY 
 61%

Dec YTD 
 43%



Note: Sales tax revenue collected in the current month reflects sales activity in the prior month.

Data Source: Louisiana Sales and Use Tax Commission for Remote Sellers. August 2020 – January 2025

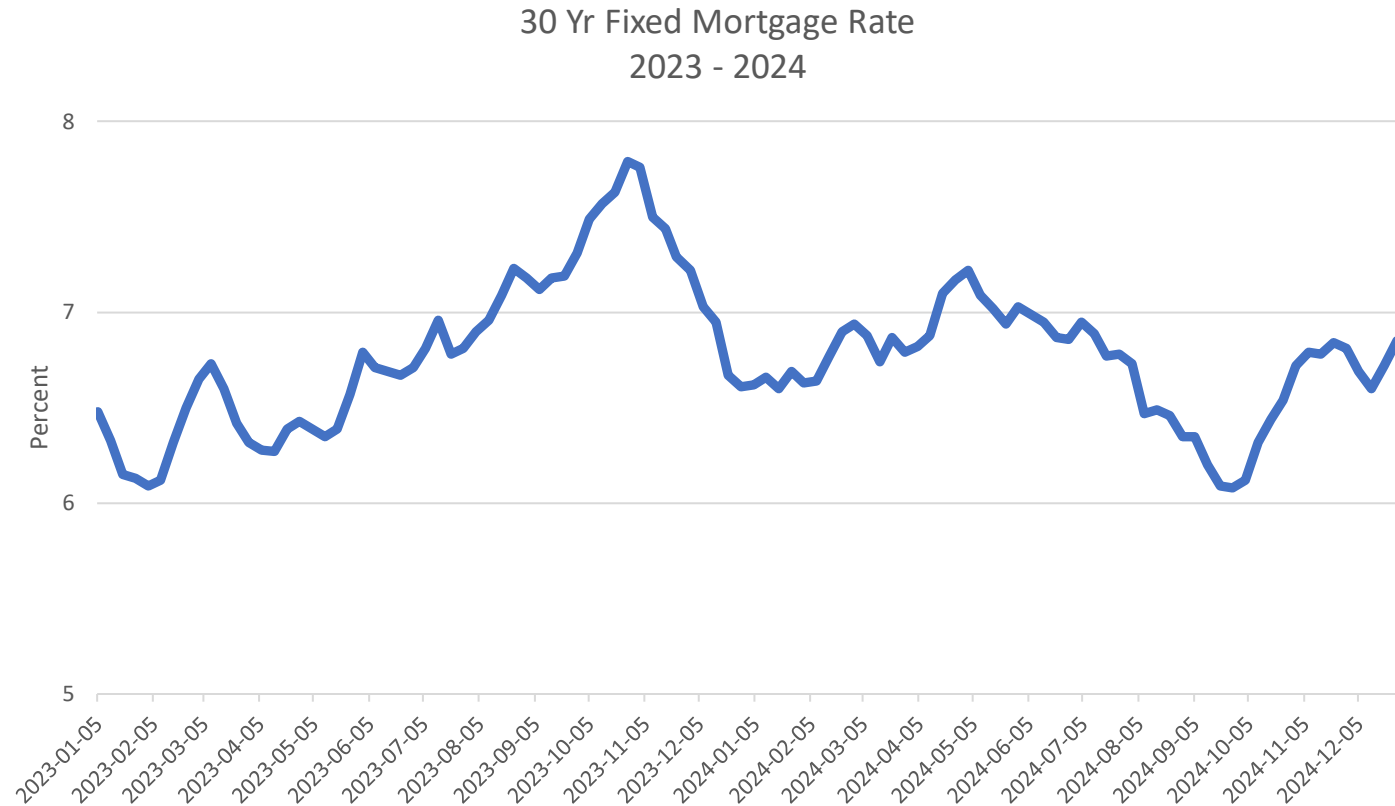
Housing

Central Louisiana Economic Dashboard

30 YEAR FIXED MORTGAGE RATE

30-Year Fixed Rate Mortgage Average in the United States from 2023 – 2024.

- On December 26, the 30-year fixed mortgage rate was 6.85%, while the 15-year mortgage rate stood at 6.0%.
- In late September 2024, the 30-year rate hit a low for the year at 6.08%, while the 15-year rate hit 5.15%.



NON-CURRENT MORTGAGE LOANS

A select year-over-year comparison of non-current mortgage loans by select state.

- In December 2024, Louisiana ranked highest in the country in non-current mortgage loans at 8.1%, followed by Mississippi at 8.0% and Alabama at 5.7%.
- The national average was 3.8% in December compared to 3.7% a year ago.

December 2024

State	DQ %	FC %	NC %	Yr/yr change in NC%
National	3.5%	0.3%	3.8%	3.7%
LA *	7.3%	0.9%	8.1%	9.2%
MS	7.5%	0.5%	8.0%	1.7%
AL	5.4%	0.3%	5.7%	2.3%
IN *	4.9%	0.5%	5.4%	5.8%
AR	4.9%	0.3%	5.2%	4.0%
WV	4.7%	0.4%	5.1%	2.4%
GA	4.8%	0.3%	5.0%	8.5%
TX	4.6%	0.3%	4.9%	5.4%
PA *	4.2%	0.6%	4.7%	-3.8%
SC *	4.4%	0.4%	4.7%	12.1%
FL *	4.3%	0.4%	4.7%	21.0%
OH *	4.2%	0.5%	4.7%	0.7%

