

CENTRAL LOUISIANA ECONOMIC DASHBOARD



LSUA[®]

College of

Business

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July 2025

KEY FINDINGS

Q2 2025

EMPLOYMENT

- In June 2025, employment in the Alexandria MSA rose to 61,721, marking a monthly gain of 707 jobs from May and a year-over-year increase of 795 compared to June 2024. This continues the region's recovery from the employment dip observed in January 2024, when employment fell below 60,000.
- The Q2 2025 quarterly averaged 61,348 employed persons—an increase of 705 over Q1 2025's average of 60,643.
- The unemployment rate in the Alexandria MSA was 4.7% in June 2025, slightly above the statewide average of 4.5%, suggesting that while employment levels are rising, labor force growth or job-seeking activity may be contributing to a modest uptick in the unemployment rate as new graduates enter the labor market.
- Rapides Parish, which accounts for the largest share of the labor force in Central Louisiana, recorded a 4.6% unemployment rate in June 2025, comparable to the state's 4.5% rate.
- In June 2025, employment in Natchitoches Parish reached 14,157, a decrease of only 21 jobs from May. In Q2 2025 Natchitoches averaged 14,205 employed persons, up 3% from 13,763 in Q1 2025, reflecting a solid quarterly gain of 442 jobs or approximately 3.2%. The unemployment rate in Natchitoches stood at 7.1% in June 2025, compared to 6.5% a year ago.
- Initial unemployment claims in Louisiana averaged approximately 1,884 per week in Q2 2025, while continued unemployment claims averaged 10,888 per week. Overall, Q2 2025 displayed a stable but cautious labor market, with initial claims slightly elevated, while continued claims trended downward — a sign that layoffs may be offset by relatively quick job placements.

KEY FINDINGS

Q2 2025

CONSUMER SPENDING

- Sales tax revenue in Alexandria grew by 4% compared to the previous quarter and was up 1% from the same quarter in 2024. However, year-to-date (YTD) collections remain flat, indicating that while recent momentum is positive, cumulative revenue for the year has not surpassed 2024 levels. This suggests a stable but slow-growing retail environment in the city.
- Pineville experienced steady growth across all measures, with a 5% increase in sales tax revenue quarter-over-quarter, 6% growth year-over-year, and a 7% rise year-to-date. These consistent gains point to a healthy and expanding local economy.
- Rapides Parish posted a strong performance with an 11% increase in sales tax revenue over the previous quarter. Year-over-year growth reached 6%, and year-to-date revenue is up 5%. These gains signal robust consumer activity.
- Natchitoches showed broad-based improvement in Q2 2025, with sales tax revenue increasing 8% from the prior quarter, 11% from the same quarter last year, and 8% YTD. The parish is showing sustained momentum and is among the region's top performers for the quarter.
- In Q2 2025, vehicle sales tax revenue across Central Louisiana showed mostly positive growth compared to Q1, with five of the six reported parishes experiencing quarter-over-quarter gains. Vernon Parish led the region with a 43% increase, followed by Avoyelles (+22%), Evangeline (+12%), St. Landry (+12%), and Rapides (+8%). These gains suggest strong demand for vehicles, contributing to broader consumer spending strength in the region.

KEY FINDINGS

Q2 2025

CONSUMER SPENDING (Cont'd)

- In Q2 2025, remote sellers (online sales) tax revenue in Central Louisiana increased 2% over Q1, 20% compared to Q2 2024, and is up 16% year-to-date, reflecting steady growth in e-commerce activity across the region.
- Rapides Parish led in total collections with over \$2.4 million, up 5% quarter-over-quarter and 25% year-over-year. Most parishes experienced quarterly gains, with especially strong year-over-year increases in Avoyelles (+23%), St. Landry (+22%), and Concordia (+21%). A few parishes saw slight Q/Q declines, including Grant (-7%), Allen (-6%), and Evangeline (-2%), though all still posted positive year-over-year and YTD growth. Overall, the data indicates a healthy and expanding online sales tax base across CenLA.

TRAVEL

- In Q2 2025, hotel occupancy tax revenue in Central Louisiana showed strong growth across multiple parishes, signaling increased travel and lodging activity in the region. Avoyelles Parish led the way with a 55% increase over Q1, and a 16% year-over-year gain, bringing year-to-date revenue up 10% compared to 2024. Similarly, Rapides Parish saw hotel tax revenue rise 46% from Q1, and 24% year-over-year, resulting in an 18% increase year-to-date—the highest YTD gain among the parishes.
- Natchitoches Parish posted more modest growth, with only a 1% quarterly increase, but still managed a 9% year-over-year rise and 10% YTD growth, reflecting steady tourism growth. In contrast, Vernon Parish experienced a 19% quarterly gain, but saw a 3% year-over-year decline. Overall, Q2 data reflects a strong rebound in hotel activity across much of CenLA, particularly in Avoyelles and Rapides, as travel and tourism appear to be gaining momentum in 2025.

KEY FINDINGS

Q2 2025

HOUSING

- As of July 17, 2025, the 30-year fixed mortgage rate stood at 6.75%, with the 15-year rate at 5.92%. While down from the peak near 8% in late 2023, rates remain high compared to historical averages, continuing to affect affordability and buyer activity across Central Louisiana.
- Home prices in Alexandria remained relatively stable throughout the year, with modest fluctuations around the \$200K range. Unlike other markets, Alexandria did not experience extreme price spikes or drops, suggesting a balanced and steady housing market. This stability may reflect consistent buyer demand and a well-matched supply environment.
- Natchitoches showed the most volatility in home prices, with sharp spikes—including a dramatic peak in late 2024 to about \$350K. After the peak, prices fell back down but remained elevated compared to other markets, suggesting high-value property sales.
- Leesville's home prices were also highly variable, with significant peaks and valleys throughout the year. This market is influenced by shifts in military housing demand or seasonal activity tied to the Fort Johnson base.
- Opelousas saw generally lower home prices across the year compared to the other metro areas. The trend was mostly flat to declining, especially into mid-2025, indicating weak demand or pricing pressure.

KEY FINDINGS

March 2025

NEW BUSINESSES

- In Rapides Parish, 96 new businesses were established in Q2 2025, up slightly from 93 in Q1, representing a 3% increase quarter-over-quarter. This brings the year-to-date total to 189 new businesses, which is nearly unchanged from the 190 businesses formed during the first half of 2024—a 0.5% decrease. While essentially flat, the figures suggest that entrepreneurial activity in the parish remains steady, with a consistent level of new business formation despite broader economic pressures such as elevated interest rates and inflation-related cost challenges.
- At the state level, Louisiana saw a 10% increase in business applications in Q2 2025 compared to Q1, totaling 17,091 new filings (seasonally adjusted). Year-over-year, that represents a 3% increase over Q2 2024, showing a return of business interest after a dip in 2024. However, year-to-date business applications are still down 6% compared to the first half of 2024. The divergence between quarterly and year-to-date performance highlights a rebound in Q2 that could signal growing optimism heading into the second half of the year.
- The overall trend of flat local growth and modest state-level recover suggest that entrepreneurial interest is stabilizing after a sluggish start to the year.

QUARTERLY PUBLICATION

- The CENLA Economic Dashboard is transitioning to a quarterly publication which will allow for a clearer narrative around economic trends, smoothing out short-term fluctuations and emphasizing sustained changes in employment, business growth, and consumer activity. The new publication schedule will provide a more meaningful view of how the region's economy is evolving over time.

