# CENTRAL LOUISIANA ECONOMIC DASHBOARD





College of ———

**Business** 

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**March 2025** 

*March* 2025

#### **EMPLOYMENT**

- In January 2025, the Alexandria MSA maintained a relatively low unemployment rate of 4.0%, ranking third among Louisiana MSAs, with 60,332 employed persons out of a labor force of 62,828.
- Employment in Natchitoches Parish in January 2025 was 13,371, a decrease from 13,786 in December 2024. This was 2,991 fewer persons employed compared to January 2024, a decline of approximately 18.3%. The unemployment rate in Natchitoches Parish rose to 5.6% in January 2025, up from 5.2% in December 2024 and 4.7% in January 2024.
- Unemployment rates across Louisiana MSAs in January 2025 ranged from 3.7% in Houma-Thibodaux to 4.9% in Hammond. Statewide, the unemployment rate rose to 4.4% in January 2025, up from 4.2% in December 2024.
- Rapides Parish (the largest by labor force in CENLA) had a 3.9% unemployment rate in January 2025, an improvement from 4.1% in January 2024.
- Vernon Parish saw a significant increase in its unemployment rate over the past year, rising to 6.3% from 5.8% in January 2024.
- In February 2025, initial unemployment claims in Louisiana averaged 1,649 per month, a 4% increase from January 2025. This is also higher than the 1,421 average in February 2024, a year-over-year increase of about 16%. Continued claims in February 2025 averaged 11,891, a 7% decrease from January 2025. This is slightly up from 11,661 in February 2024, a year-over-year increase of about 2%. The rise in initial claims suggests increasing layoffs or job separations, while the drop in continued claims indicates that fewer people are remaining unemployed for extended periods.



*March* 2025

#### **CONSUMER SPENDING**

- Sales tax revenue in central Louisiana declined across all jurisdictions in February 2025 (reflecting January 2025 activity), with decreases ranging from 13% to 31%, likely due to a post-holiday slowdown. Despite this, year-over-year growth was observed in Grant (+12%), Natchitoches (+8%), and Rapides (+3%), though Catahoula (-26%) and Concordia (-15%) saw significant annual declines.
- Vehicle sales tax revenue in February 2025 (January 2025 activity) showed gains in Rapides (+29%), Avoyelles (+20%), and Vernon (+28%), a reversal from the declines seen in December 2024 for Rapides. Year-over-year, Rapides (+28%) and St. Landry (+9%) reported strong growth, though Avoyelles (-5%) and Vernon (-10% YTD) continued to see annual declines.
- Hotel occupancy tax revenue in February 2025 (January 2025 activity) highlighted strong growth in Rapides (+24% Y/Y, +22% YTD) and a significant monthly spike in Avoyelles (+256%), though its YTD revenue fell 35%. Natchitoches saw declines of -17% Y/Y and -12% YTD.
- Statewide online sales tax revenue dropped to \$62.4 million in February 2025 (January 2025 activity), an 18% decline from January 2025, indicating a post-holiday slowdown in online spending.
- Online sales tax revenue in CenLA fell to \$2,252,131 in February 2025 (January 2025 activity), a 29% decline from January 2025, but showed a 13% year-over-year increase from February 2024. YTD, CenLA's online sales tax revenue was up 8%, a slower growth rate compared to the 52% annual increase for 2024.



#### *March* 2025

#### HOUSING

- The 30-year fixed mortgage rate decreased to 6.67% on March 20, 2025, down from 6.85% in December 2024, with the 15-year rate falling to 5.83% from 6.0%, reflecting a modest easing of borrowing costs.
- Louisiana's non-current mortgage loan rate rose to 8.6% in February 2025, a 5.2% increase Y/Y, maintaining its position as the highest in the U.S., while the national average increased to 4.1%.
- Active listings in February 2025 showed mixed trends: Leesville saw a 20.8% Y/Y increase to 128 listings, while Alexandria and Opelousas experienced declines of 6.6% and 10.2%, respectively, and Natchitoches remained stable at 86 listings.
- Median days on market in February 2025 increased across all MSAs, with Leesville seeing the largest rise at 22.4% to 93 days, followed by Alexandria at 12.3% to 91 days, Opelousas at 9.1% to 96 days, and Natchitoches with a minimal 1.0% increase to 102 days.
- Median listing prices in February 2025 showed varied trends: Alexandria and Natchitoches saw modest increases of 3.5% to \$237,000 and 0.4% to \$298,750, respectively, while Leesville was nearly stable with a 0.1% rise to \$199,975, and Opelousas experienced a significant 12.0% decline to \$174,375.
- Median listing price per square foot in February 2025 varied: Natchitoches saw the largest increase at 12.2% to \$147, Leesville rose by 5.4% to \$117, Alexandria slightly declined by 0.8% to \$118, and Opelousas dropped by 6.6% to \$99.
- Average listing prices in February 2025 increased in most MSAs, with Alexandria leading at 10.6% growth to \$287,346, followed by Leesville at 5.0% to \$238,731 and Natchitoches at 4.8% to \$339,951, while Opelousas saw a 5.4% decline to \$262,331.



#### *March* 2025

#### **TRAVEL**

- Gulf Coast retail gasoline prices in February 2025 remained unchanged a month earlier, but down 7% Y/Y from February 2024.
- Hotel occupancy tax revenue in February 2025 (January 2025 activity) showed mixed trends: Rapides saw a strong 24.3% Y/Y increase, and Vernon's Y/Y decline moderated to 3.1% with a 13.0% YTD gain. Natchitoches experienced a 16.8% Y/Y decline, while Avoyelles surged 256% M/M but was down 35% YTD, reflecting a significant event-driven spike.

#### **NEW BUSINESSES**

- New business applications in Louisiana rebounded in February 2025, showing a 15% Y/Y increase compared to January 2025, and a 20% YTD decrease for January–February 2025, compared to the same period in 2024.
- New business establishments in Rapides Parish continued to decline in February 2025, with 22 new businesses formed, down 18.5% Y/Y from February 2024 and 3.0% YTD for January–February 2025, though the YTD decline is less severe than the 20% drop for the full year of 2024.

#### **GAMING**

- Louisiana's total gaming revenue in February 2025 reached \$268.7 million, up 3.5% Y/Y and 5.5% YTD, driven by strong growth in land-based (28.8% Y/Y) and riverboat (4.7% Y/Y) gaming, though video poker and slots declined by 3.3% and 8.8% Y/Y, respectively.
- Sports wagers written in Louisiana remained unchanged in February 2025 compared to January, but is up 39% over February of last year, and up 23% YTD.



# Employment

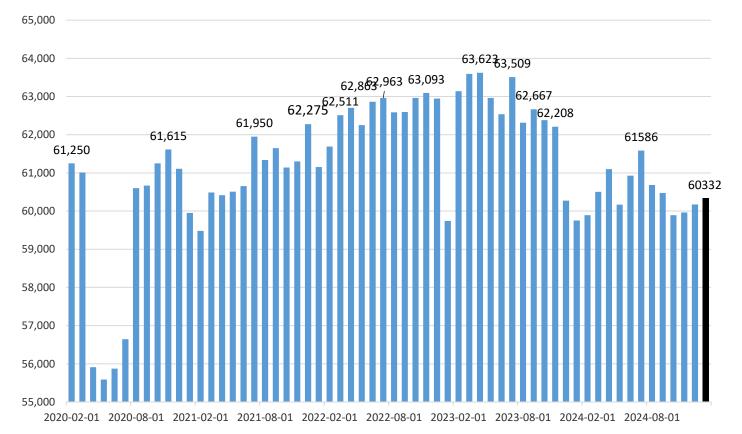
Central Louisiana Economic Dashboard

# **EMPLOYMENT IN ALEXANDRIA MSA**

*Employed persons in the Alexandria MSA from 2020 – 2025.* 

- Employment in the Alexandria MSA in January rose to 60,332 from 60,171 a month earlier, which was above last year's level of 59,986.
- The unemployment rate in the Alexandria MSA in January was 4.0%, unchanged from December.



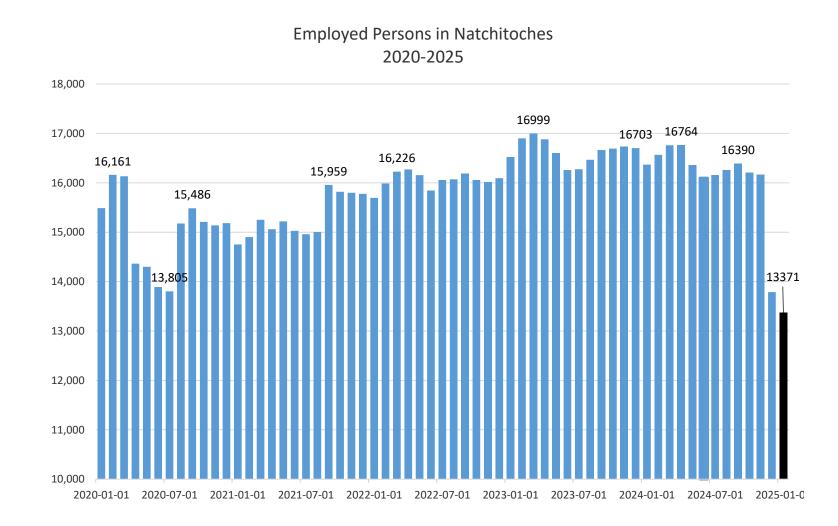




# **EMPLOYMENT IN NATCHITOCHES**

*Employed persons in Natchitoches parish from 2020 – 2025.* 

- In January 2025, Natchitoches Parish employment was 13,371, compared 13,786 a month earlier.
- Employment in January was down 2,991 from a year ago.
- The unemployment rate in Natchitoches Parish in January was 5.6%, up from 5.2% a month earlier, and up from 4.7% a year ago.