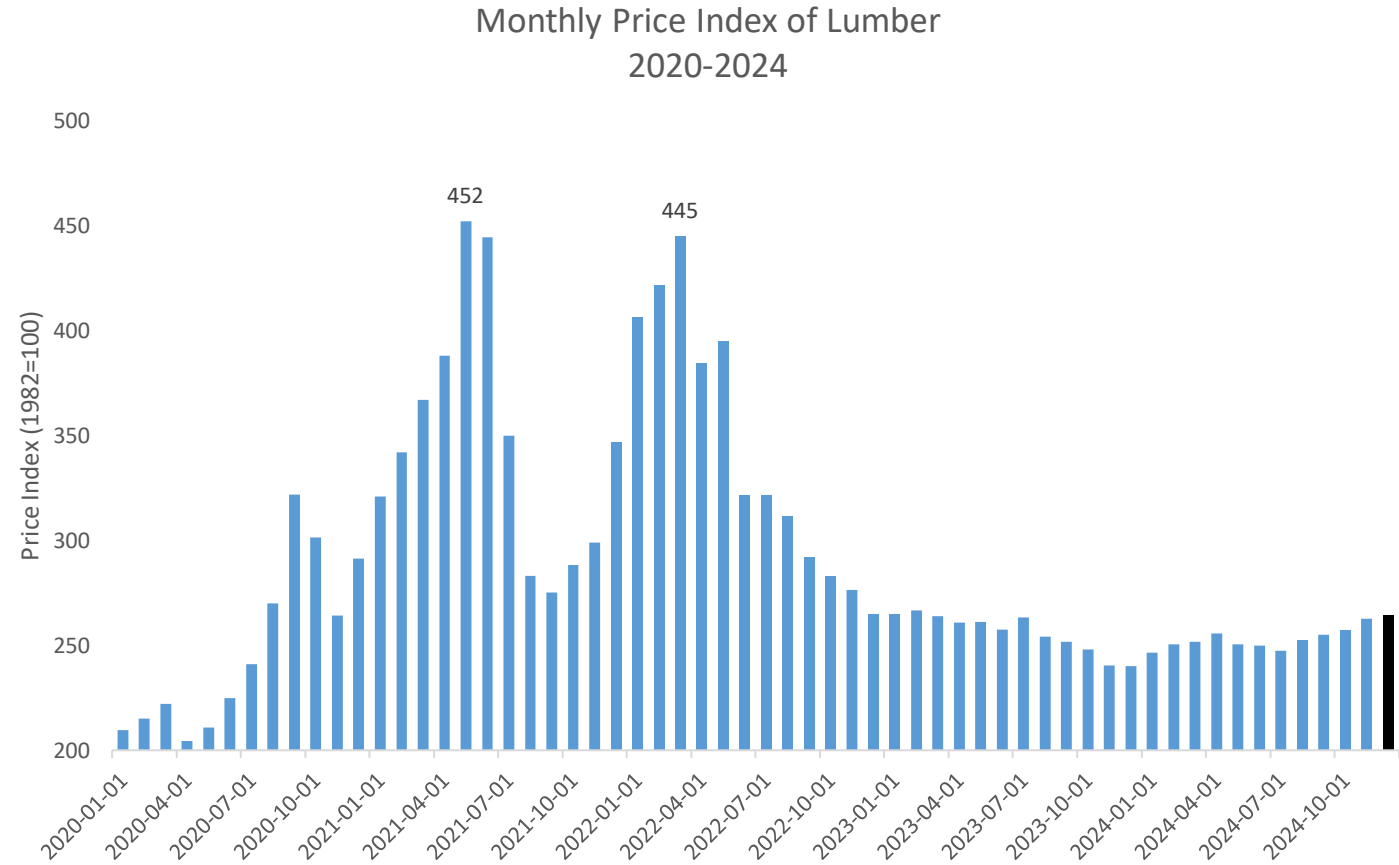
December 2023

State	DQ %	FC %	NC %	Yr/yr change in NC%
National	3.3%	0.4%	3.7%	-3.2%
MS	7.3%	0.6%	7.9%	2.1%
LA *	6.6%	0.9%	7.5%	7.0%
AL	5.2%	0.3%	5.6%	0.7%
IN *	4.5%	0.6%	5.1%	-1.1%
AR	4.7%	0.4%	5.0%	-1.4%
WV	4.5%	0.5%	5.0%	-4.4%
PA *	4.2%	0.7%	4.9%	-1.2%
OH *	4.0%	0.6%	4.7%	-3.4%
OK *	4.0%	0.7%	4.7%	-6.5%
GA	4.3%	0.3%	4.6%	2.3%
TX	4.3%	0.4%	4.6%	2.5%
DE *	4.1%	0.5%	4.6%	3.7%

LUMBER PRICES

The chart represents the Lumber Price Index in the U.S. from January 2020 – December 2024.

- In December 2024, the US Lumber Price Index rose to 264.5, up 1.0% from November.
- Currently, the Lumber Index is up 10% from a year ago.



MEDIAN LISTING PRICE BY MSA

The graphic shows the median listing price of houses from January 2023 – December 2024 for Alexandria, Leesville, Natchitoches, and Opelousas.

Change from Year Ago

Alexandria



3%

Leesville



-16%

Natchitoches

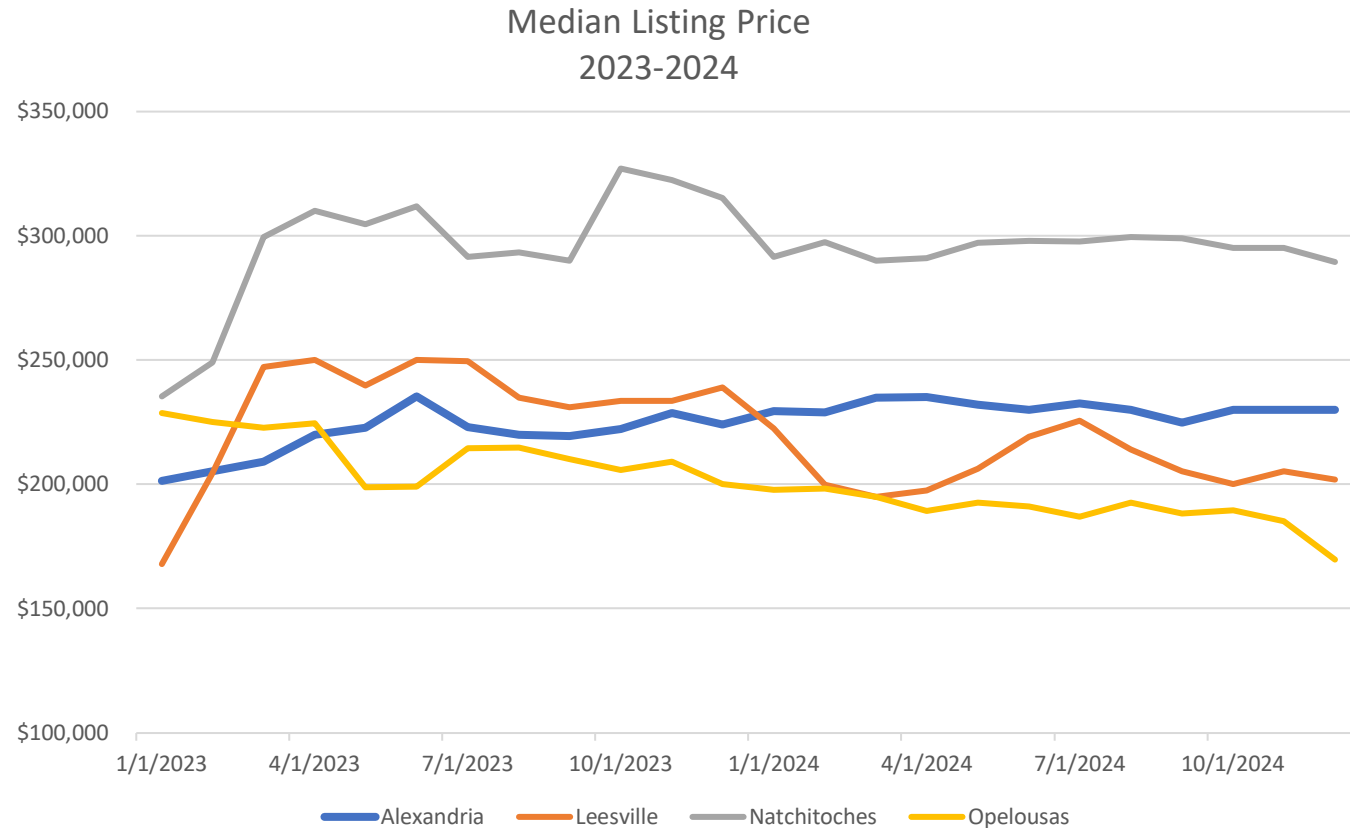


-8%

Opelousas



-15%



MEDIAN LISTING PRICE PER SQ FT BY MSA

The graphic shows the median listing price per square feet of houses from January 2023 – December 2024 for Alexandria, Leesville, Natchitoches, and Opelousas.