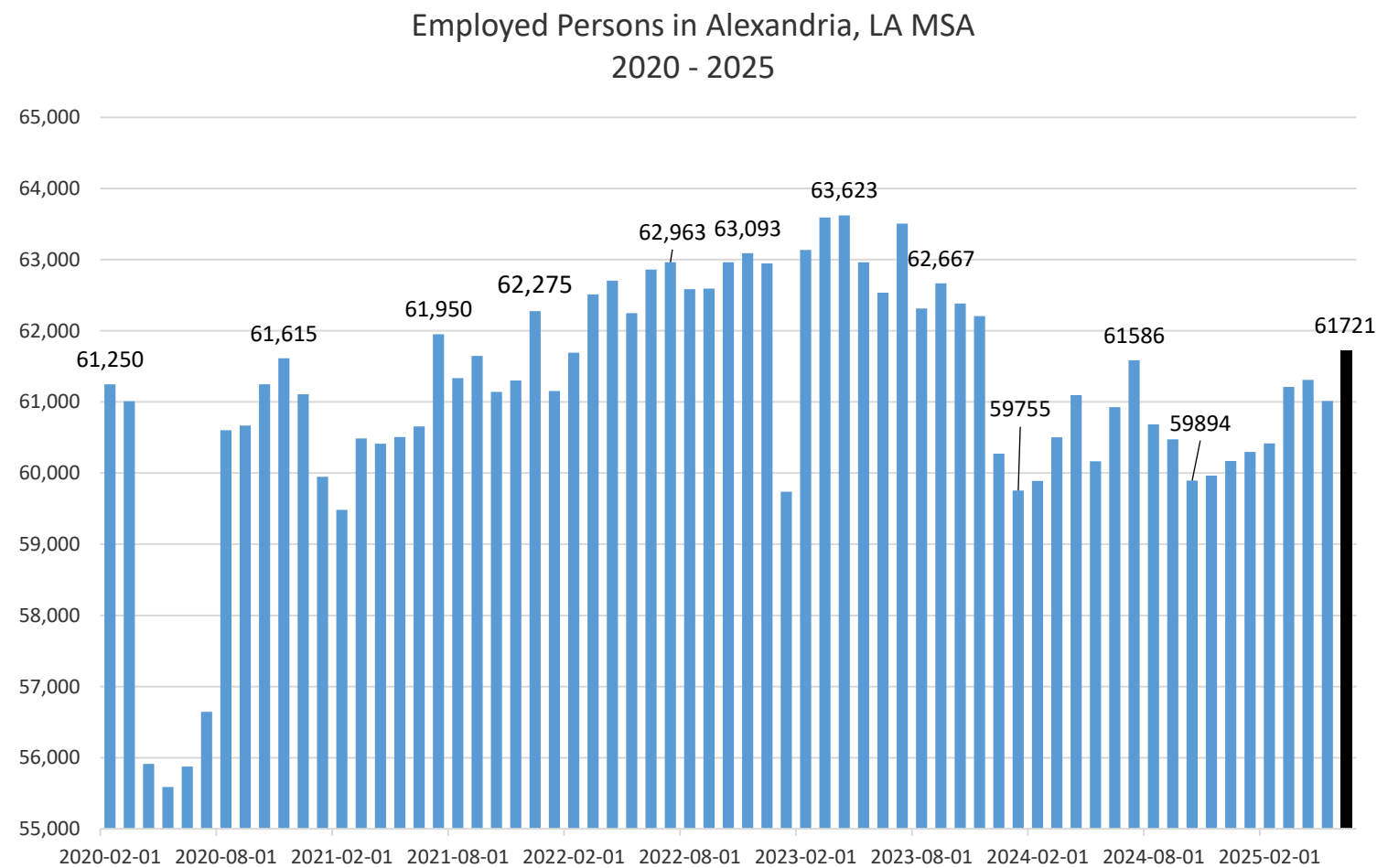
Employment

Central Louisiana Economic Dashboard

EMPLOYMENT IN ALEXANDRIA MSA

Employed persons in the Alexandria MSA from 2020 – 2025.

- Employment in the Alexandria MSA in June rose to 61,721 from 60,171, up 707 from May and 795 above June 2024.
- In Q2 2025, the Alexandria MSA averaged 61,348 employed, up from 60,643 in Q1, an increase of 705.
- The unemployment rate in the Alexandria MSA in June was 4.7%, compared to 4.5% statewide.

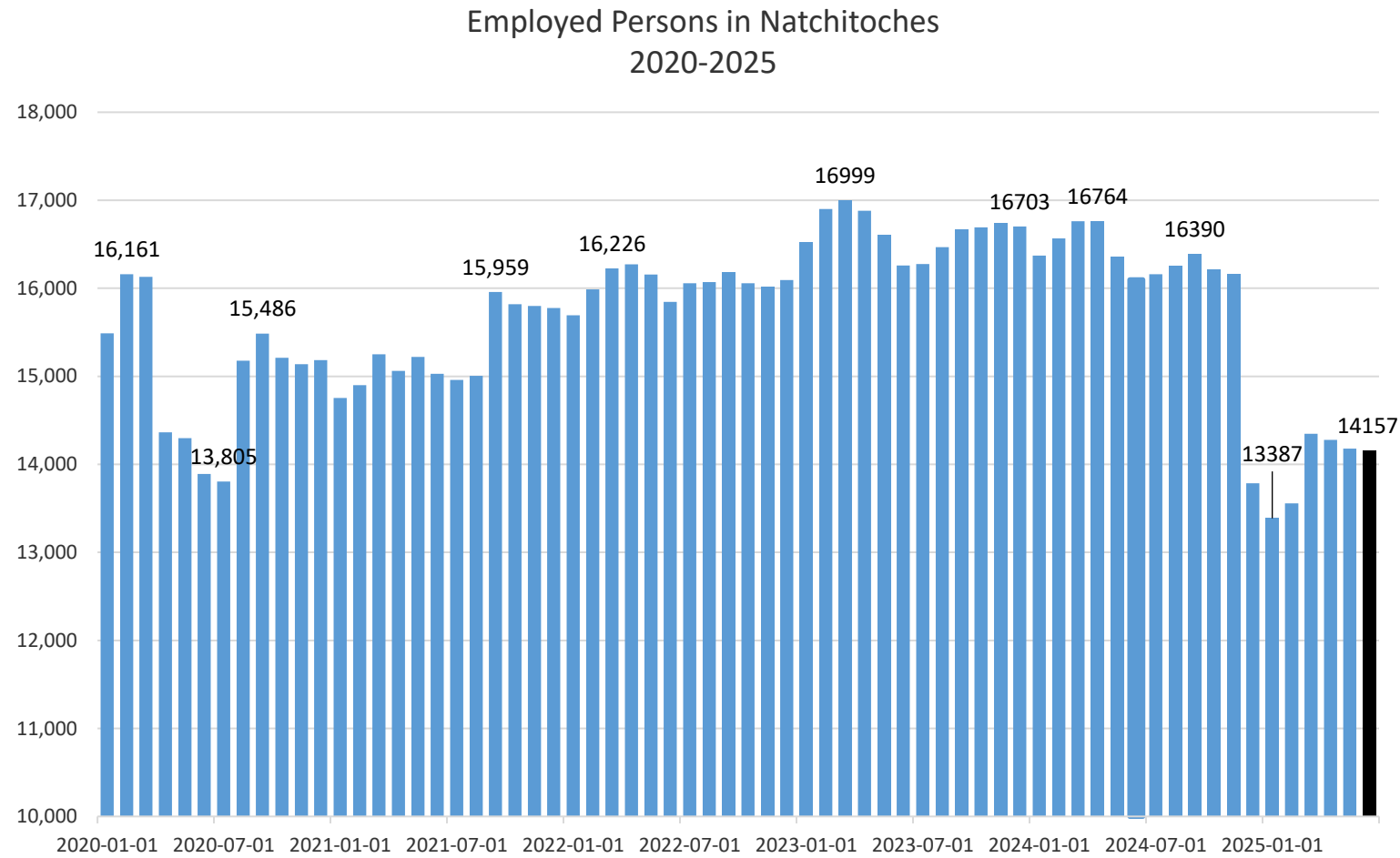


Source: Labor Market Statistics, Louisiana Workforce Commission. July 28, 2025

EMPLOYMENT IN NATCHITOCHES

Employed persons in Natchitoches parish from 2020 – 2025.