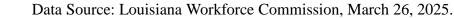
## **UNEMPLOYMENT RATE BY MSA**

The table below shows January 2025 unemployment rate, labor force, and employment data for Metropolitan Statistical Areas in the state.

- Houma-Thibodaux had the lowest metro unemployment rate in the state in January at 3.7%.
- Alexandria moved up to third among the MSAs with an unemployment rate of 4.0% in January.
- Louisiana's unemployment rate in January rose to 4.4% from 4.2% in December.

#### January 2025

				Unemployment
Area	Labor Force	Employed	Unemployed	Rate
Houma-Thibodaux	86,011	82,787	3,224	3.7%
Lafayette	222,203	213,594	8,609	3.9%
Alexandria	62,828	60,332	2,496	4.0%
Baton Rouge	411,579	394,773	16,806	4.1%
New Orleans-Metairie	587,128	561,968	25,160	4.3%
Shreveport-Bossier City	177,867	170,009	7,858	4.4%
Lake Charles	83,500	79,602	3,898	4.7%
Monroe	76,979	73,266	3,713	4.8%
Hammond	60,249	57,297	2,952	4.9%





# **UNEMPLOYMENT RATE BY CENLA PARISH**

The table below shows January 2025 unemployment rate, labor force, and employment data for central Louisiana parishes.

In January 2025, the parishes in central Louisiana had an unemployment rate of 4.8%, which was above the state unemployment rate of 4.4%.

#### January 2025

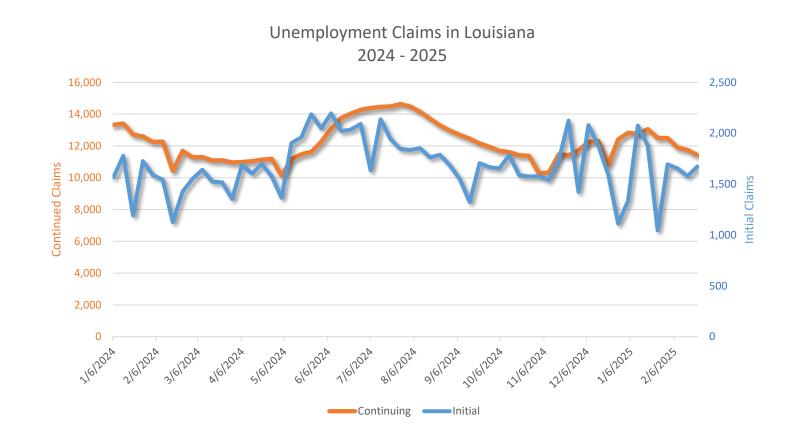
				Unemployment	Unemployment
Area	Labor Force	<b>Employed</b>	Unemployed	Rate Jan 2025	Rate Jan 2024
Allen	7,828	7,454	374	4.8%	5.0%
Avoyelles	14,141	13,443	698	4.9%	5.0%
Catahoula	3,364	3,165	199	5.9%	5.2%
Concordia	6,381	5,975	406	6.4%	6.1%
Evangeline	11,574	11,014	560	4.8%	4.6%
Grant	7,986	7,649	337	4.2%	4.5%
La Salle	5,848	5,645	203	3.5%	3.7%
Natchitoches	14,161	13,371	790	5.6%	5.6%
Rapides	54,842	52,683	2,159	3.9%	4.1%
St. Landry	31,873	30,199	1,674	5.3%	5.2%
Vernon	16,934	15,868	1,066	6.3%	5.8%



## **UNEMPLOYMENT CLAIMS IN LOUISIANA**

Initial and continued unemployment claims in Louisiana from January 2024 to February 2025.

- Initial unemployment claims rose 4% in Louisiana in February, while continuing unemployment claims fell 7%.
- In February 2025, initial claims averaged 1,649 a month compared to 1,421 a year earlier.
- Continued claims in February 2025 averaged 11,891 compared to 11,661 a year earlier.







# Tax Revenue

Central Louisiana Economic Dashboard

## TAX REVENUE OVERVIEW

An overview of sales, vehicle sales, and hotel occupancy taxes collected in the February 2025 reflecting sales activity in the previous month, unless otherwise noted.

February 2025

Sales Tax	M/M	Y/Y	YTD	Vehicle Sales Tax	M/M	Y/Y	YTD
Alexandria	-27%	-3%	-2%	Avoyelles	20%	-5%	-2%
Avoyelles	-30%	3%	3%	Evangeline	5%	3%	-3%
Catahoula	-14%	-26%	-25%	Natchitoches*	-9%	-3%	7%
Concordia	-31%	-15%	-4%	Rapides	29%	28%	24%
Evangeline	-19%	-2%	-2%	St. Landry	-11%	9%	17%
Grant	-13%	12%	8%	Vernon	28%	1%	-10%
La Salle	-15%	1%	0%				
Natchitoches	-24%	8%	4%	Hotel Occupancy Tax			
Pineville	-17%	2%	2%	Avoyelles	256%	1%	-35%
Rapides	-22%	3%	3%	Natchitoches	-27%	-17%	-12%
St. Landry	-26%	2%	-3%	Rapides	12%	24%	22%
Vernon	-28%	1%	0%	Vernon	-3%	-3%	13%

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

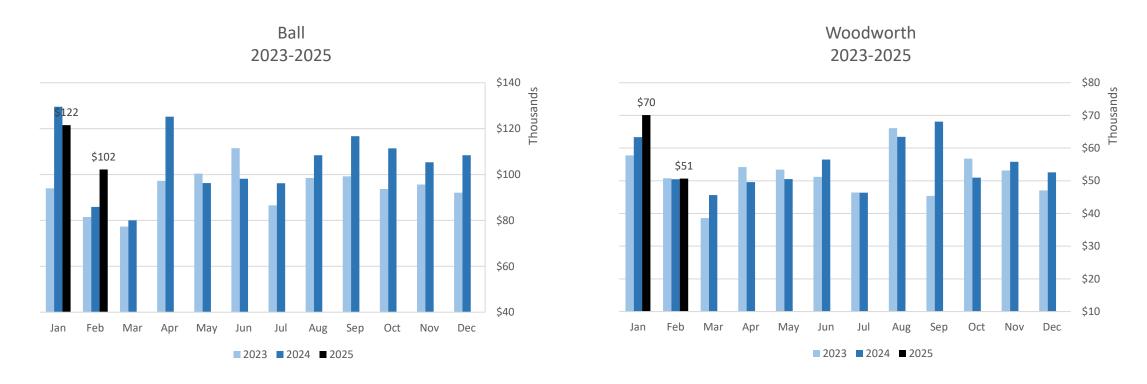
n/a = Not currently available

Data Source noted in detailed reports.

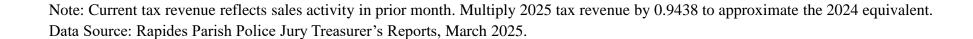


## **BALL & WOODWORTH**

An overview of sales tax revenue collected in Ball and Woodworth from 2023 - 2025.



For January and February, unadjusted tax revenue in Ball is up 3.8%, while Woodworth is up 6.1%.





## **ALEXANDRIA SALES TAX**

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

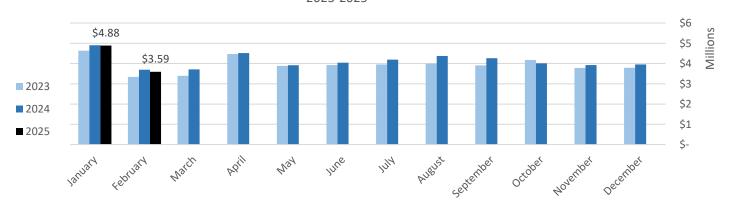
(BR) Alexandria total monthly sales tax revenue from 2023 to present.