Change from Year Ago

Alexandria



6%

Leesville

0%

Natchitoches



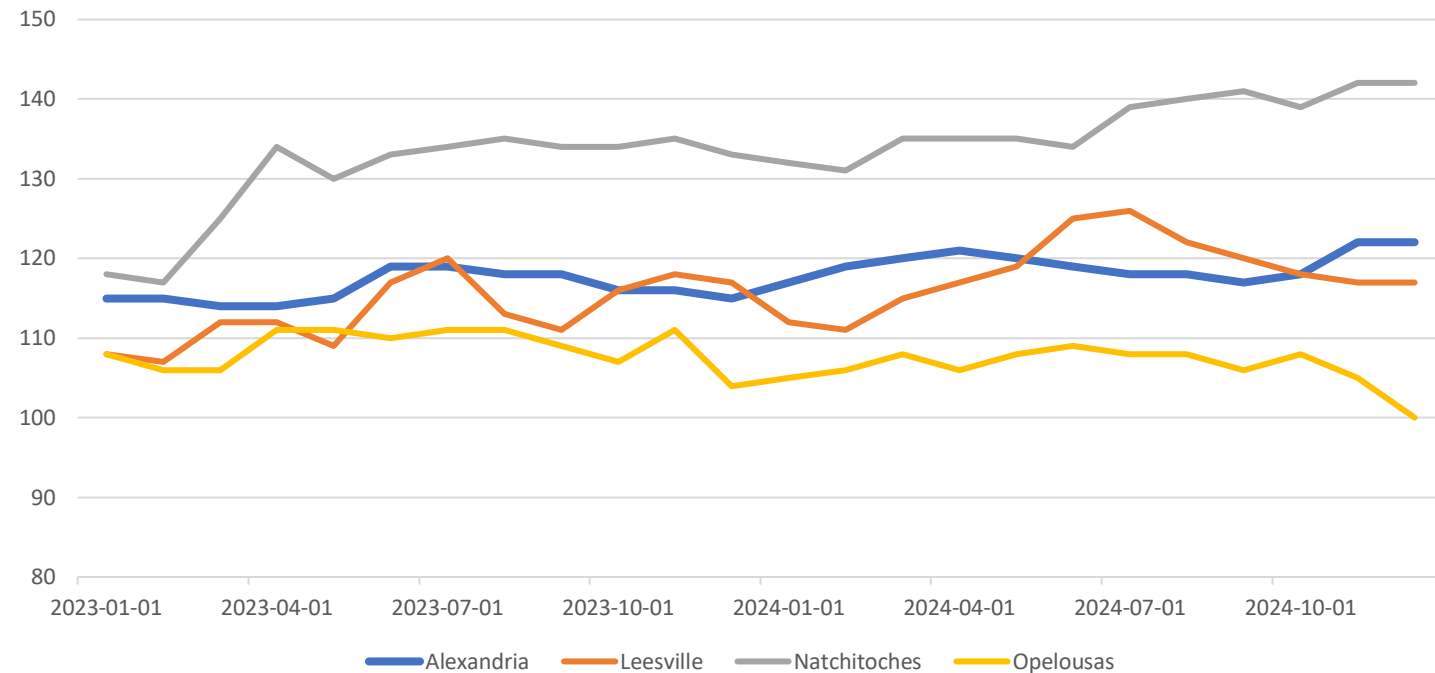
7%

Opelousas



-4%

Median Price Per Square Feet
2023-2024



AVERAGE LISTING PRICE BY MSA

The graphic shows the average listing price of houses from January 2023 - December 2024 for Alexandria, Leesville, Natchitoches, and Opelousas.