- Employment in Natchitoches Parish in June was 14,157, down only 21 from May.
- In Q2 2025, Natchitoches Parish averaged 14,205 employed, up 3% from 13,763 in Q1.
- The unemployment rate in Natchitoches Parish was 7.1% in June, compared to 4.5% statewide.



Source: Labor Market Statistics, Louisiana Workforce Commission. July 28, 2025

UNEMPLOYMENT RATE BY MSA

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

- Lafayette MSA had the lowest metro area unemployment rate in the state in June at 4.3%.
- Alexandria remained third among the MSAs with an unemployment rate of 4.7% in June.
- Louisiana's unemployment rate in June was 4.5%, unchanged from May.

June 2025

Area	Labor Force	Employed	Unemployed	Unemployment Rate
Lafayette	200,569	191,983	8,586	4.3%
Houma-Thibodaux	88,727	84,748	3,979	4.5%
Alexandria	64,741	61,721	3,020	4.7%
Baton Rouge	431,112	410,056	21,056	4.9%
Shreveport-Bossier City	169,792	161,363	8,429	5.0%
New Orleans-Metairie	472,462	448,164	24,298	5.1%
Lake Charles	99,633	94,455	5,178	5.2%
Monroe	96,903	91,532	5,371	5.5%
Hammond	61,801	58,131	3,670	5.9%

UNEMPLOYMENT RATE BY CENLA PARISH

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

June 2025

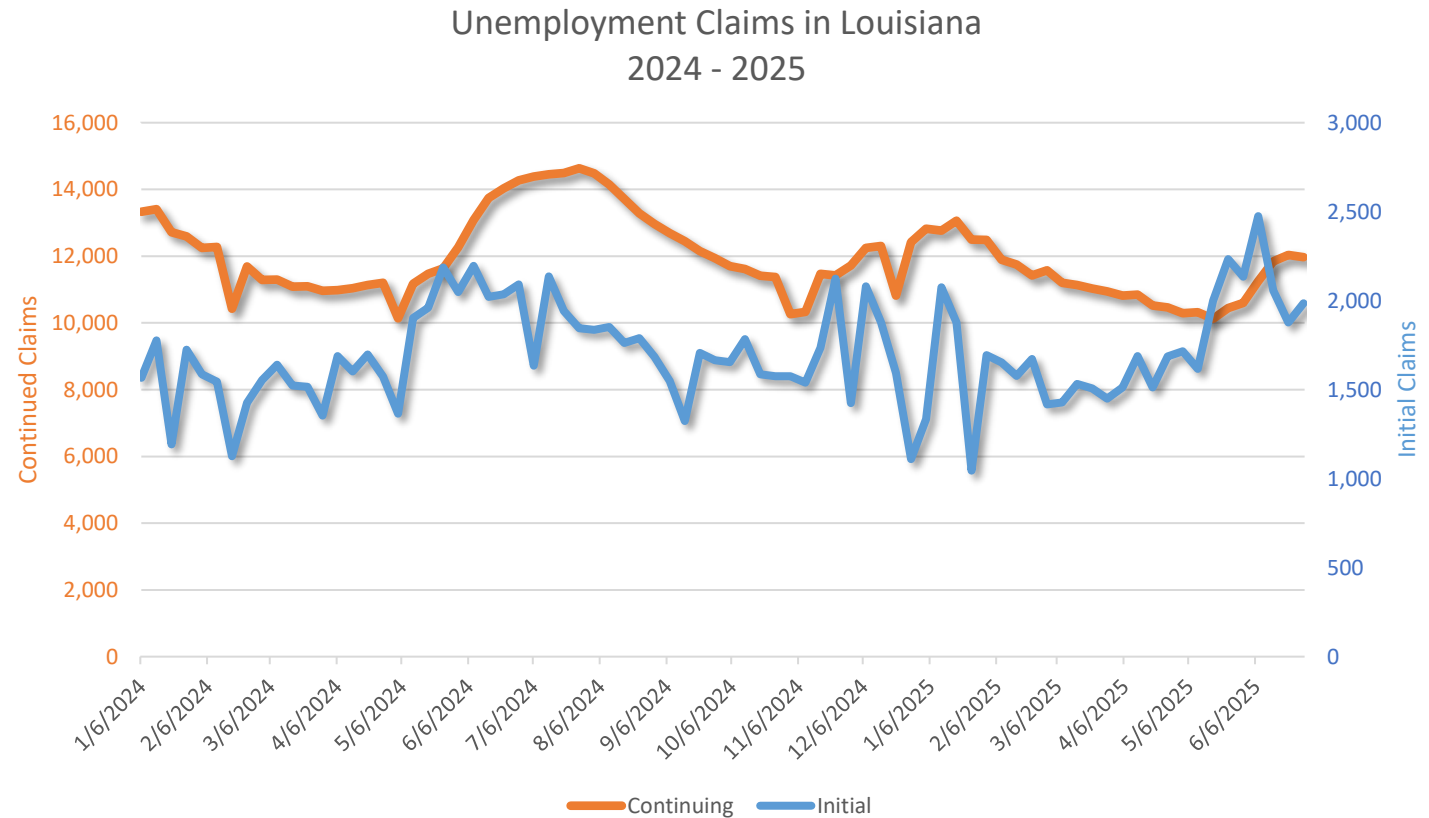
- In June 2025, the parishes in central Louisiana had an unemployment rate of 5.5%, which was above the state unemployment rate of 4.5%.

Area	Labor Force	Employed	Unemployed	Unemployment Rate Jun 2025	Unemployment Rate Jun 2024
Allen	8,092	7,606	486	6.0%	5.6%
Avoyelles	14,719	13,881	838	5.7%	5.7%
Catahoula	3,418	3,189	229	6.7%	6.4%
Concordia	6,492	6,020	472	7.3%	7.2%
Evangeline	12,133	11,435	698	5.8%	5.6%
Grant	8,248	7,817	431	5.2%	5.2%
La Salle	5,932	5,675	257	4.3%	4.2%
Natchitoches	15,234	14,157	1,077	7.1%	6.5%
Rapides	56,493	53,904	2,589	4.6%	4.5%
St. Landry	33,411	31,407	2,004	6.0%	5.9%
Vernon	17,339	16,462	877	5.1%	4.9%

UNEMPLOYMENT CLAIMS IN LOUISIANA

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

- Initial unemployment claims in Louisiana rose 21% in Q2, while continuing unemployment claims fell 7%.
- In Q2 2025, initial claims averaged 1,884 compared to 1,559 in Q1.
- In Q2 2025, continued claims averaged 10,888 compared to 11,892 in Q1.



Tax Revenue

Central Louisiana Economic Dashboard

TAX REVENUE OVERVIEW

An overview of sales, vehicle sales, and hotel occupancy taxes collected in the Q2 2025 with comparison data.

Q2 2025

Sales Tax	Q/Q	Y/Y	YTD		Vehicle Sales Tax	Q/Q	Y/Y	YTD
Alexandria	4%	1%	0%		Avoyelles	22%	2%	1%
Avoyelles	4%	5%	3%		Evangeline	12%	22%	23%
Catahoula	33%	23%	6%		Natchitoches*	-25%	-10%	5%
Concordia	4%	-3%	-3%		Rapides	8%	11%	17%
Evangeline	-2%	10%	11%		St. Landry	12%	10%	13%
Grant	4%	3%	5%		Vernon	43%	24%	5%
La Salle	4%	-16%	-9%					
Natchitoches	8%	11%	8%		Hotel Occupancy Tax			
Pineville	5%	6%	7%		Avoyelles	55%	16%	10%
Rapides	11%	6%	5%		Natchitoches	1%	9%	10%
St. Landry	8%	-2%	-2%		Rapides	46%	24%	18%
Vernon	-3%	4%	3%		Vernon	19%	-3%	1%

Notes: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a 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.



Sales tax revenue in Q2 over Q1 is up 11% in Ball and 8% in Woodworth. On a year-to-date basis, sales tax revenue in 2025 is up 10% in Ball and 14% in Woodworth compared to the same period in 2024.