#### *February*

	2022		2023	2024	2025
February	\$ 3,264,360	\$	3,343,413	\$ 3,698,643	\$ 3,591,308
January	\$ 4,696,275	\$	4,636,098	\$ 4,905,995	\$ 4,884,740
% Chg over Prev Month	-30.5%		-27.9%	-24.6%	-26.5%
% Chg over Prev Year			2.4%	10.6%	-2.9%
YTD	\$ 7,960,635	\$	7,979,511	\$ 8,604,638	\$ 8,476,048
% Chg over Prev YTD			0.2%	7.8%	-1.5%

Alexandria Sales Tax Revenue

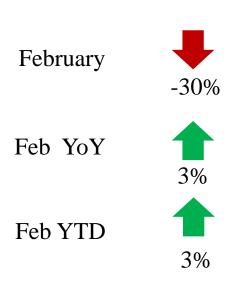


Note: Current month sales tax revenue reflects sales activity in previous month. Multiply 2025 tax revenue by 0.9476 to estimate the 2024 equivalent. Data Source: Rapides Parish Police Jury Treasurer's Reports, March 2025.



# **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.



#### *February*

	2022		2023	2024	2025
February	\$ 1,562,150	\$	1,674,200	\$ 1,803,680	\$ 1,862,160
January	\$ 2,329,526	\$	2,447,184	\$ 2,585,330	\$ 2,652,794
% Chg over Prev					
Month	-32.9%		-31.6%	-30.2%	-29.8%
% Chg over Prev Year			7.2%	7.7%	3.2%
YTD	\$ 3,891,675	\$	4,121,385	\$ 4,389,009	\$ 4,514,954
% Chg over Prev YTD			5.9%	6.5%	2.9%

Note: Current sales tax revenue reflects sales activity in the prior month. Multiply 2025 tax revenue by 0.9450 to estimate the 2024 equivalent. Data Source: Avoyelles Parish School Board. March 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.



#### February

	2022		2023	2024	2025
February	\$ 330,453	\$	324,255	\$ 381,862	\$ 362,043
January	\$ 338,628	\$	311,147	\$ 295,831	\$ 300,745
% Chg over Prev Month	-2.4%		4.2%	29.1%	20.4%
% Chg over Prev Year			-1.9%	17.8%	-5.2%
YTD	\$ 669,080	\$	635,401	\$ 677,693	\$ 662,787
% Chg over Prev YTD			-5.0%	6.7%	-2.2%

Note: Current sales tax revenue reflects sales activity in the prior month. Multiply 2025 tax revenue by 0.9438 to estimate the 2024 equivalent. Data Source: Avoyelles Parish School Board. March 2025



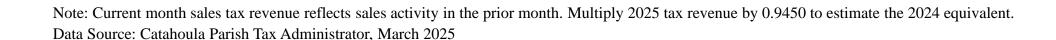
# **CATAHOULA SALES TAX**

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



#### *February*

	2022			2023	2024	2025		
February	\$	492,832	\$	714,415	\$ 705,537	\$	522,788	
January	\$	789,116	\$	814,920	\$ 796,735	\$	606,011	
% Chg over Prev Month		-37.5%		-12.3%	-11.4%		-13.7%	
% Chg over Prev Year				45.0%	-1.2%		-25.9%	
YTD	\$	1,281,948	\$	1,529,335	\$ 1,502,272	\$	1,128,799	
% Chg over Prev YTD				19.3%	-1.8%		-24.9%	





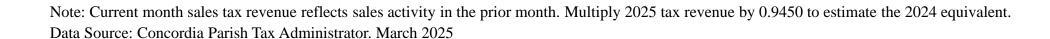
# **CONCORDIA SALES TAX**

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

# February -31% Feb YoY -15% Feb YTD

#### *February*

	2022	2023	2024	2025
February	\$ 1,173,354	\$ 1,426,120	\$ 1,350,564	\$ 1,147,456
January	\$ 1,493,942	\$ 1,602,074	\$ 1,567,795	\$ 1,658,299
% Chg over Prev Month	-21.5%	-11.0%	-13.9%	-30.8%
% Chg over Prev Year		21.5%	-5.3%	-15.0%
YTD	\$ 2,667,296	\$ 3,028,194	\$ 2,918,359	\$ 2,805,755
% Chg over Prev YTD		13.5%	-3.6%	-3.9%





# **EVANGELINE SALES TAX**

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

#### February

February	-19%
Feb YoY	-2%
Feb YTD	-2%

	2021	2022			2023	2024	2025
February	\$ 1,608,232	\$	2,085,392	\$	2,328,373	\$ 2,288,008	\$ 2,242,388
January	\$ 2,001,054	\$	2,531,152	\$	2,433,309	\$ 3,396,688	\$ 2,759,555
% Chg over Prev Month	-19.6%		-17.6%		-4.3%	-32.6%	-18.7%
% Chg over Prev Year			29.7%		11.7%	-1.7%	-2.0%
YTD	\$ 1,608,232	\$	2,085,392	\$	2,328,373	\$ 2,288,008	\$ 2,242,388
% Chg over Prev YTD			29.7%		11.7%	-1.7%	-2.0%

Note: Current sales tax revenue reflects sales activity in prior month. Multiply 2025 tax revenue by 0.9438 to estimate the 2024 equivalent. Data Source: Evangeline Parish Sales Tax Commissioner. March 2025



# **EVANGELINE VEHICLE SALES TAX**

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

#### February

February	5%
Feb YoY	3%
Feb YTD	-3%

	2021	2022		2023	2024		2025
February	\$ 358,527	\$	374,645	\$ 494,030	\$	395,434	\$ 407,920
January	\$ 361,503	\$	341,667	\$ 323,340	\$	336,225	\$ 387,635
% Chg over Prev Month	-0.8%		9.7%	52.8%		17.6%	5.2%
% Chg over Prev Year			4.5%	31.9%		-20.0%	3.2%
YTD	\$ 358,527	\$	374,645	\$ 494,030	\$	395,434	\$ 407,920
% Chg over Prev YTD			4.5%	31.9%		-20.0%	3.2%

Note: Current sales tax revenue reflects sales activity in prior month. Multiply 2025 tax revenue by 0.9450 to estimate the 2024 equivalent.

Data Source: Evangeline Parish Sales Tax Commissioner. March 2025



# **GRANT SALES TAX**

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

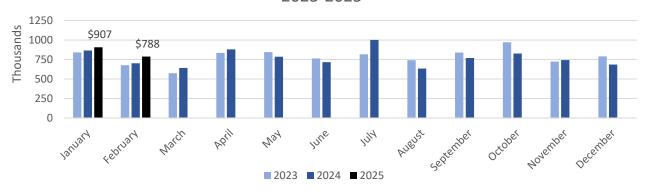
(BR) Grant monthly sales tax revenue from 2023 to present.



#### **February**

	2022		2023		2024		2025
February	\$ 634,531	\$	677,838	\$	702,456	\$	787,792
January	\$ 951,606	\$	841,638	\$	865,378	\$	906,508
% Chg over Prev Month	-33.3%		-19.5%		-18.8%		-13.1%
% Chg over Prev Year			6.8%		3.6%		12.1%
YTD	\$ 1,586,137	\$ 1	L,519,476	\$ :	1,567,834	\$ 2	1,694,300
% Chg over Prev YTD			-4.2%		3.2%		8.1%





Note: Current sales tax revenue reflects sales activity in prior month. Multiply 2025 tax revenue by 0.9450 to estimate the 2024 equivalent. 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.

#### February

February	-15%
Feb YoY	1%
Feb YTD	0%

	2022	2023	2024	2025
February	\$ 1,042,656	\$ 1,512,822	\$ 891,138	\$ 896,121
January	\$ 1,512,822	\$ 869,591	\$ 1,059,362	\$ 1,047,787
% Chg over Prev Month	-31.1%	74.0%	-15.9%	-14.5%
% Chg over Prev Year		45.1%	-41.1%	0.6%
YTD	\$ 2,555,478	\$ 2,382,413	\$ 1,950,500	\$ 1,943,908
% Chg over Prev YTD		22.6%	-18.1%	-0.3%

Note: Current month sales tax revenue reflects sales activity in the previous month. Multiply 2025 tax revenue by 0.9436 to estimate the 2024 equivalent. Data Source: La Salle Parish Tax Administrator, March 2025



# NATCHITOCHES SALES TAX

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

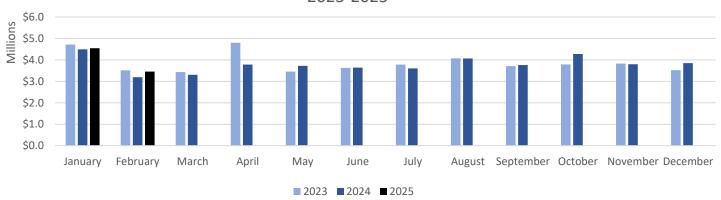
(BR) Natchitoches monthly sales tax revenue from 2023 to present.



#### *February*

	2022	2023	2024	2025
February	\$ 3,270,980	\$ 3,516,194	\$ 3,194,895	\$ 3,457,023
January	\$ 4,442,544	\$ 4,717,815	\$ 4,495,375	\$ 4,543,892
% Chg over Prev Month	-26.4%	-25.5%	-28.9%	-23.9%
% Chg over Prev Year		7.5%	-9.1%	8.2%
YTD	\$ 7,713,524	\$ 8,234,009	\$ 7,690,270	\$ 8,000,915
% Chg over Prev YTD		6.7%	-6.6%	4.0%

Natchitoches Parish Sales Tax Revenue 2023-2025



Note: Current month sales tax revenue collections reflects sales activity in the prior month. Multiply 2025 tax revenue by 0.9436 to estimate the 2024 equivalent. Data Source: Natchitoches Parish Tax Commission, March 2025.