Change from Year Ago

Alexandria



10%

Leesville



2%

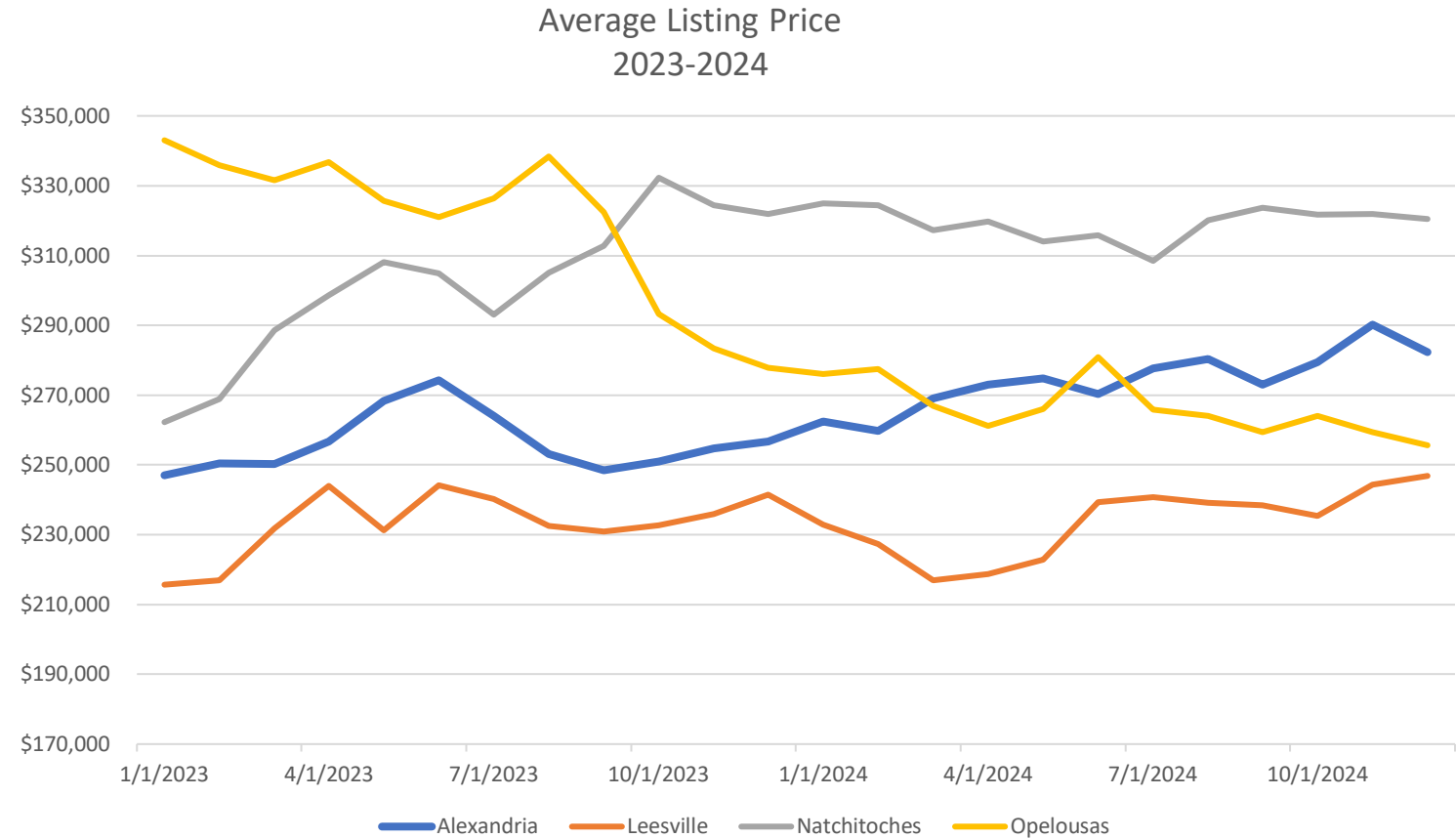
Natchitoches

0%

Opelousas



-8%

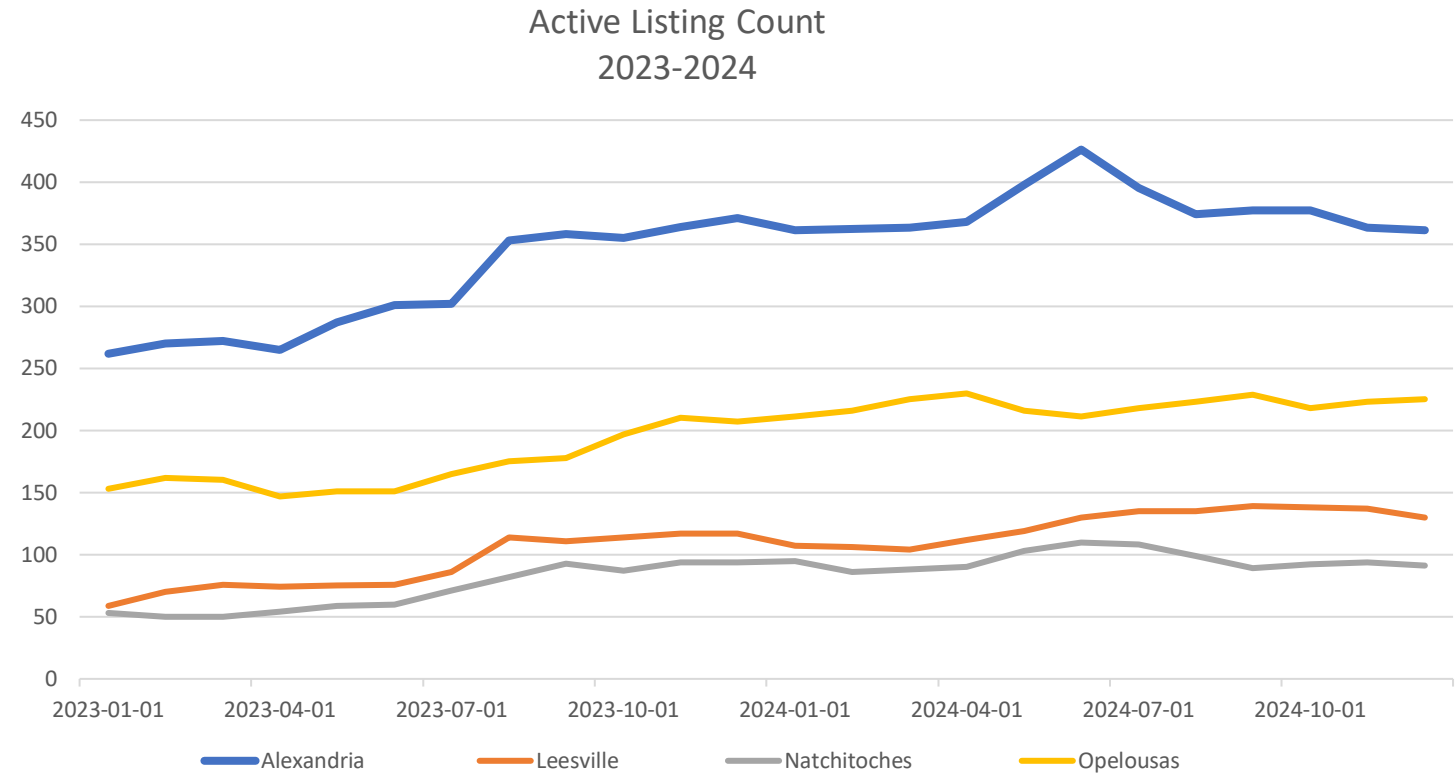


ACTIVE LISTINGS BY MSA

The graphic shows the count of active single-family and condo/townhome listings from January 2022- December 2024 for Alexandria, Leesville, Natchitoches, and Opelousas.

Change from Year Ago

Alexandria	↓	-3%
Leesville	↑	11%
Natchitoches	↓	-3%
Opelousas	↑	6%

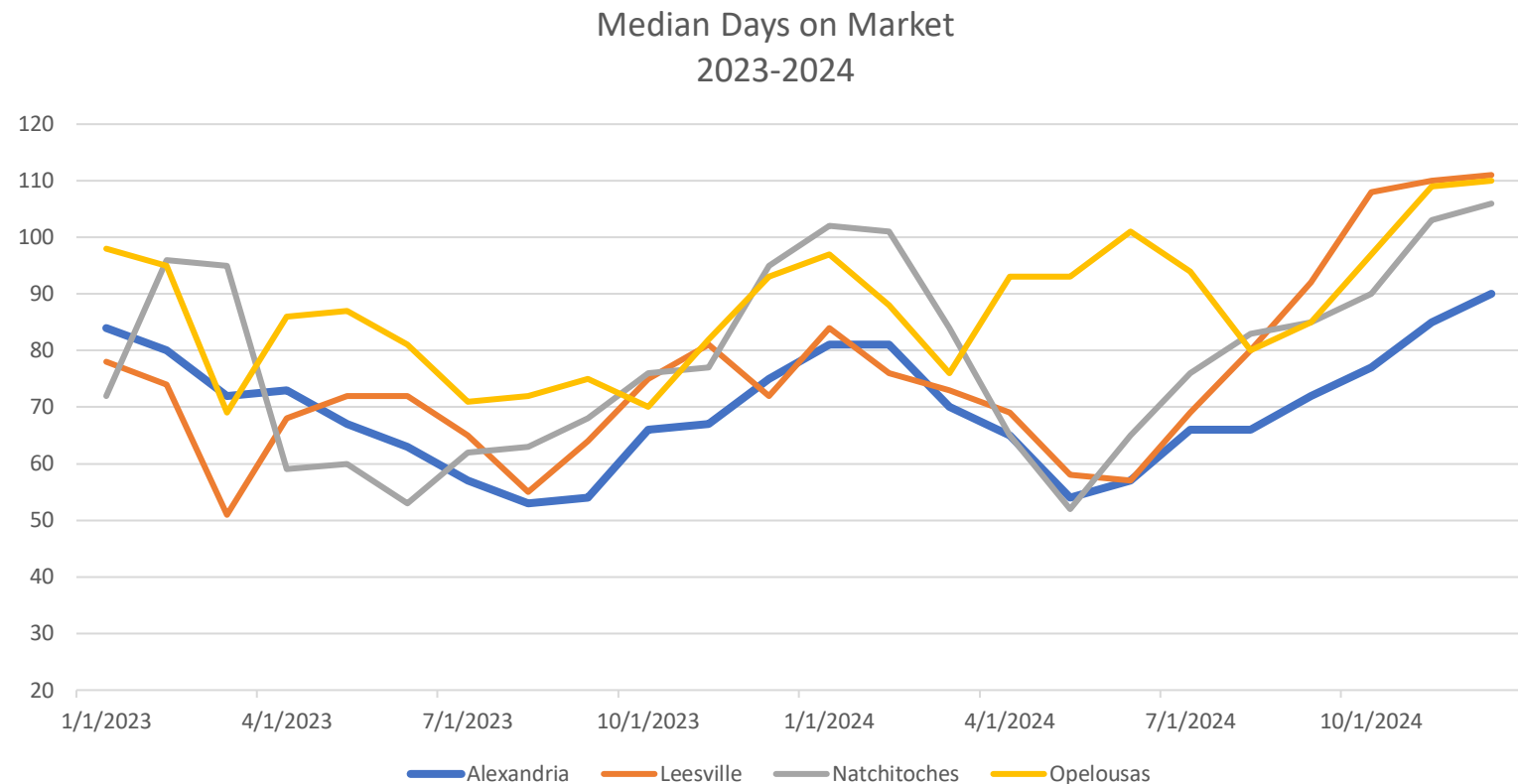


MEDIAN DAYS ON MARKET BY MSA

The graphic shows the median number of days property listings spend on the market from January 2023 – December 2024 for Alexandria, Leesville, Natchitoches, and Opelousas.