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

ALEXANDRIA SALES TAX

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

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

Quarter 2

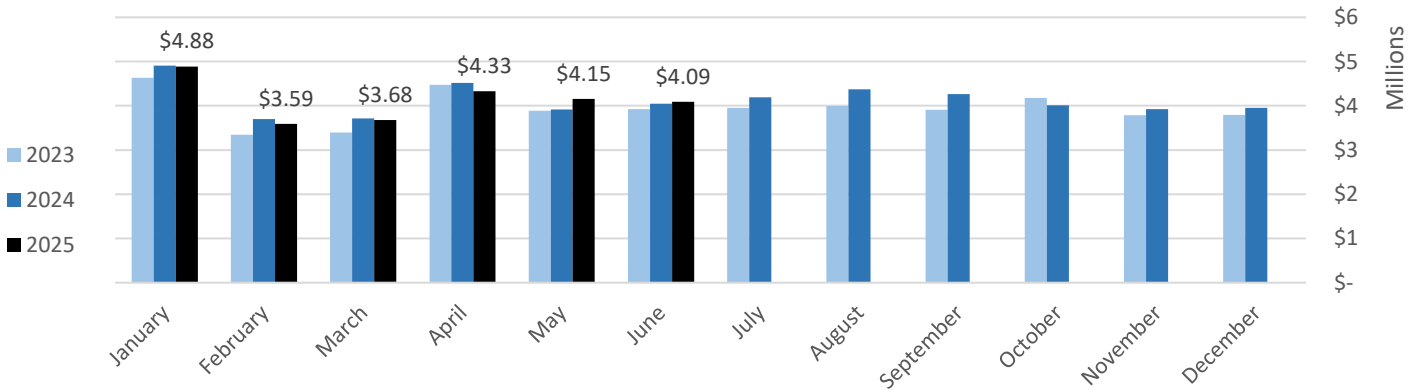
	2022	2023	2024	2025
Q2	\$ 12,179,863	\$ 12,275,188	\$ 12,483,018	\$ 12,572,263
Q1	\$ 11,318,202	\$ 11,377,224	\$ 12,316,433	\$ 12,151,120
% Chg over Prev Qtr	7.6%	7.9%	1.4%	3.5%
% Chg over Prev Year		0.8%	1.7%	0.7%
YTD	\$ 23,498,065	\$ 23,652,411	\$ 24,799,450	\$ 24,723,383
% Chg over Prev YTD		0.7%	4.8%	-0.3%

Q2 
4%

Q2 YoY 
1%

Q2 YTD 0%




Alexandria Sales Tax Revenue
2023-2025



Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Rapides Parish Police Jury Treasurer’s Reports, July 2025.

AVOYELLES SALES TAX




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

		Q2			
Q2					
					
	4%				
Q2 YoY					
					
	5%				
Q2 YTD					
					
	3%				
		2022	2023	2024	2025
Q2		6,657,577	6,057,386	6,309,829	6,603,096
Q1		\$ 5,508,113	\$ 5,794,335	\$ 6,204,198	\$ 6,338,649
% Chg over Prev Qtr		20.9%	4.5%	1.7%	4.2%
% Chg over Prev Year			10.0%	4.2%	4.6%
YTD		\$ 12,165,689	\$ 11,851,721	\$ 12,514,027	\$ 12,941,745
% Chg over Prev YTD			-2.6%	5.6%	3.4%

Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Avoyelles Parish School Board. July 2025.

AVOYELLES VEHICLE SALES TAX

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

		Q2			
Q2					
	22%				
Q2 YoY					
	2%				
Q2 YTD					
	1%				

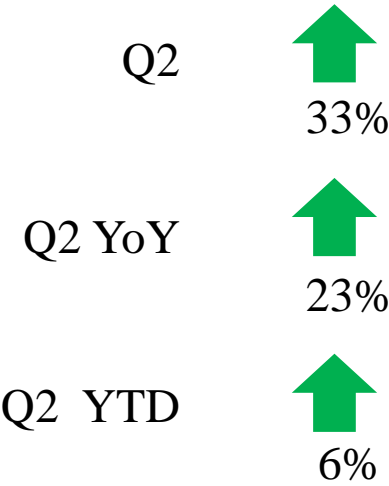
	2022	2023	2024	2025
Q2	\$ 1,112,198	\$ 1,059,192	\$ 1,149,145	\$ 1,175,378
Q1	\$ 981,567	\$ 922,878	\$ 965,077	\$ 967,092
% Chg over Prev Qtr	13.3%	14.8%	19.1%	21.5%
% Chg over Prev Year		-4.8%	8.5%	2.3%
YTD	\$ 2,093,765	\$ 1,982,070	\$ 2,114,222	\$ 2,142,470
% Chg over Prev YTD		-5.3%	6.7%	1.3%

Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Avoyelles Parish School Board. July 2025

CATAHOULA SALES TAX

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

Q2



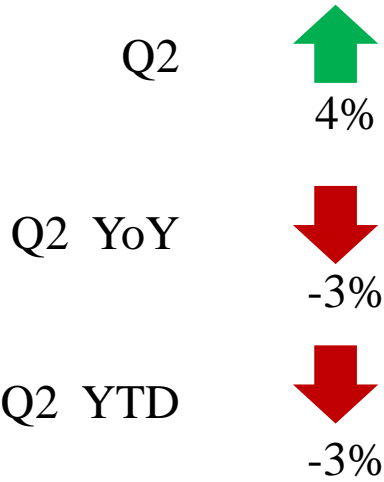
	2022	2023	2024	2025
Q2	\$ 1,879,694	\$ 2,016,903	\$ 1,970,327	\$ 2,422,883
Q1	\$ 1,795,113	\$ 2,090,150	\$ 2,026,712	\$ 1,823,395
% Chg over Prev Qtr	4.7%	-3.5%	-2.8%	32.9%
% Chg over Prev Year		7.3%	-2.3%	23.0%
YTD	\$ 3,674,807	\$ 4,107,053	\$ 3,997,040	\$ 4,246,278
% Chg over Prev YTD		11.8%	-2.7%	6.2%

Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Catahoula Parish Tax Administrator, July 2025

CONCORDIA SALES TAX

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

Q2



	2022	2023	2024	2025
Q2	\$ 4,013,788	\$ 4,967,739	\$ 4,234,162	\$ 4,124,971
Q1	\$ 3,827,307	\$ 4,469,194	\$ 4,112,773	\$ 3,960,925
% Chg over Prev Qtr	4.9%	11.2%	3.0%	4.1%
% Chg over Prev Year		23.8%	-14.8%	-2.6%
YTD	\$ 7,841,095	\$ 9,436,933	\$ 8,346,935	\$ 8,085,896
% Chg over Prev YTD		20.4%	-11.6%	-3.1%


Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Concordia Parish Tax Administrator. July 2025

EVANGELINE SALES TAX


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

June


June


-2%

June YoY


10%

June YTD


11%




	2021	2022	2023	2024	2025
June	\$ 1,891,888	\$ 2,243,079	\$ 2,353,499	\$ 2,313,011	\$ 2,542,836
May	\$ 2,033,049	\$ 2,248,969	\$ 2,400,596	\$ 2,206,471	\$ 2,601,142
% Chg over Prev Month	-6.9%	-0.3%	-2.0%	4.8%	-2.2%
% Chg over Prev Year		18.6%	4.9%	-1.7%	9.9%
YTD	\$ 10,036,575	\$ 12,227,353	\$ 12,139,085	\$ 11,302,238	\$ 12,536,023
% Chg over Prev YTD		21.8%	-0.7%	-6.9%	10.9%

Note: Current sales tax revenue reflects sales activity in prior month.
Data Source: Evangeline Parish Sales Tax Commissioner. July 2025