# NATCHITOCHES VEHICLE SALES TAX

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

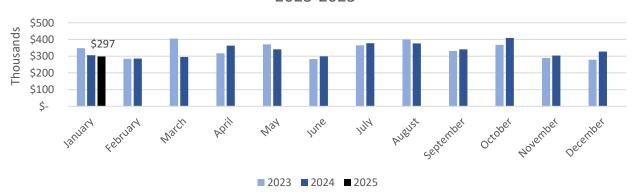
(BR) Natchitoches monthly vehicle sales tax revenue from 2023 to present.



#### January\*

	2022	2023	2024	2025
January (Current Yr)	\$ 293,717	\$ 347,651	\$ 305,690	\$ 297,164
December (Prev Yr)	\$ 348,306	\$ 284,141	\$ 285,183	\$ 327,301
% Chg over Prev Month	-15.7%	22.4%	7.2%	-9.2%
% Chg over Prev Year		18.4%	-12.1%	-2.8%
YTD (Dec-Jan)	\$ 664,759	\$ 691,643	\$ 584,700	\$ 624,465
% Chg over Prev YTD		4.0%	-15.5%	6.8%

Natchitoches Vehicle Sales Tax Revenue 2023-2025



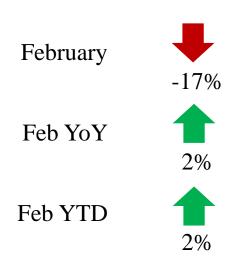
Note: Current sales tax revenue reflects sales activity in the prior month. Multiply 2025 tax revenue by 0.9436 to estimate the 2024 equivalent. Data Source: Natchitoches Parish Tax Commission, March 2025. \*Vehicle sales tax collection is delayed a month.



# PINEVILLE SALES TAX

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

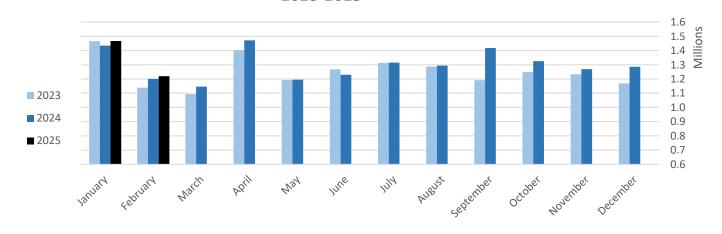
(BR) Pineville monthly sales tax revenue from 2023 to present.



#### *February*

	2022			2023	2024			2025
February	\$	1,070,275	\$	1,139,048	\$	1,200,793	\$	1,219,883
January	\$	1,305,610	\$	1,465,878	\$	1,434,988	\$	1,466,843
% Chg over Prev Month		-18.0%		-22.3%		-16.3%		-16.8%
% Chg over Prev Year				12.3%		-2.1%		2.2%
YTD	\$	2,375,885	\$	2,604,926	\$	2,635,780	\$	2,686,725
% Chg over Prev YTD				9.6%		1.2%		1.9%

Pineville Sales Tax Revenue 2023-2025



Note: Current month sales tax revenue reflects sales activity in the prior month. Multiply 2025 tax revenue by 0.9476 to estimate the 2024 equivalent. Data Source: Rapides Parish Police Jury Treasurer's Reports, March 2025.



# RAPIDES SALES TAX

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

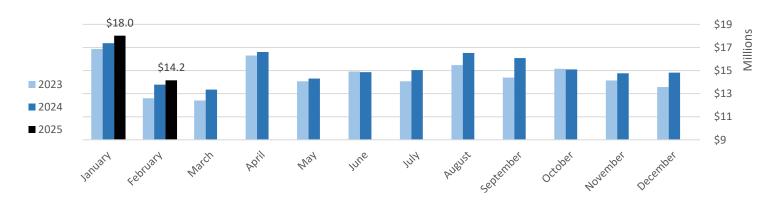
(BR) Rapides monthly sales tax revenue from 2023 to present.



#### *February*

	2022	2023	2024	2025
February	\$ 12,387,486	\$ 12,597,085	\$ 13,775,361	\$ 14,154,899
January	\$ 16,750,854	\$ 16,873,652	\$ 17,375,247	\$ 18,024,378
% Chg over Prev Month	-26.0%	-25.3%	-20.7%	-21.5%
% Chg over Prev Year		1.7%	9.4%	2.8%
YTD	\$ 29,138,340	\$ 29,470,737	\$ 31,150,608	\$ 32,179,277
% Chg over Prev YTD		1.1%	5.7%	3.3%

Rapides Parish Total Sales Tax Revenue 2023-2025



Note: Current sales tax revenue reflects sales activity in the prior month. Multiply 2025 tax revenue by 0.9438 to estimate the 2024 equivalent. Data Source: Rapides Parish Police Jury Treasurer's Reports, March 2025.



## RAPIDES VEHICLE SALES TAX

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



#### *February*

	2022	2023	2024	2025
February	\$ 1,145,955	\$ 1,322,667	\$ 1,319,220	\$ 1,682,480
January	\$ 1,337,852	\$ 1,341,146	\$ 1,086,581	\$ 1,307,620
% Chg over Prev Month	-14.3%	-1.4%	21.4%	28.7%
% Chg over Prev Year		15.4%	-0.3%	27.5%
YTD	\$ 2,483,807	\$ 2,663,813	\$ 2,405,801	\$ 2,990,100
% Chg over Prev YTD		7.2%	-9.7%	24.3%

Note: Current sales tax revenue reflects sales activity in the prior month. Multiply 2025 tax revenue by 0.9438 to estimate the 2024 equivalent. Data Source: Rapides Parish Police Jury Treasurer's Reports, January 2025



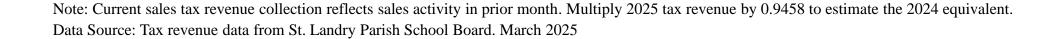
# ST. LANDRY SALES TAX

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



#### *February*

	2022	2023	2024	2025
February	\$ 6,912,985	\$ 6,912,985	\$ 7,124,854	\$ 7,299,154
January	\$ 8,525,245	\$ 8,977,428	\$ 10,602,423	\$ 9,901,786
% Chg over Prev Month	-18.9%	-23.0%	-32.8%	-26.3%
% Chg over Prev Year		0.0%	3.1%	2.4%
YTD	\$ 15,438,230	\$ 15,890,413	\$ 17,727,277	\$ 17,200,940
% Chg over Prev YTD		3.1%	11.6%	-3.0%





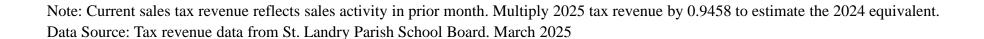
# ST. LANDRY VEHICLE SALES TAX

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

# February -11% Feb YoY 9% Feb YTD 17%

#### **February**

	2022	2023	2024	2025
February	\$ 888,098	\$ 1,037,301	\$ 833,449	\$ 911,723
January	\$ 926,131	\$ 923,295	\$ 828,920	\$ 1,027,296
% Chg over Prev Month		12.3%	0.5%	-11.3%
% Chg over Prev Year		16.8%	-19.7%	9.4%
YTD	\$ 1,814,228	\$ 1,960,596	\$ 1,662,369	\$ 1,939,019
% Chg over Prev YTD		8.1%	-15.2%	16.6%





# **VERNON SALES TAX**

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



#### **February**

	2022	2023	2024	2025
February	\$ 2,505,338	\$ 2,580,706	\$ 2,601,917	\$ 2,631,711
January	\$ 3,275,330	\$ 3,603,984	\$ 3,688,386	\$ 3,658,559
% Chg over Prev Month	-23.5%	-28.4%	-29.5%	-28.1%
% Chg over Prev Year		3.0%	0.8%	1.1%
YTD	\$ 5,780,667	\$ 6,184,691	\$ 6,290,303	\$ 6,290,269
% Chg over Prev YTD		7.0%	1.7%	0.0%

Note: Current sales tax revenue reflects sales activity in prior month. Multiply 2025 tax revenue by 0.9450 estimate the 2024 equivalent. Data Source: Vernon Parish Sales Tax Department. March 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.



#### *February*

	2022	2023	2024	2025
February	\$ 438,287	\$ 482,018	\$ 476,692	\$ 480,076
January	\$ 531,258	\$ 565,811	\$ 469,831	\$ 374,621
% Chg over Prev Month	-17.5%	-14.8%	1.5%	28.1%
% Chg over Prev Year		10.0%	-1.1%	0.7%
YTD	\$ 969,546	\$ 1,047,828	\$ 946,523	\$ 854,697
% Chg over Prev YTD		8.1%	-9.7%	-9.7%

Note: Current sales tax revenue reflects sales activity in prior month. Multiply 2025 tax revenue by 0.9450 to estimate the 2024 equivalent. Data Source: Vernon Parish Sales Tax Department. March 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.