Change from Year Ago

Alexandria	↑	20%
Leesville	↑	54%
Natchitoches	↑	12%
Opelousas	↑	18%




Travel


Central Louisiana Economic Dashboard


AVOYELLES HOTEL OCCUPANCY TAX

Avoyelles Parish hotel occupancy tax revenue with previous month, year, and year-to-date comparisons.

December

December  -28%

Dec YoY  -1%

Dec YTD  3%


	2020	2021	2022	2023	2024
December	\$ 7,208	\$ 11,811	\$ 8,481	\$ 9,329	\$ 9,236
November	\$ 16,076	\$ 14,593	\$ 9,206	\$ 12,268	\$ 12,857
% Chg over Prev Month	-55.2%	-19.1%	-7.9%	-24.0%	-28.2%
% Chg over Prev Year		63.9%	-28.2%	10.0%	-1.0%
YTD	\$ 123,765	\$ 150,291	\$ 131,366	\$ 134,068	\$ 138,143
% Chg over Prev YTD		21.4%	-12.6%	2.1%	3.0%


Note: Current tax revenue reflects hotel occupancy activity in the prior month. Hotel occupancy tax revenue is used as a proxy for hotel occupancy rate.
Data Source: Avoyelles Parish School Board. January 2025.


NATCHITOCHESES HOTEL OCCUPANCY TAX

Natchitoches Parish hotel occupancy tax revenue with previous month, year, and YTD comparisons.

December

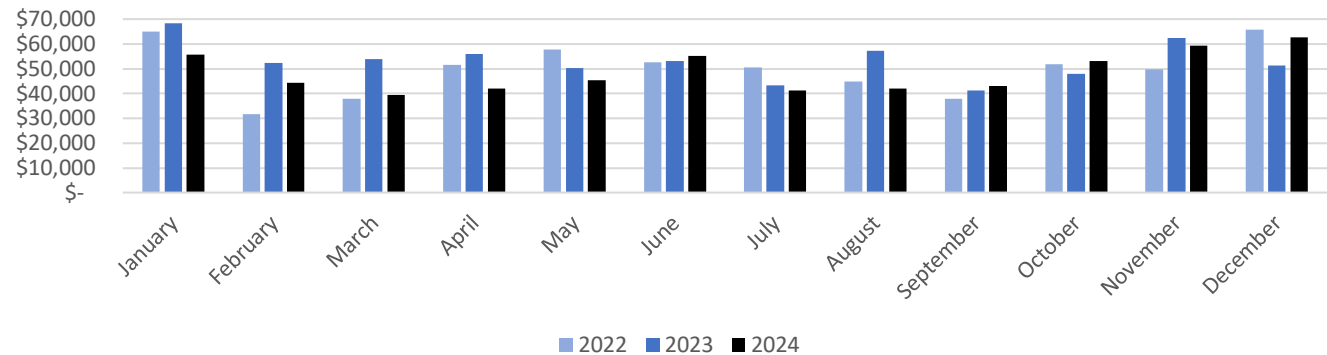
December 
6%

Dec YoY 
22%

Dec YTD 
-9%

	2021	2022	2023	2024
December	\$ 52,888	\$ 65,851	\$ 51,282	\$ 62,708
November	\$ 58,161	\$ 49,684	\$ 62,509	\$ 59,253
% Chg over Prev Month	-9.1%	32.5%	-18.0%	5.8%
% Chg over Prev Year		24.5%	-22.1%	22.3%
YTD	\$ 511,172	\$ 596,709	\$ 637,937	\$ 583,503
% Chg over Prev YTD		16.7%	6.9%	-8.5%

Natchitoches Hotel Sales Tax Revenue
2022-2024




Note: Current tax revenue reflects hotel occupancy activity in the prior month. Hotel occupancy tax revenue is used as a proxy for hotel occupancy rate.


Data Source: Natchitoches Parish Tax Administrator, January 2025.


RAPIDES HOTEL OCCUPANCY TAX

Rapides Parish hotel occupancy tax revenue for the most recent month with previous month, year, and YTD comparisons.

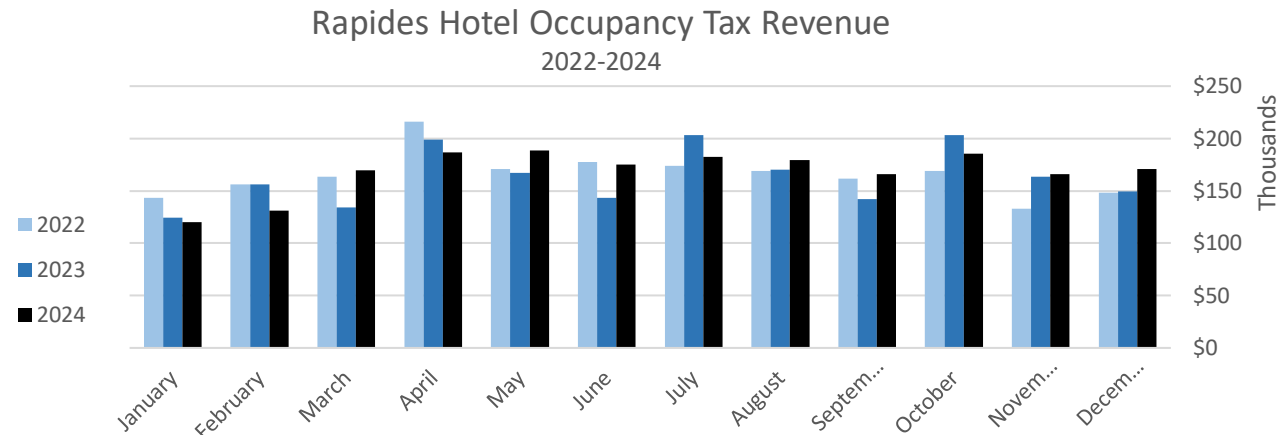
December

December  3%

Dec YoY  14%

Dec YTD  3%

	2021	2022	2023	2024
December	\$ 162,836	\$ 148,424	\$ 149,575	\$ 170,983
November	\$ 216,776	\$ 133,116	\$ 163,485	\$ 166,165
% Chg over Prev Month	-24.9%	11.5%	-8.5%	2.9%
% Chg over Prev Year		-8.9%	0.8%	14.3%
YTD	\$ 2,191,624	\$ 1,982,950	\$ 1,957,146	\$ 2,022,793
% Chg over Prev YTD		-9.5%	-1.3%	3.4%




Note: Current tax revenue reflects hotel occupancy activity in the prior month. Hotel occupancy tax revenue is used as a proxy for hotel occupancy rate.