EVANGELINE VEHICLE SALES TAX

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

June

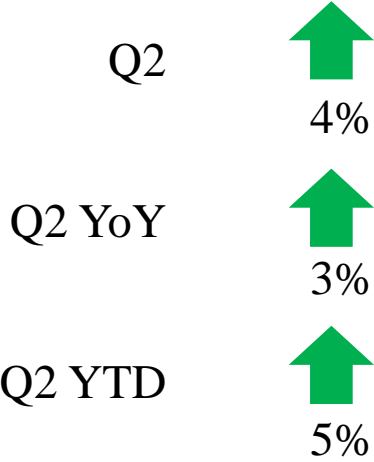
June			2021	2022	2023	2024	2025
	12%	June	\$ 455,177	\$ 434,290	\$ 439,144	\$ 428,364	\$ 522,616
June YoY		May	\$ 443,548	\$ 419,662	\$ 432,804	\$ 387,483	\$ 466,979
	22%	% Chg over Prev Month	2.6%	3.5%	1.5%	10.6%	11.9%
June YTD		% Chg over Prev Year		-4.6%	1.1%	-2.5%	22.0%
	23%	YTD	\$ 1,955,841	\$ 2,006,451	\$ 2,235,296	\$ 1,887,571	\$ 2,329,528
		% Chg over Prev YTD		2.6%	11.4%	-15.6%	23.4%

Note: Current sales tax revenue reflects sales activity in prior month.
Data Source: Evangeline Parish Sales Tax Commissioner. July 2025

GRANT SALES TAX

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

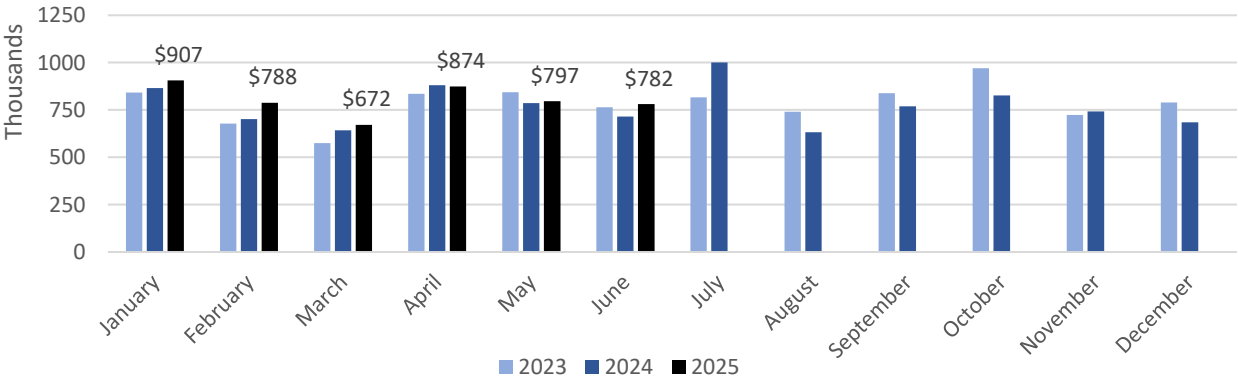
(BR) Grant monthly sales tax revenue from 2023 to present.



Q2

	2022	2023	2024	2025
Q2	\$ 2,122,950	\$ 2,443,375	\$ 2,382,404	\$ 2,452,066
Q1	\$ 2,150,788	\$ 2,094,400	\$ 2,209,972	\$ 2,366,361
% Chg over Prev Qtr	-1.3%	16.7%	7.8%	3.6%
% Chg over Prev Year		15.1%	-2.5%	2.9%
YTD	\$ 4,273,738	\$ 4,537,775	\$ 4,592,376	\$ 4,818,427
% Chg over Prev YTD		6.2%	1.2%	4.9%

Grant Parish Sales Tax Revenue
2023-2025

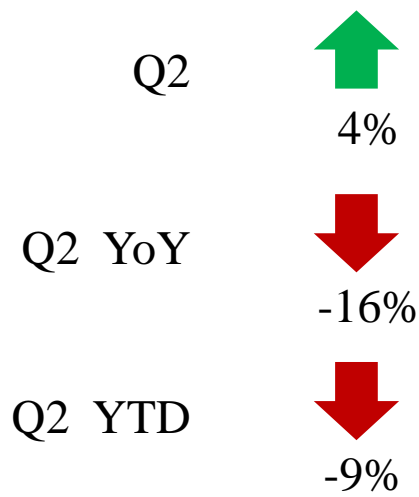


Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Grant Parish Sheriff’s Office, July 2025.

LA SALLE SALES TAX

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

Q2



	2022	2023	2024	2025
Q2	\$ 3,415,771	\$ 4,331,865	\$ 3,469,726	\$ 2,924,658
Q1	\$ 3,293,605	\$ 3,296,498	\$ 2,875,980	\$ 2,824,813
% Chg over Prev Qtr	3.7%	31.4%	20.6%	3.5%
% Chg over Prev Year		26.8%	-19.9%	-15.7%
YTD	\$ 6,709,376	\$ 7,628,363	\$ 6,345,706	\$ 5,749,471
% Chg over Prev YTD		32.7%	-16.8%	-9.4%

Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: La Salle Parish Tax Administrator, July 2025

NATCHITOCHES SALES TAX

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

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

Q2

	2022	2023	2024	2025
Q2	\$ 11,118,757	\$ 11,881,331	\$ 11,149,407	\$ 12,347,170
Q1	\$ 11,176,531	\$ 11,663,249	\$ 10,995,928	\$ 11,465,544
% Chg over Prev Qtr	-0.5%	1.9%	1.4%	7.7%
% Chg over Prev Year		6.9%	-6.2%	10.7%
YTD	\$ 22,295,288	\$ 23,544,580	\$ 22,145,335	\$ 23,812,714
% Chg over Prev YTD		5.6%	-5.9%	7.5%

Q2



8%

Q2 YoY



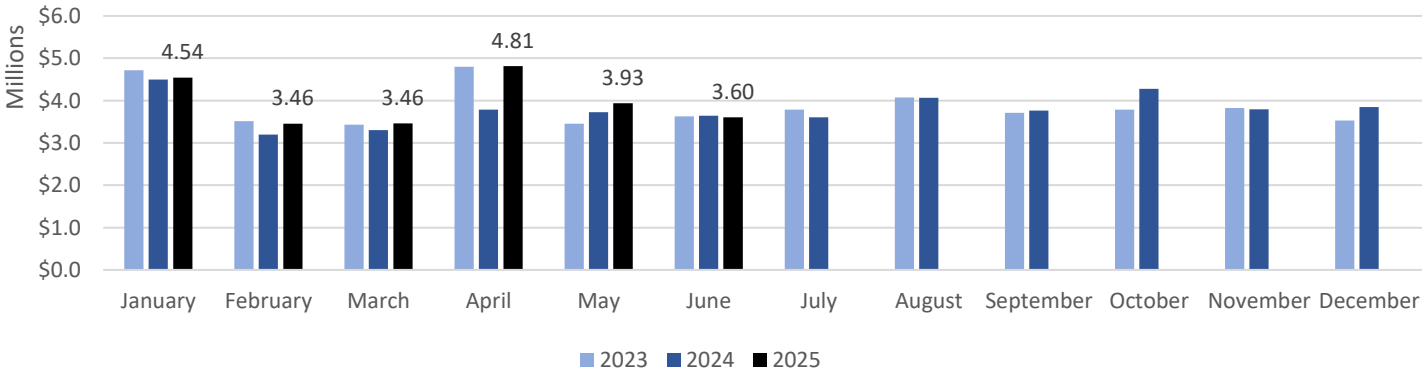
11%

Q2 YTD



8%

Natchitoches Parish Sales Tax Revenue
2023-2025



Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Natchitoches Parish Tax Commission, July 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.