February 2025 online sales tax collections, which represents online sales activity in January, decreased by 29% from a month earlier, but was up 13% from a year ago, and is up 8% year-to-date.

	Feb-25	Jan-25	Feb-24	M/M	Y/Y	YTD
Allen	\$ 94,165	\$ 141,366	\$ 89,949	-33%	5%	10%
Avoyelles	\$ 155,535	\$ 213,375	\$ 131,223	-27%	19%	21%
Catahoula	\$ 53,549	\$ 78,346	\$ 48,894	-32%	10%	15%
Concordia	\$ 73,335	\$ 107,823	\$ 63,408	-32%	16%	13%
Evangeline	\$ 157,077	\$ 239,211	\$ 146,965	-34%	7%	15%
Grant	\$ 86,645	\$ 129,970	\$ 69,364	-33%	25%	29%
LaSalle	\$ 51,965	\$ 78,198	\$ 48,777	-34%	7%	16%
Natchitoches	\$ 188,442	\$ 250,674	\$ 180,446	-25%	4%	12%
Rapides	\$ 679,423	\$ 941,259	\$ 593,952	-28%	14%	-7%
St Landry	\$ 446,023	\$ 618,982	\$ 387,685	-28%	15%	17%
Vernon	\$ 265,972	\$ 351,702	\$ 232,645	-24%	14%	14%
Total (Cenla)	\$ 2,252,131	\$ 3,150,907	\$ 1,993,308	-29%	13%	8%

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 – March 2025

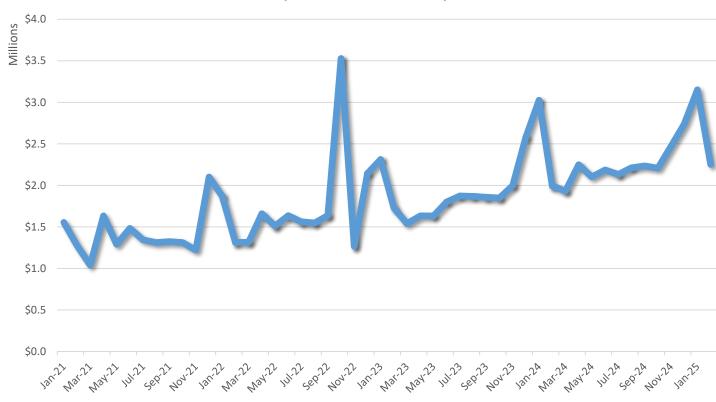


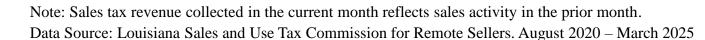
## REMOTE SELLERS TAX REVENUE IN CENLA

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 \$62.4 million in February, down 18% from January, while CenLA saw revenue of \$2.3 million, down 29% from January.
- Since August 2020 when remote sellers tax revenue collection started, \$98 million in sales tax revenue have been collected from online sales in central Louisiana of which \$29 million were in the last 12 months.



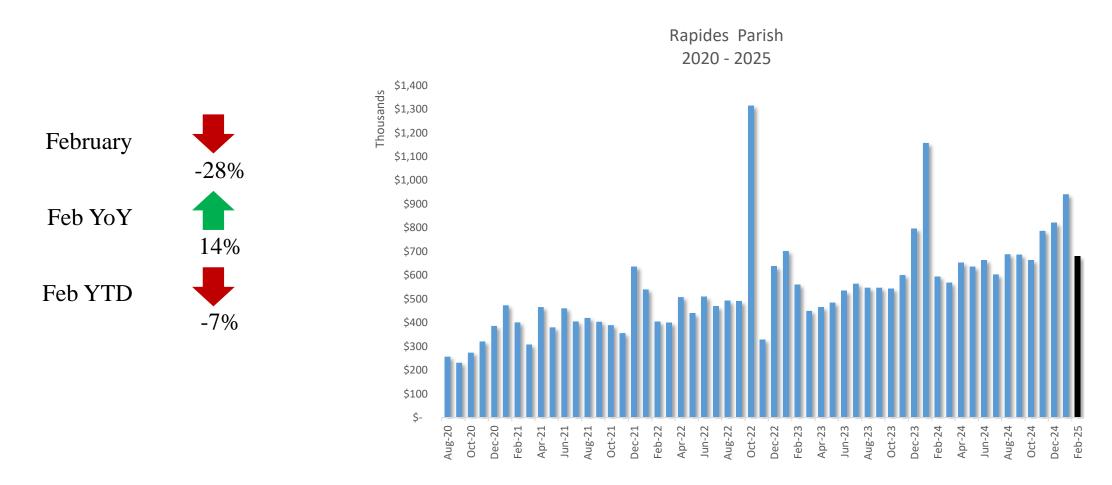


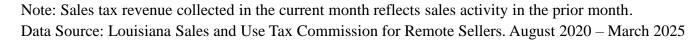




# REMOTE SELLERS TAX REVENUE IN RAPIDES

Remote sellers tax revenue from online sales in Rapides Parish from August 2020 – February 2025.

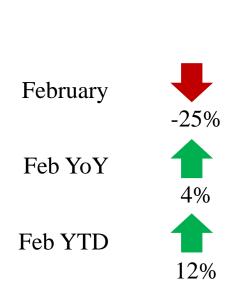


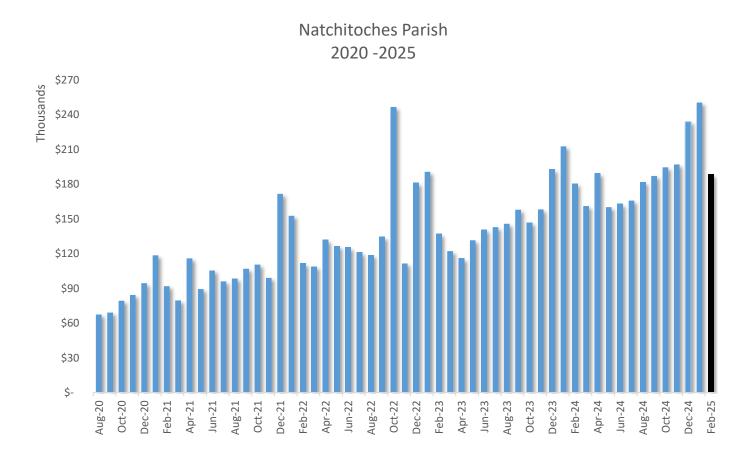


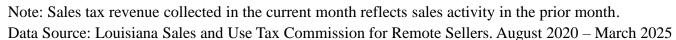


# REMOTE SELLERS TAX REVENUE IN NATCHITOCHES

Remote sellers tax revenue from online sales in Natchitoches Parish from August 2020 – February 2025.



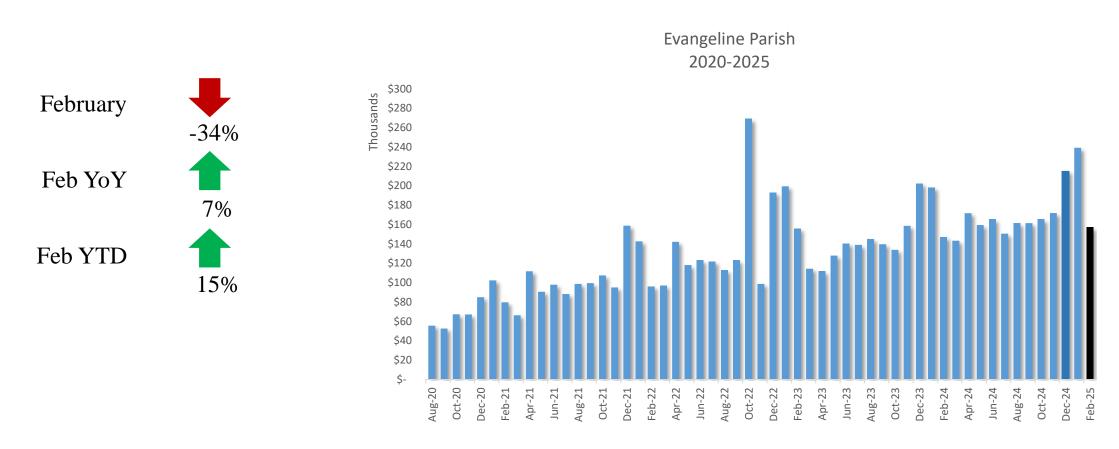


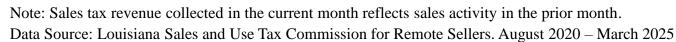




# REMOTE SELLERS TAX REVENUE IN EVANGELINE

Remote sellers tax revenue from online sales in Evangeline Parish from August 2020 – February 2025.