Data Source: Rapides Parish Police Jury Treasurer's Reports, January 2025.


VERNON HOTEL OCCUPANCY TAX

Vernon Parish hotel, motel, and RV occupancy tax revenue with previous month, year, and year-to-date comparisons.

December

December  -27%

Dec YoY  24%

Dec YTD  -6%

	2021	2022	2023	2024
December	\$ 20,775	\$ 27,067	\$ 19,936	\$ 24,696
November	\$ 30,824	\$ 27,130	\$ 28,158	\$ 33,650
% Chg over Prev Month	-32.6%	-0.2%	-29.2%	-26.6%
% Chg over Prev Year		30.3%	-26.3%	23.9%
YTD	\$ 333,026	\$ 324,340	\$ 344,955	\$ 323,560
% Chg over Prev YTD		-2.6%	6.4%	-6.2%

Note: Current tax revenue reflects hotel occupancy activity in the prior month. Hotel occupancy tax revenue is used as a proxy for hotel occupancy rate.

Data Source: Vernon Parish Sales Tax Department. January 2025.

GULF COAST RETAIL GASOLINE PRICE

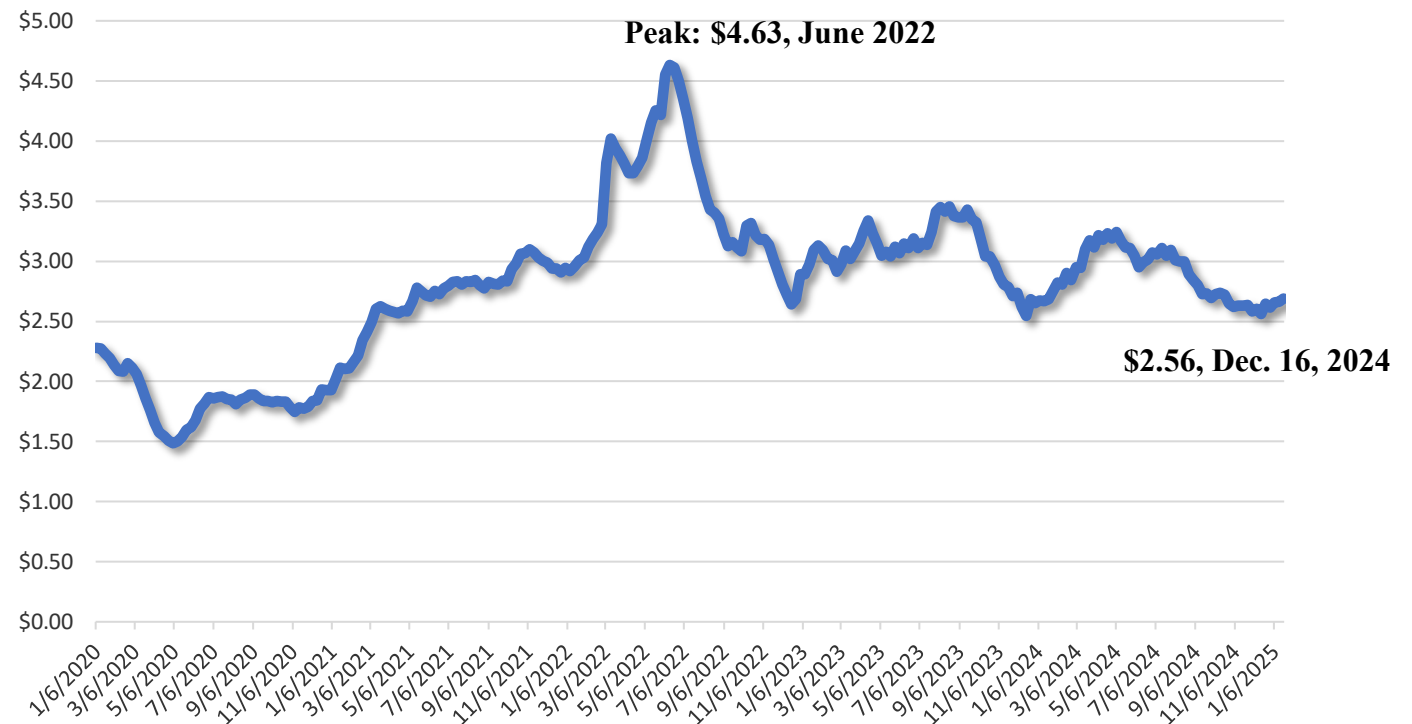
Weekly retail price of gasoline in the Gulf Coast region for all formulations from 2020 – 2024.

December 0%

December 0%
YoY

- In December 2024, the average retail gasoline price in Gulf Coast region was \$2.65/gal., compared to \$2.64 in November.
- The retail gasoline price in December was unchanged from a year ago.