May*

	2022	2023	2024	2025
May	\$ 326,529	\$ 370,942	\$ 341,157	\$ 307,522
April	\$ 296,853	\$ 317,537	\$ 363,502	\$ 408,300
% Chg over Prev Month	10.0%	16.8%	-6.1%	-24.7%
% Chg over Prev Year		13.6%	-8.0%	-9.9%
YTD	\$ 1,613,692	\$ 1,725,933	\$ 1,590,595	\$ 1,667,325
% Chg over Prev YTD		7.0%	-7.8%	4.8%

May



-25%

May YoY



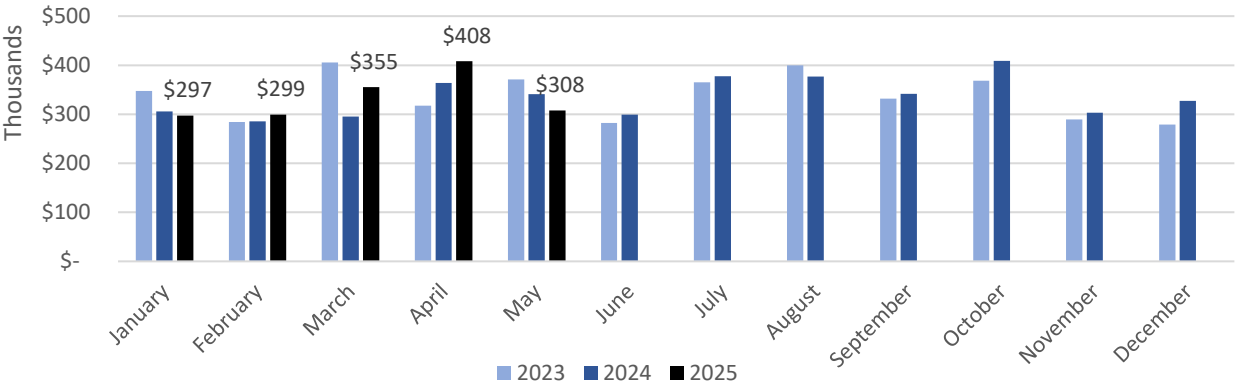
-10%

May YTD



5%

Natchitoches Vehicle Sales Tax Revenue
2023-2025

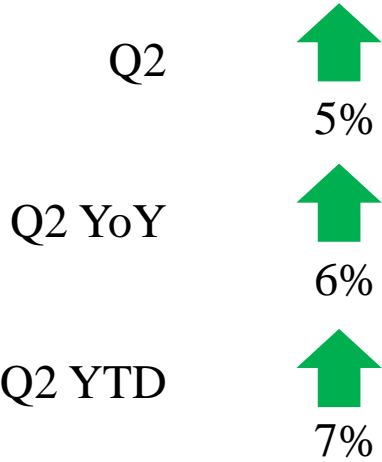


Note: Current sales tax revenue reflects sales activity in the prior month.
Data Source: Natchitoches Parish Tax Commission, July 2025. *Vehicle sales tax reporting is delayed a month. Therefore, monthly data is shown.

PINEVILLE SALES TAX

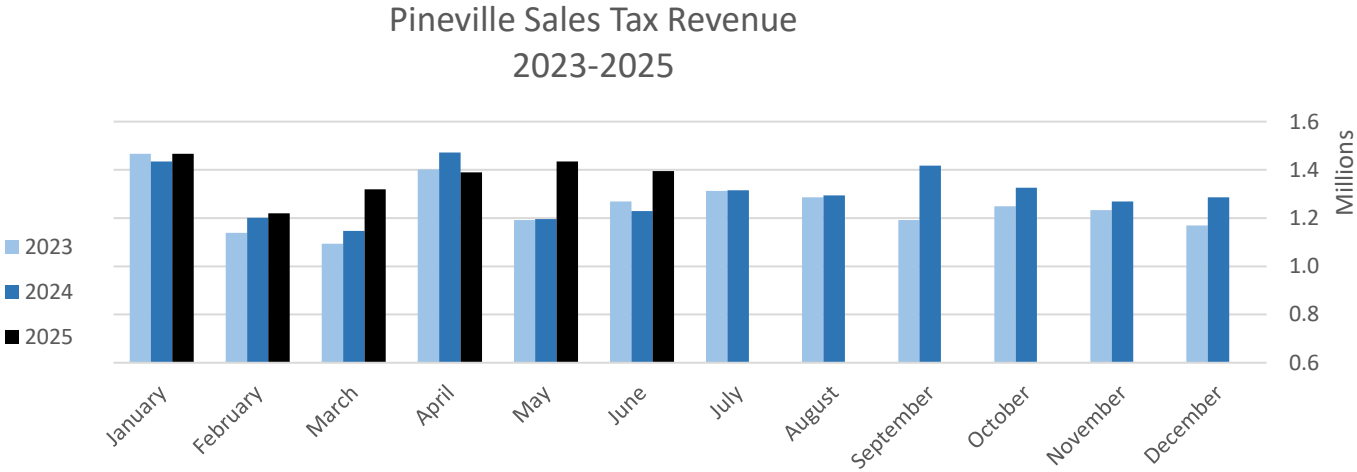
(TR) Pineville sales tax revenue collected in the most recent quarter with previous quarter, year, and YTD comparisons.

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



Q2

	2022	2023	2024	2025
Q2	\$ 3,614,045	\$ 3,862,935	\$ 3,896,019	\$ 4,219,835
Q1	\$ 3,366,413	\$ 3,698,748	\$ 3,782,363	\$ 4,006,553
% Chg over Prev Qtr	7.4%	4.4%	3.0%	5.3%
% Chg over Prev Year		9.9%	2.3%	5.9%
YTD	\$ 6,980,458	\$ 7,561,683	\$ 7,678,382	\$ 8,226,388
% Chg over Prev YTD		8.3%	1.5%	7.1%

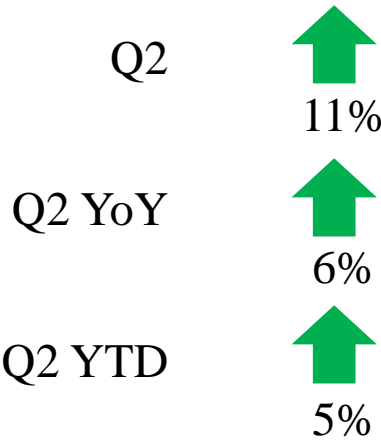


Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Rapides Parish Police Jury Treasurer’s Reports, July 2025.

RAPIDES SALES TAX

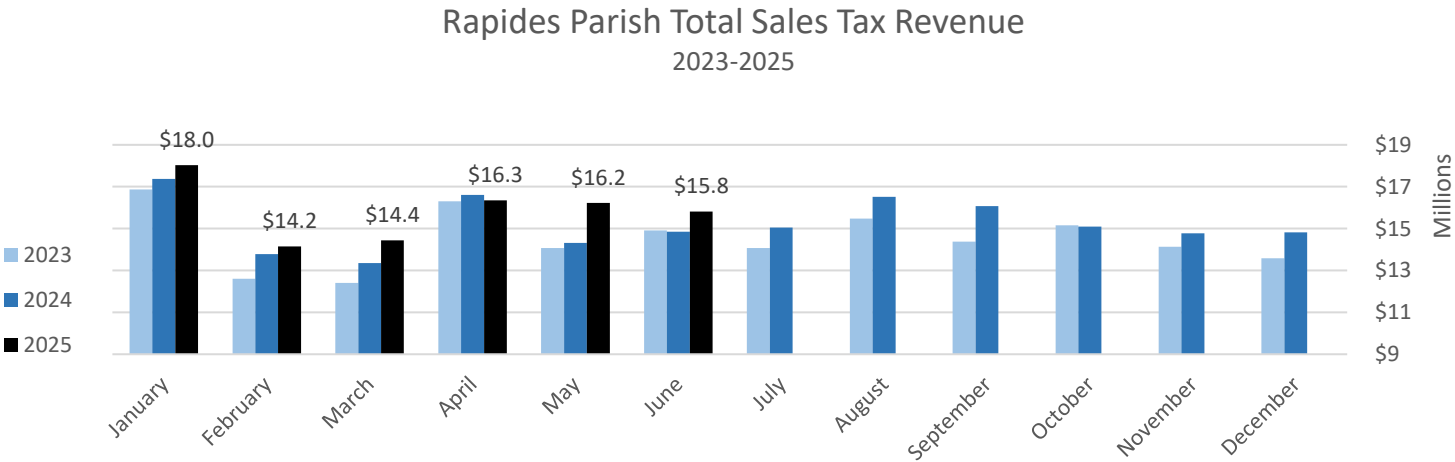
(TR) Rapides Parish sales tax revenue collected in the most recent quarter with previous quarter, year, and YTD comparisons.