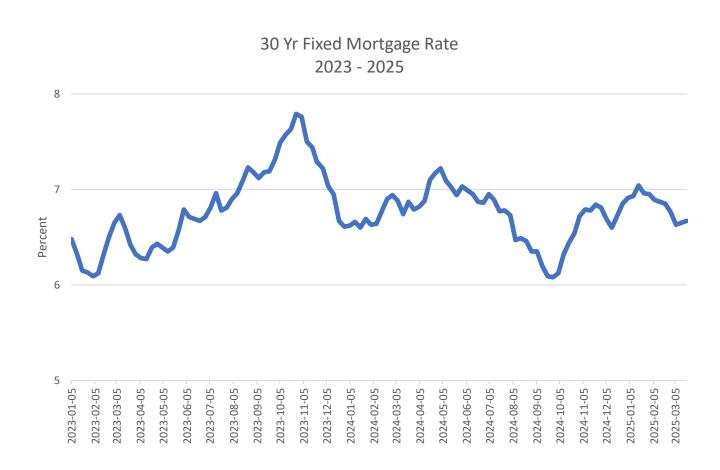
# Housing

Central Louisiana Economic Dashboard

# 30 YEAR FIXED MORTGAGE RATE

*30-Year Fixed Rate Mortgage Average in the United States from 2023 – 2025.* 

- On March 20, the 30-year fixed mortgage rate was 6.67%, while the 15-year mortgage rate stood at 5.83%.
- The 30-year fixed mortgage rates rose sharply from 2021 (~5.1%) to 2023 (~6.85%) before slightly declining in 2024 (~6.8%).





# **NON-CURRENT MORTGAGE LOANS**

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

- In February 2025, Louisiana ranked highest in the country in non-current mortgage loans at 8.6%, followed by Mississippi at 8.3% and Alabama at 6.1%.
- The non-current mortgage loan national average was 4.1% compared to 3.7% a year ago.

#### February 2025\*

State		DQ %	FC %	NC %	Yr/yr change in NC%
Natio	National 3		0.4%	4.1%	2.6%
LA	*	7.7%	0.9%	8.6%	5.2%
MS		7.8%	0.5%	8.3%	-0.5%
AL		5.8%	0.3%	6.1%	0.3%
IN	*	5.2%	0.5%	5.8%	3.9%
AR		5.2%	0.4%	5.6%	2.2%
WV		5.2%	0.4%	5.5%	-0.1%
GA		5.1%	0.3%	5.3%	7.2%
PA	*	4.6%	0.6%	5.2%	-4.1%
FL	*	4.8%	0.4%	5.2%	23.1%
OH	*	4.6%	0.5%	5.1%	1.4%
SC	*	4.8%	0.3%	5.1%	10.5%
TX		4.7%	0.4%	5.1%	2.1%
OK	*	4.4%	0.5%	5.0%	1.7%
IL	*	4.4%	0.5%	5.0%	2.0%
MD	*	4.4%	0.4%	4.8%	1.3%
DE	*	4.4%	0.4%	4.8%	-1.4%
KY	*	4.1%	0.5%	4.6%	-0.9%

#### February 2024\*

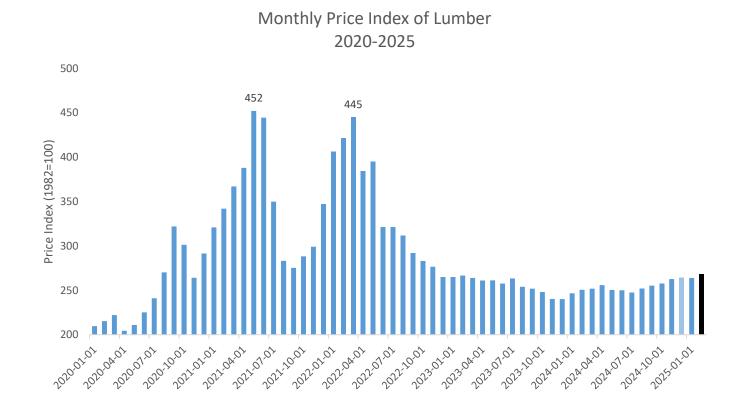
Stat	te	DQ %	FC %	NC %	Yr/yr change in NC%
Natio	nal	3.6%	0.4%	4.0%	1.2%
MS		7.8%	0.6%	8.4%	3.5%
LA	*	7.3%	0.9%	8.2%	9.8%
AL		5.7%	0.3%	6.1%	4.8%
WV		5.1%	0.4%	5.5%	-0.1%
IN	*	5.0%	0.6%	5.5%	2.6%
AR		5.1%	0.4%	5.5%	2.2%
PA	*	4.7%	0.7%	5.4%	1.6%
ОН	*	4.4%	0.6%	5.0%	-1.4%
TX		4.6%	0.3%	5.0%	7.3%
GA		4.7%	0.3%	5.0%	4.9%
OK	*	4.3%	0.6%	4.9%	-5.2%
DE	*	4.4%	0.5%	4.9%	4.4%
IL	*	4.3%	0.6%	4.9%	-1.5%
MD	*	4.3%	0.4%	4.8%	2.1%
SC	*	4.2%	0.5%	4.6%	3.1%
KY	*	4.0%	0.6%	4.6%	-2.7%
NY	*	3.3%	1.2%	4.5%	-3.0%



# **LUMBER PRICES**

The chart represents the Lumber Price Index in the U.S. from January 2020 – February 2025.

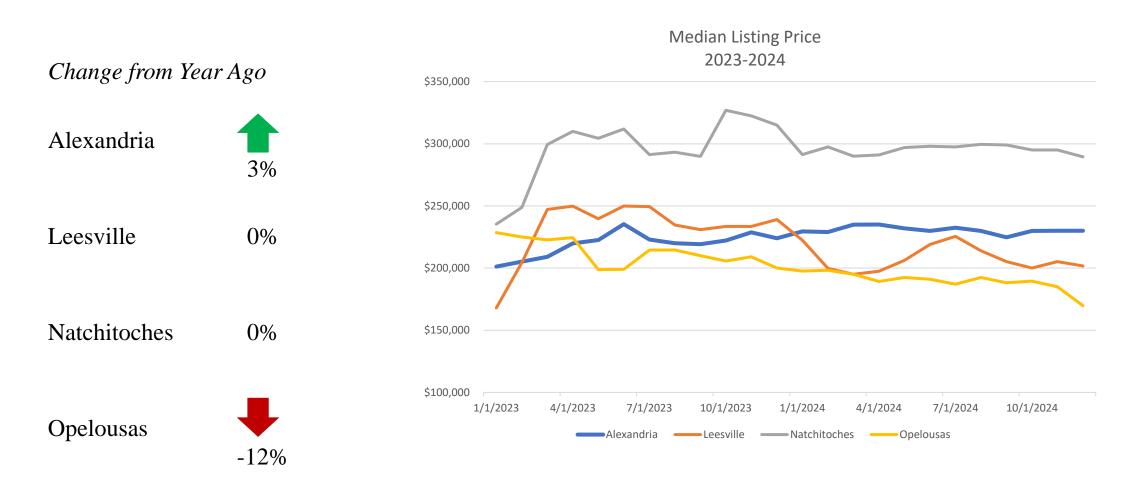
- In February 2025, the US Lumber Price Index rose to 268.3, up 1.6% from January.
- Currently, the Lumber Index is up 7% from a year ago.





## MEDIAN LISTING PRICE BY MSA

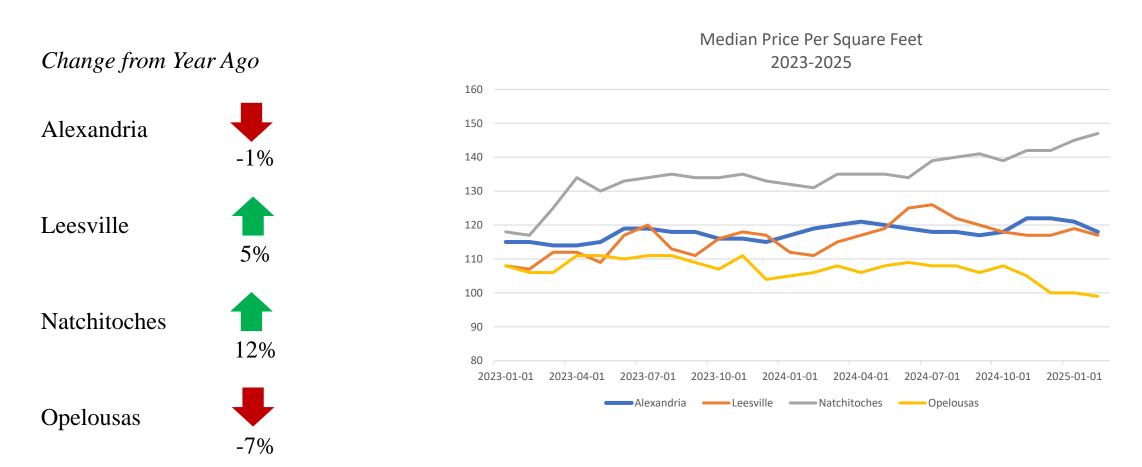
The graphic shows the median listing price of houses from January 2023 – February 2025 for Alexandria, Leesville, Natchitoches, and Opelousas.