Weekly Retail Gasoline Price All Formulations
in Gulf Coast Region 2020-2024



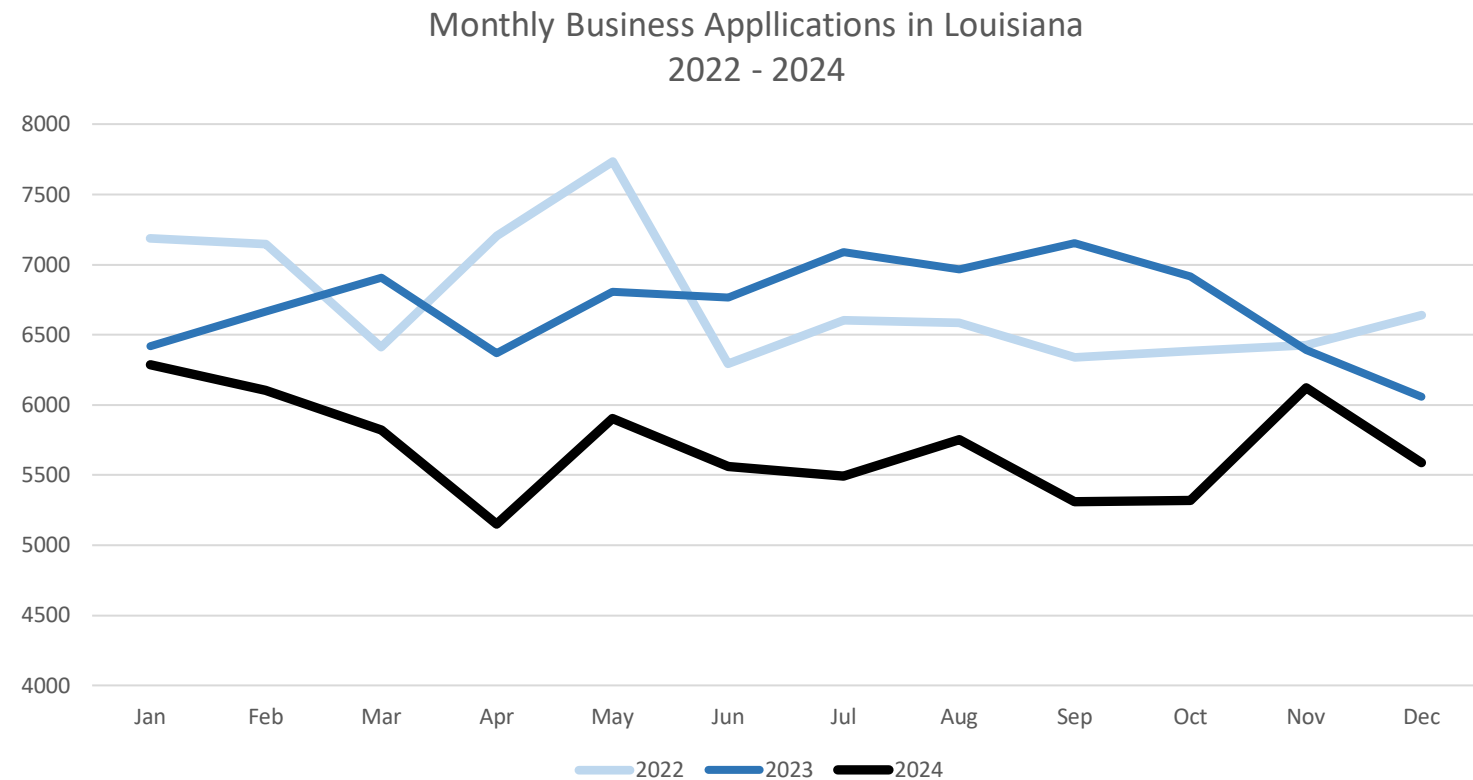
Local & Louisiana

Central Louisiana Economic Dashboard

NEW BUSINESS APPS IN LOUISIANA

The chart below represents the monthly number of new businesses applications in Louisiana from 2022-2024 (seasonally adjusted).

December  -9%
Dec YoY  -8%
Dec YTD  -15%



Note: Data reflects businesses applications, not necessarily business formations.

Data Source: U.S. Census Bureau, Business Applications: Total for All NAICS in Louisiana, Retrieved January 27, 2025.

NEW BUSINESSES IN RAPIDES

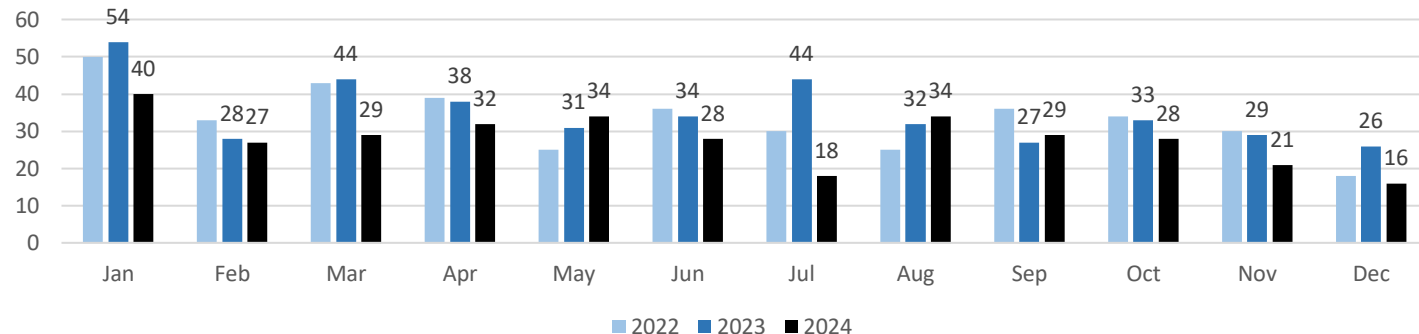
The chart below represent the number of new businesses established each month in Rapides from January 2022 through December 2024.

- The number of new businesses established in Rapides in 2024 fell -20% to 336, compared to 420 last year.

December

	2020	2021	2022	2023	2024
December	19	27	18	26	16
November	34	41	30	29	21
% Chg Prev Month	-44.1%	-34.1%	-40.0%	-10.3%	-23.8%
% Chg from Prev Year		42.1%	-33.3%	44.4%	-38.5%
YTD	402	518	399	420	336
% Chg over Prev YTD		28.9%	-23.0%	5.3%	-20.0%

New Businesses in Rapides
2022-2024



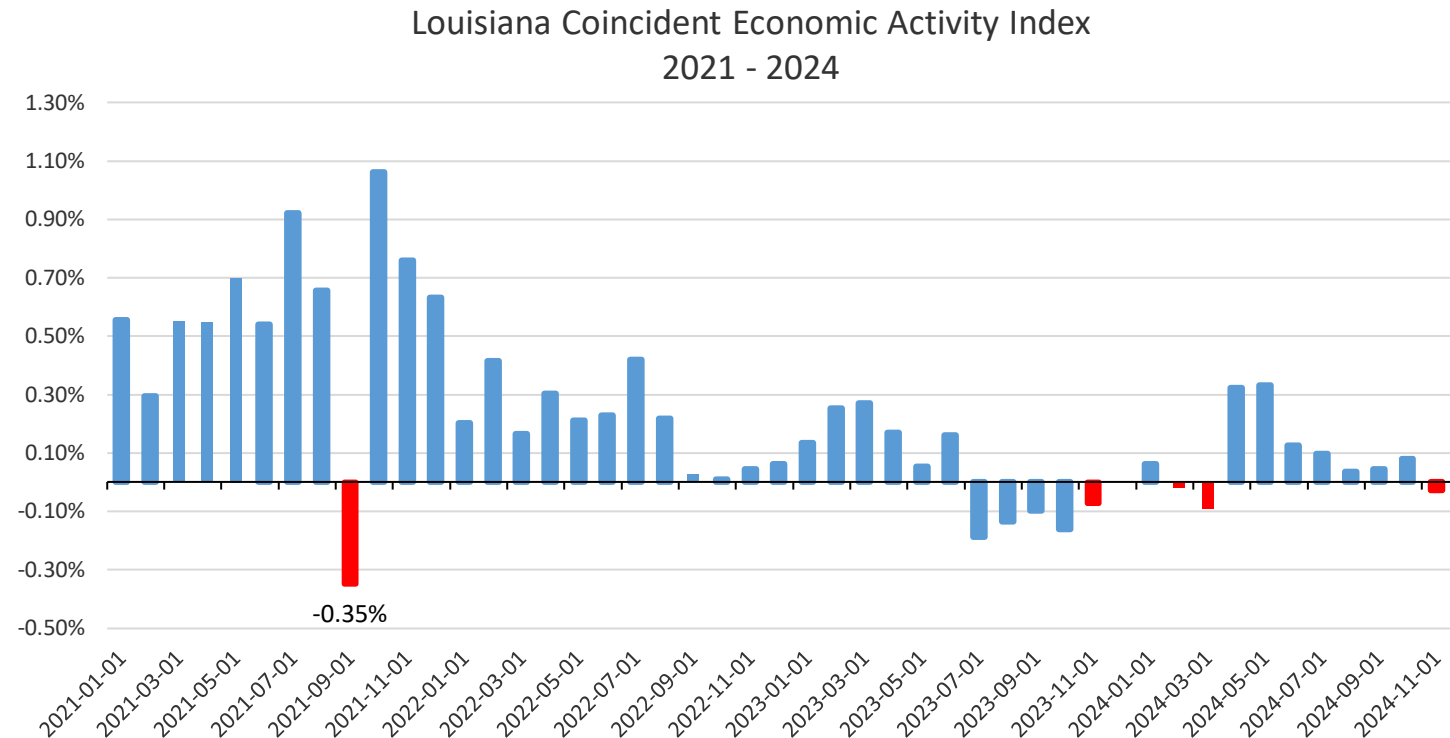
Note: Data reflects businesses established in the current month.