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



Q2

	2022	2023	2024	2025
Q2	\$ 44,293,014	\$ 45,288,432	\$ 45,773,657	\$ 48,376,897
Q1	\$ 41,230,603	\$ 41,881,894	\$ 46,618,196	\$ 43,735,587
% Chg over Prev Quarter	7.4%	8.1%	-1.8%	10.6%
% Chg over Prev Year		2.2%	1.1%	5.7%
YTD	\$ 85,523,617	\$ 87,170,326	\$ 90,277,554	\$ 94,995,093
% Chg over Prev YTD		1.9%	3.6%	5.2%

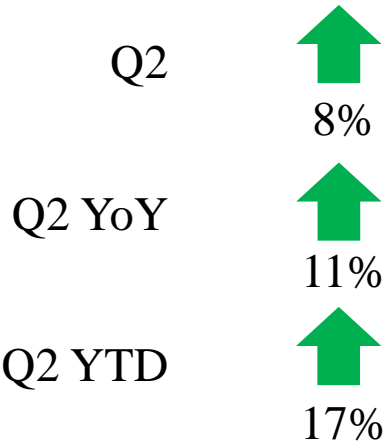


Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Rapides Parish Police Jury Treasurer’s Reports, July 2025.

RAPIDES VEHICLE SALES TAX

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

Q2




	2022	2023	2024	2025
Q2	\$ 4,769,450	\$ 4,805,249	\$ 4,342,958	\$ 4,823,663
Q1	\$ 5,236,639	\$ 3,792,591	\$ 3,572,127	\$ 4,462,005
% Chg over Prev Qtr	-8.9%	26.7%	21.6%	8.1%
% Chg over Prev Year		0.8%	-9.6%	11.1%
YTD	\$ 8,478,650	\$ 8,597,840	\$ 7,915,085	\$ 9,285,668
% Chg over Prev YTD		1.4%	-7.9%	17.3%

Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Rapides Parish Police Jury Treasurer’s Reports, July 2025

ST. LANDRY SALES TAX


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

Q2




8%

Q2 YoY



-2%

Q2 YTD



-2%

Q2

	2022	2023	2024	2025
Q2	\$ 23,595,774	\$ 23,806,555	\$ 27,092,599	\$ 26,429,374
Q1	\$ 21,467,714	\$ 22,616,191	\$ 24,898,150	\$ 24,572,915
% Chg over Prev Qtr	9.9%	5.3%	8.8%	7.6%
% Chg over Prev Year		0.9%	13.8%	-2.4%
YTD	\$ 45,063,488	\$ 46,422,747	\$ 51,990,749	\$ 51,002,288
% Chg over Prev YTD		1.9%	12.0%	-1.9%

Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Tax revenue data from St. Landry Parish School Board. July 2025

ST. LANDRY VEHICLE SALES TAX

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

Q2

↑

12%

Q2 YoY

↑

10%

Q2 YTD

↑

13%

Q2




	2022	2023	2024	2025
Q2	\$ 3,219,247	\$ 3,130,639	\$ 3,006,444	\$ 3,309,574
Q1	\$ 2,573,543	\$ 2,774,847	\$ 2,529,627	\$ 2,944,983
% Chg over Prev Qtr	25.1%	12.8%	18.8%	12.4%
% Chg over Prev Year		-2.8%	-4.0%	10.1%
YTD	\$ 5,792,791	\$ 5,905,486	\$ 5,536,071	\$ 6,254,557
% Chg over Prev YTD		1.9%	-6.3%	13.0%

Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Tax revenue data from St. Landry Parish School Board. July 2025

VERNON SALES TAX

complete

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

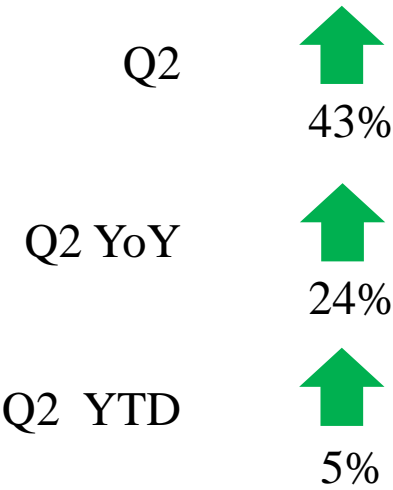
		Q2			
Q2					
	-3%				
Q2 YoY					
	4%				
Q2 YTD					
	3%				
		2022	2023	2024	2025
Q2		\$ 8,453,012	\$ 8,944,672	\$ 8,472,377	\$ 8,770,549
Q1		\$ 8,299,935	\$ 8,780,065	\$ 8,855,047	\$ 8,993,629
% Chg over Prev Month		1.8%	1.9%	-4.3%	-2.5%
% Chg over Prev Year			5.8%	-5.3%	3.5%
YTD		\$ 16,752,947	\$ 17,724,738	\$ 17,327,424	\$ 17,764,178
% Chg over Prev YTD			5.8%	-2.2%	2.5%

Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Vernon Parish Sales Tax Department. July 2025.

VERNON VEHICLE SALES TAX

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

Q2



	2022	2023	2024	2025
Q2	\$ 1,688,005	\$ 1,531,115	\$ 1,404,170	\$ 1,740,124
Q1	\$ 1,462,956	\$ 1,476,388	\$ 1,404,450	\$ 1,220,568
% Chg over Prev Month	15.4%	3.7%	0.0%	42.6%
% Chg over Prev Year		-9.3%	-8.3%	23.9%
YTD	\$ 3,150,960	\$ 3,007,504	\$ 2,808,620	\$ 2,960,692
% Chg over Prev YTD		-4.6%	-6.6%	5.4%

Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Vernon Parish Sales Tax Department. July 2025.

REMOTE SELLERS TAX REVENUE BY PARISH

Remote sellers tax revenue by parish with quarter over quarter, YoY, and YTD comparisons.

✓ Q2 2025 online sales tax collections in CenLA increased 2% over Q1, 20% from Q2 2024, and 16% YTD.

	Q2-2025	Q1-2025	Q2-2024	Q/Q	Y/Y	YTD
Allen	\$ 319,725	\$ 339,436	\$ 305,424	-6%	5%	9%
Avoyelles	\$ 523,930	\$ 517,386	\$ 426,616	1%	23%	22%
Catahoula	\$ 195,747	\$ 188,399	\$ 175,629	4%	11%	14%
Concordia	\$ 261,449	\$ 252,845	\$ 216,270	3%	21%	16%
Evangeline	\$ 571,754	\$ 584,324	\$ 496,181	-2%	15%	17%
Grant	\$ 279,729	\$ 300,773	\$ 243,681	-7%	15%	18%
LaSalle	\$ 186,493	\$ 183,203	\$ 156,547	2%	19%	17%
Natchitoches	\$ 635,459	\$ 626,649	\$ 512,658	1%	24%	18%
Rapides	\$ 2,435,045	\$ 2,317,036	\$ 1,952,924	5%	25%	11%
St Landry	\$ 1,540,623	\$ 1,509,911	\$ 1,267,691	2%	22%	20%
Vernon	\$ 919,421	\$ 904,065	\$ 783,062	2%	17%	17%
Total (Cenla)	\$ 7,869,375	\$ 7,724,025	\$ 6,536,682	2%	20%	16%

Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.