# MEDIAN LISTING PRICE PER SQ FT BY MSA

The graphic shows the median listing price per square feet of houses from January 2023 – February 2025 for Alexandria, Leesville, Natchitoches, and Opelousas.





## **AVERAGE LISTING PRICE BY MSA**

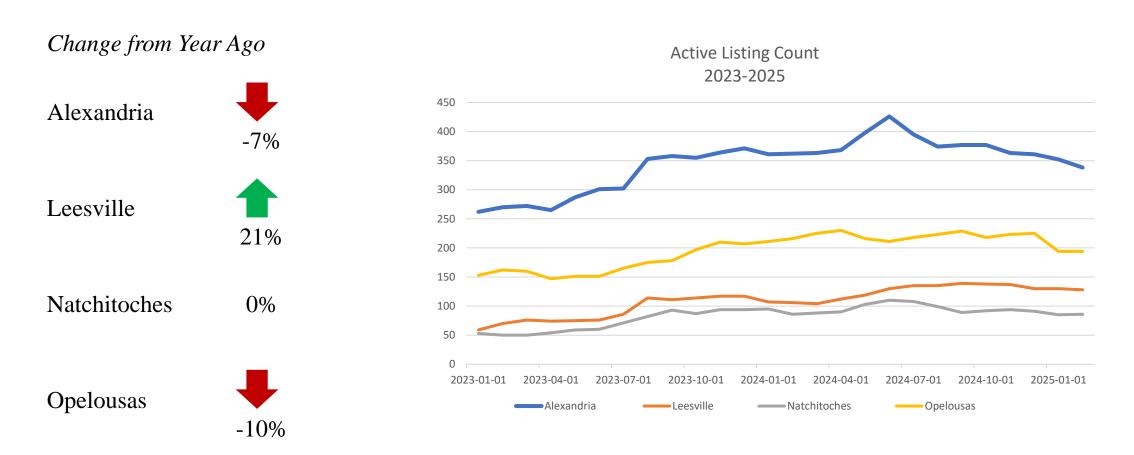
The graphic shows the average listing price of houses from January 2023 - February 2025 for Alexandria, Leesville, Natchitoches, and Opelousas.





# **ACTIVE LISTINGS BY MSA**

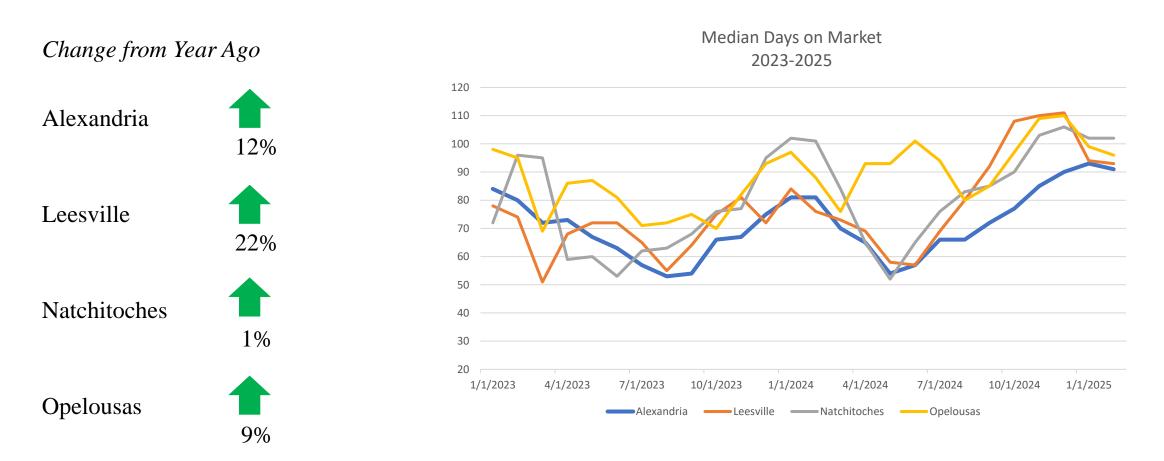
The graphic shows the count of active single-family and condo/townhome listings from January 2022- February 2025 for Alexandria, Leesville, Natchitoches, and Opelousas.





# MEDIAN DAYS ON MARKET BY MSA

The graphic shows the median number of days property listings spend on the market from January 2023 – February 2025 for Alexandria, Leesville, Natchitoches, and Opelousas.







# Travel

Central Louisiana Economic Dashboard

# **AVOYELLES HOTEL OCCUPANCY TAX**

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

# February 256% Feb YoY 1% Feb YTD -35%

#### February

	2022		2023		2024			2025
February	\$	3,319	\$	7,302	\$	8,362	\$	8,473
January	\$	9,316	\$	8,467	\$	8,332	\$	2,378
% Chg over Prev Month		-64.4%		-13.8%		0.4%		256.4%
% Chg over Prev Year				120.0%		14.5%		1.3%
YTD	\$	12,635	\$	15,768	\$	16,694	\$	10,851
% Chg over Prev YTD				24.8%		5.9%		-35.0%

Note: Current tax revenue reflects hotel occupancy activity in the prior month. Multiply 2025 tax revenue by 0.9450 to estimate the 2024 equivalent. Data Source: Avoyelles Parish School Board. March 2025.



# NATCHITOCHES HOTEL OCCUPANCY TAX

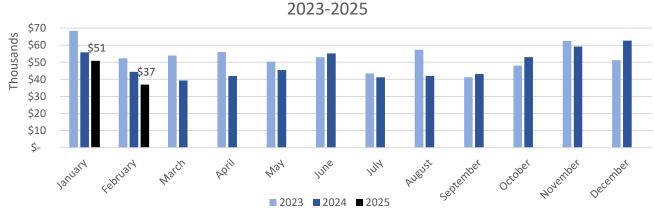
Natchitoches Parish hotel occupancy tax revenue with previous month, year, and YTD comparisons.



#### **February**

	2022		2023		2024			2025		
February	\$	31,710	\$	52,266	\$	44,418	\$	36,958		
January	\$	64,883	\$	68,387	\$	55,823	\$	50,898		
% Chg over Prev Month		-51.1%		-23.6%		-20.4%		-27.4%		
% Chg over Prev Year				64.8%		-15.0%		-16.8%		
YTD	\$	96,593	\$	120,653	\$	100,241	\$	87,856		
% Chg over Prev YTD				24.9%		-16.9%		-12.4%		

Natchitoches Hotel Sales Tax Revenue

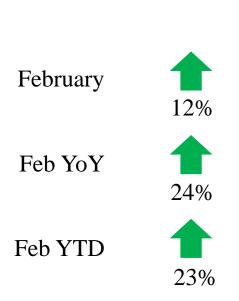


Note: Current tax revenue reflects hotel occupancy activity in the prior month. Multiply 2025 tax revenue by 0.9436 to estimate the 2024 equivalent. Data Source: Natchitoches Parish Tax Administrator, March 2025.



# RAPIDES HOTEL OCCUPANCY TAX

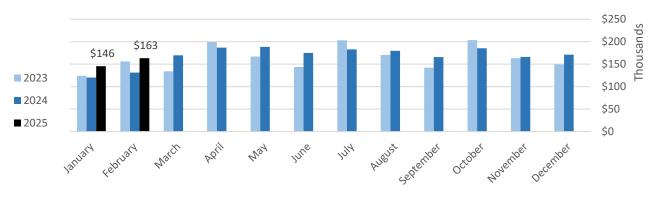
Rapides Parish hotel occupancy tax revenue for the most recent month with previous month, year, and YTD comparisons.



#### *February*

	2022		2023		2024	2025		
February	\$	156,160	\$	156,075	\$ 131,244	\$	163,181	
January	\$	143,472	\$	124,232	\$ 120,296	\$	145,514	
% Chg over Prev Month		8.8%		25.6%	9.1%		12.1%	
% Chg over Prev Year				-0.1%	-15.9%		24.3%	
YTD	\$	299,632	\$	280,307	\$ 251,540	\$	308,695	
% Chg over Prev YTD				-6.4%	-10.3%		22.7%	

Rapides Hotel Occupancy Tax Revenue



Note: Current tax revenue reflects hotel occupancy activity in the prior month. Multiply 2025 tax revenue by 0.9438 to estimate the 2024 equivalent. Data Source: Rapides Parish Police Jury Treasurer's Reports, March 2025.