Data Source: Rapides Parish Sales and Use Tax Department, January 2025.

LOUISIANA ECONOMIC ACTIVITY INDEX

The Coincident Economic Activity Index for Louisiana is set to match the trend in the gross state product and includes four indicators: nonfarm payroll employment, the unemployment rate, average hours worked in manufacturing and wages and salaries. The column graph below represents the percentage change in the index. A positive percentage represents an expanding statewide economy.

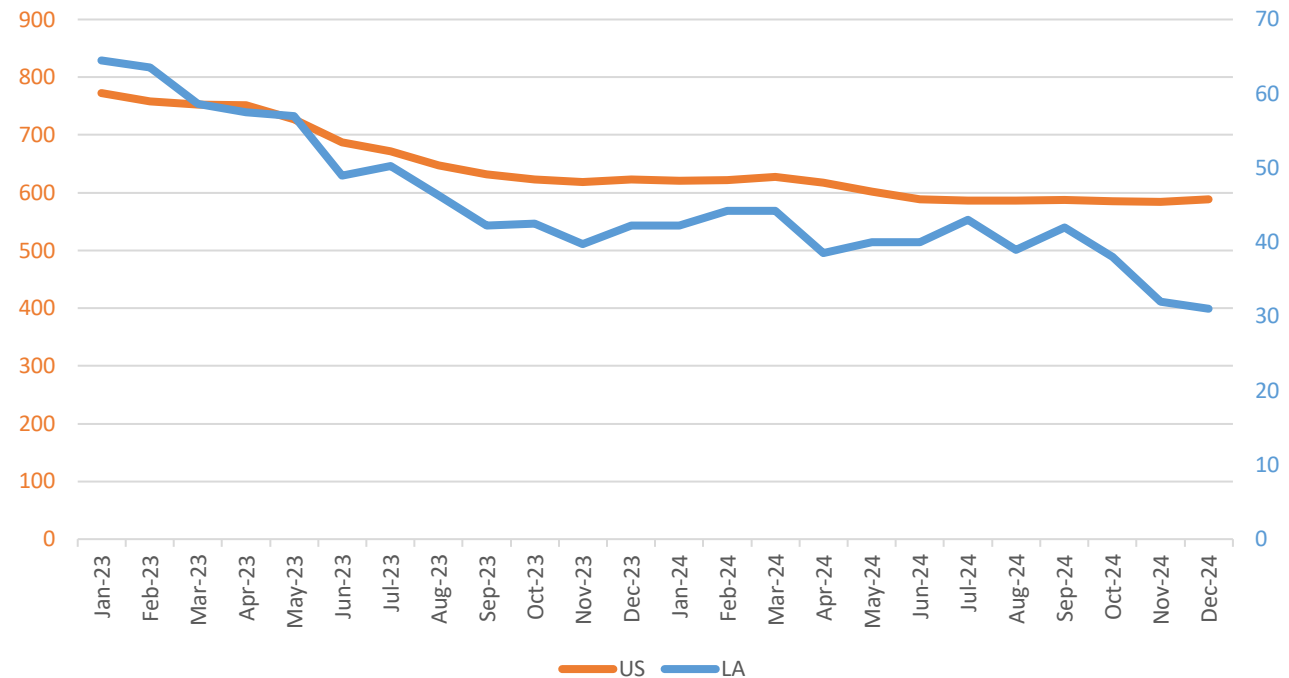
- *According to updated metrics, economic activity in Louisiana in 2024 increased 0.97% compared to 0.45% a year earlier.*
- *In the last 12 months, the Economic Activity Index has turned negative four times.*



BAKER HUGHES RIG COUNT

Represents the number of drilling rigs actively exploring for or developing oil or natural gas in Louisiana and the U.S. in 2023 & 2024.

Rig Count in Louisiana and U.S.
2023-2024



- Average rig count in Louisiana in December 2024 was 31, down 11 rigs from a year ago.
- Nationwide, the rig count in December 2024 was 589, down 34 rigs from a year ago.

LOUISIANA GAMING REVENUE

Gaming revenue in Louisiana for December 2024 with previous month, year, and year-to-date comparisons.

December 2024

December 0%

Dec YoY


-3%

Dec YTD


-1%

	Dec-24	Nov-24	Dec-23	M/M	Y/Y	YTD
Video Poker	\$ 63,719,702	\$ 62,748,981	\$ 63,769,565	1.5%	-0.1%	-1.3%
Riverboat	\$ 151,712,228	\$ 151,791,856	\$ 158,160,084	-0.1%	-4.1%	-2.0%
Landbased	\$ 25,367,815	\$ 26,705,464	\$ 24,722,568	-5.0%	2.6%	-0.7%
Slots	\$ 26,367,815	\$ 26,501,828	\$ 27,663,233	-0.5%	-4.7%	0.6%
Total	\$ 267,167,560	\$ 267,748,129	\$ 274,315,450	-0.2%	-2.6%	-1.4%


* Note: Year-to-Date percentage reflects calendar year.


Data Source: Louisiana Gaming Control Board, January 27, 2025 http://lgcb.dps.louisiana.gov/revenue_reports.html


LOUISIANA SPORTS WAGERS WRITTEN

Statewide wagers written for retail and mobile sports books in Louisiana for December 2024 with previous month, year, and year-to-date comparisons.

December 2024

December 
-6%

Dec YoY 
4%

Dec YTD 
27%

	Dec-24	Nov-24	Dec-23	M/M	Y/Y	YTD
Retail Book	\$ 28,416,359	\$ 32,635,846	\$ 32,118,131	-12.9%	-11.5%	-1.0%
Mobile Book	\$ 362,311,308	\$ 380,829,686	\$ 344,928,425	-4.9%	5.0%	31%
Total	\$ 390,727,667	\$ 413,465,532	\$ 377,046,556	-5.5%	3.6%	27%

* Note: Year-to-Date percentage reflects calendar year.

Data Source: Louisiana Gaming Control Board, January 27, 2025 http://lgcb.dps.louisiana.gov/revenue_reports.html

CONTRIBUTORS

The data presented throughout the CENLA Economic Dashboard reflects contributions from the following local organizations.

- Rapides Parish Policy Jury Treasurer
- Rapides Sales Tax Administrator
- Avoyelles Parish School Board
- Alexandria International Airport
- Alexandria / Pineville Area CVB
- City of Alexandria Planning Division
- Evangeline Parish Sales Tax Commissioner
- Concordia, Catahoula, & La Salle Tax Administrator
- Louisiana Office of Public Health
- St. Landry Parish School Board
- Grant Parish Sheriff's Office
- Natchitoches Parish Tax Commission
- Natchitoches Parish Planning and Zoning
- City of Natchitoches Planning
- Vernon Parish Sales Tax Department

THANK YOU

Also, special thanks to the following partners for distributing the dashboard.

- LSUA Foundation
- Central Louisiana Regional Chamber of Commerce
- Marksville Chamber of Commerce
- Bunkie Chamber of Commerce
- Evangeline Chamber of Commerce
- Concordia Chamber of Commerce
- Greater Vernon Chamber of Commerce
- Natchitoches Chamber of Commerce
- *Next Issue: Week of March 24, 2025*

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