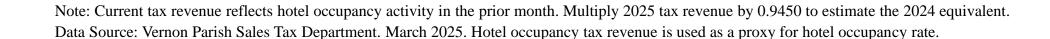
# **VERNON HOTEL OCCUPANCY TAX**

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



#### *February*

	2022	2023	2024	2025
February	\$ 20,987	\$ 28,070	\$ 24,079	\$ 23,327
January	\$ 17,213	\$ 22,322	\$ 17,896	\$ 24,111
% Chg over Prev Month	21.9%	25.7%	34.5%	-3.3%
% Chg over Prev Year		33.8%	-14.2%	-3.1%
YTD	\$ 38,200	\$ 50,392	\$ 41,976	\$ 47,438
% Chg over Prev YTD		31.9%	-16.7%	13.0%



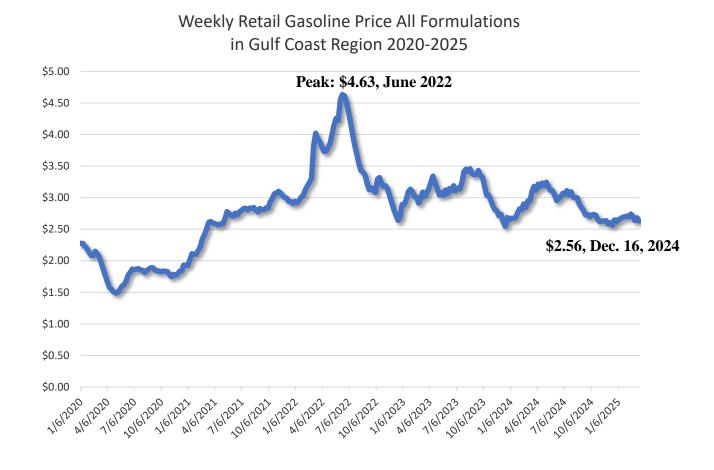


# **GULF COAST RETAIL GASOLINE PRICE**

Weekly retail price of gasoline in the Gulf Coast region for all formulations from 2020 – 2025.



- In February 2025, the average retail gasoline price in Gulf Coast region was \$2.71/gal., compared to \$2.70 in January.
- The retail gasoline price in February was down \$0.19/gal. from a year ago.







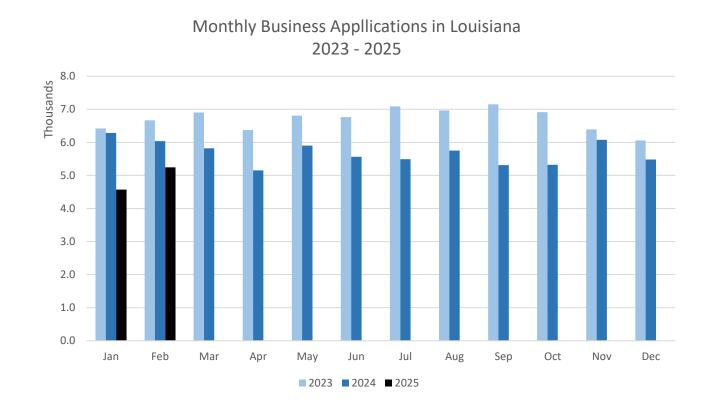
# Local & Louisiana

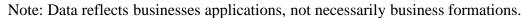
Central Louisiana Economic Dashboard

# **NEW BUSINESS APPS IN LOUISIANA**

The chart below represents the monthly number of new businesses applications in Louisiana from 2023-2025 (seasonally adjusted).







Data Source: U.S. Census Bureau, Business Applications: Total for All NAICS in Louisiana, Retrieved March 24, 2025.



## **NEW BUSINESSES IN RAPIDES**

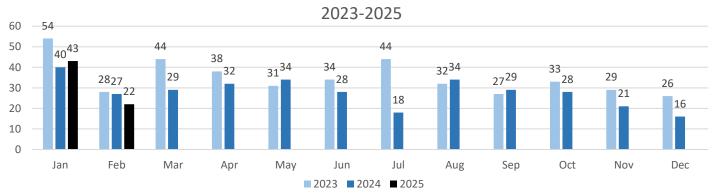
The chart below represent the number of new businesses established each month in Rapides from January 2023 through February 2025.

- Based on historical seasonality, more businesses start in January, March, April, and June, while November and December have the lowest activity.
- Since 2021, new business starts in January and February have averaged 46 and 33, respectively.

#### February

	2021	2022	2023	2024	2025
February	32	33	28	27	22
January	43	50	54	40	43
% Chg Prev Month	-25.6%	-34.0%	-48.1%	-32.5%	-48.8%
% Chg from Prev Year		3.1%	-15.2%	-3.6%	-18.5%
YTD	75	83	82	67	65
% Chg over Prev YTD		10.7%	-1.2%	-18.3%	-3.0%

#### New Businesses in Rapides



Note: Data reflects businesses established in the current month.

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

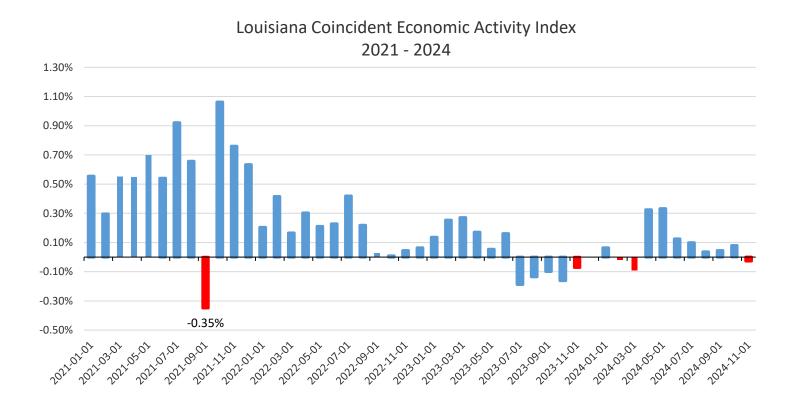


# LOUISIANA ECONOMIC ACTIVITY INDEX

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.

The Coincident Economic Activity Index for Louisiana reveals a seasonal pattern of growth in spring (April–May), a slowdown in summer (July–August), a dip in early fall (September–November) likely due to hurricane season, and year-end stagnation (December).

The economy expanded steadily in 2021 during the post-COVID recovery, but slowed significantly in 2023 and 2024, reflecting a more stable but less dynamic economic environment.

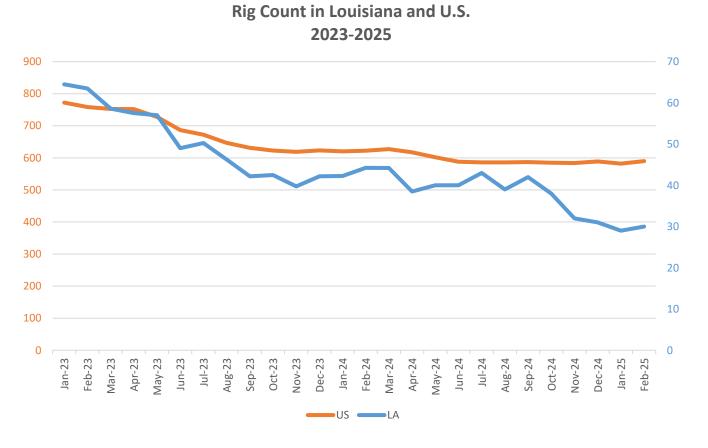




# **BAKER HUGHES RIG COUNT**

Represents the number of drilling rigs actively exploring for or developing oil or natural gas in Louisiana and the U.S. from 2023 to 2025.

- Average rig count in Louisiana in February 2025 was 30, down 14 rigs from a year ago.
- Nationwide, the rig count in February 2025 was 590, down 32 rigs from a year ago.





# LOUISIANA GAMING REVENUE

Gaming revenue in Louisiana for February 2025 with previous month, year, and year-to-date comparisons.



#### February 2025

	Feb-25	Jan-25	Feb-24	M/M	Y/Y	YTD
Video Poker	\$ 63,063,471	\$ 57,730,019	\$ 65,193,853	9.2%	-3.3%	-1.5%
Riverboat	\$ 149,739,859	\$ 138,632,324	\$ 143,044,621	8.0%	4.7%	8.9%
Landbased	\$ 30,664,561	\$ 18,203,578	\$ 23,813,069	68.5%	28.8%	14.9%
Slots	\$ 25,262,398	\$ 23,360,487	\$ 27,710,596	8.1%	-8.8%	-3.6%
Total	\$ 268,730,289	\$ 237,926,408	\$ 259,762,139	12.9%	3.5%	5.5%

Data Source: Louisiana Gaming Control Board, March 24, 2025 http://lgcb.dps.louisiana.gov/revenue\_reports.html



<sup>\*</sup> Note: Year-to-Date percentage reflects calendar year.

# **LOUISIANA SPORTS WAGERS WRITTEN**

Statewide wagers written for retail and mobile sports books in Louisiana for February 2025 with previous month, year, and year-to-date comparisons.

#### February 2025

February 0%
Feb YoY
39%

YTD	1
	23%

Feb

	Feb-25	Jan-25	Feb-24	M/M	Y/Y	YTD
Retail Book	\$ 25,532,896	\$ 27,889,167	\$ 21,706,914	-8.4%	17.6%	6.5%
Mobile Book	\$ 355,711,472	\$ 354,984,753	\$ 253,069,041	0.2%	40.6%	24.5%
Total	\$ 381,244,368	\$ 382,873,920	\$ 274,775,955	-0.4%	38.7%	23.0%

Data Source: Louisiana Gaming Control Board, March 24, 2025 http://lgcb.dps.louisiana.gov/revenue\_reports.html



<sup>\*</sup> Note: Year-to-Date percentage reflects calendar year.

### **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 May 26, 2025

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