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

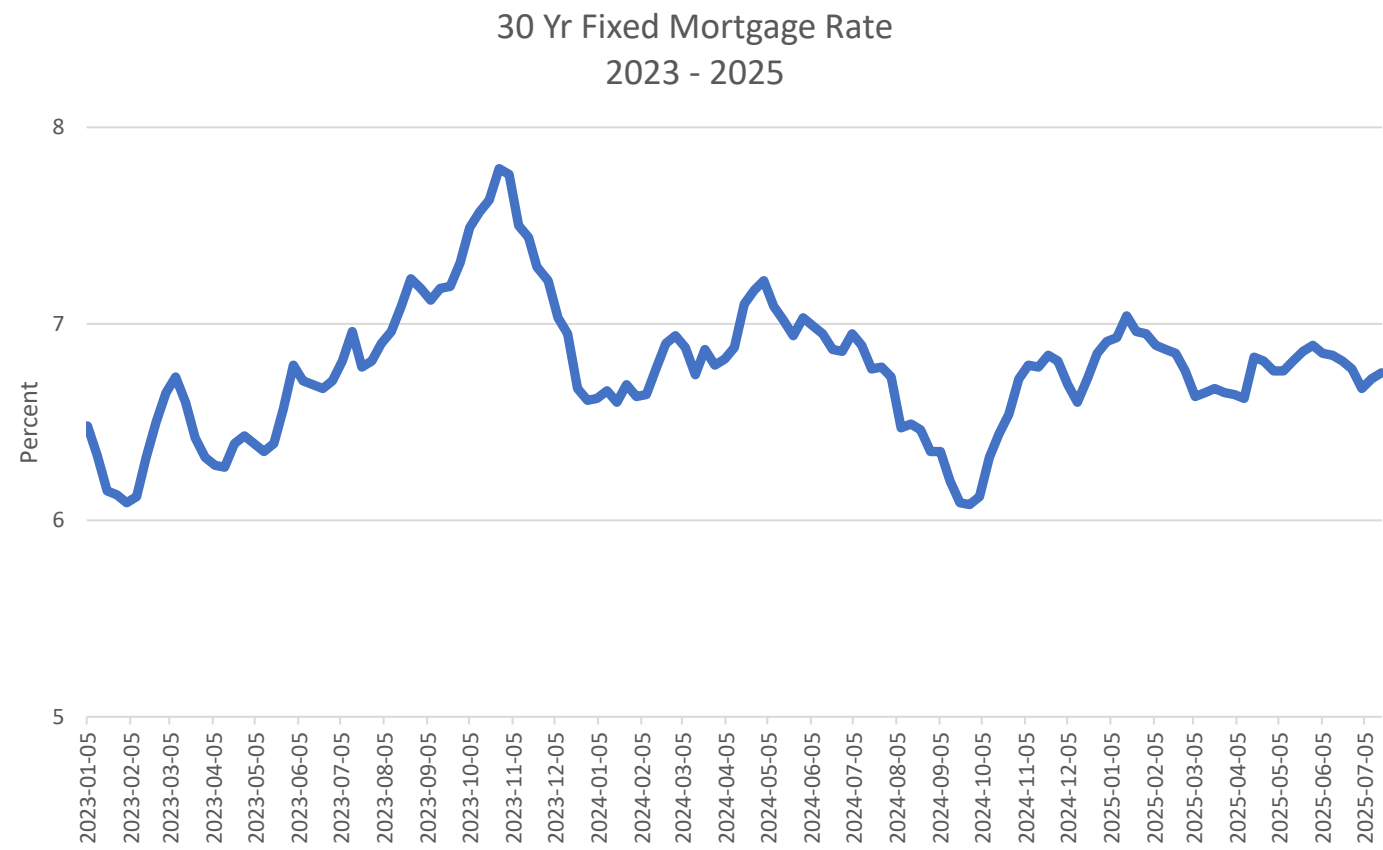
Housing

Central Louisiana Economic Dashboard

30 YEAR FIXED MORTGAGE RATE

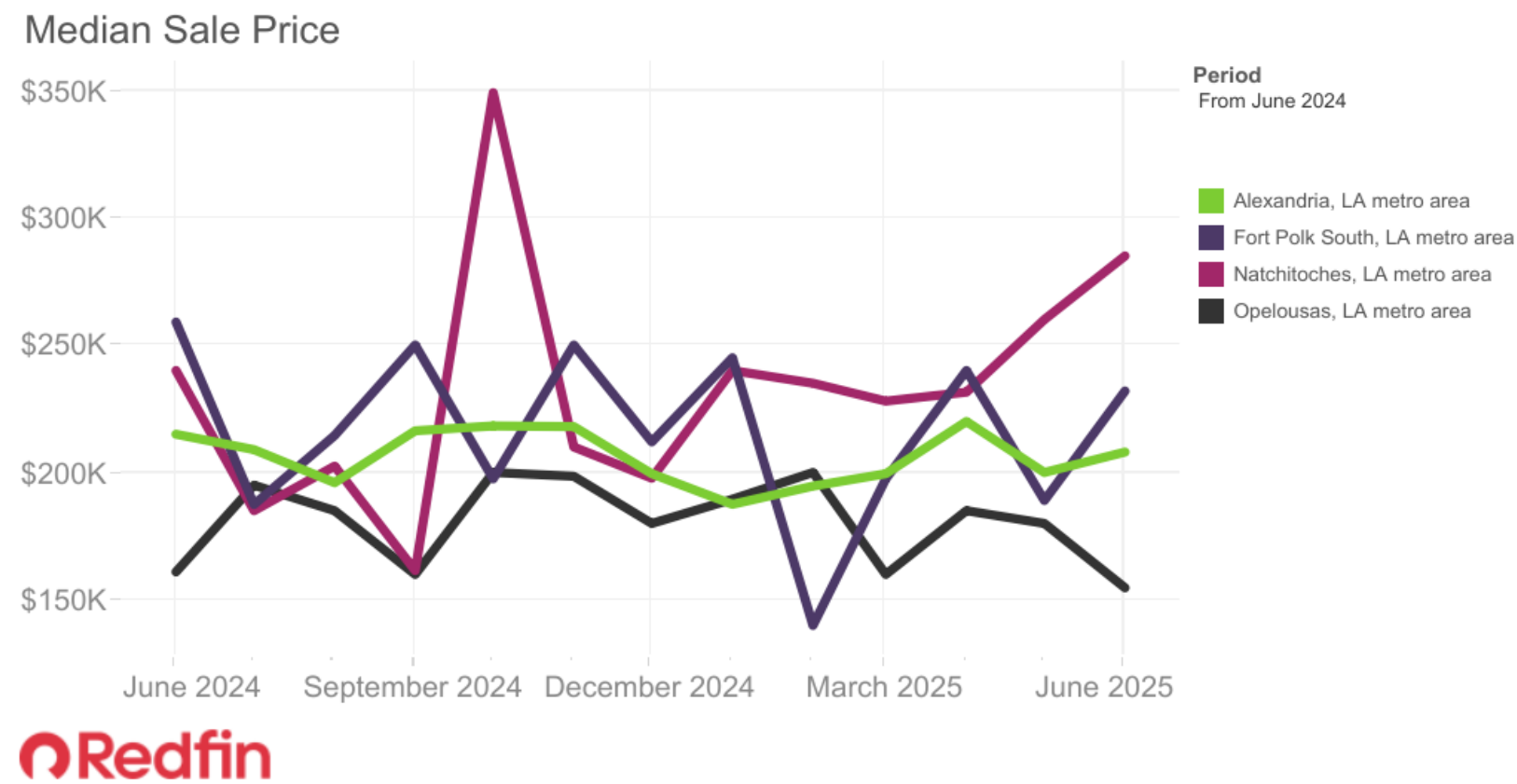
30-Year Fixed Rate Mortgage Average in the United States from 2023 – 2025.

- On July 17, the 30-year fixed mortgage rate was 6.75%, while the 15-year mortgage rate stood at 5.92%.



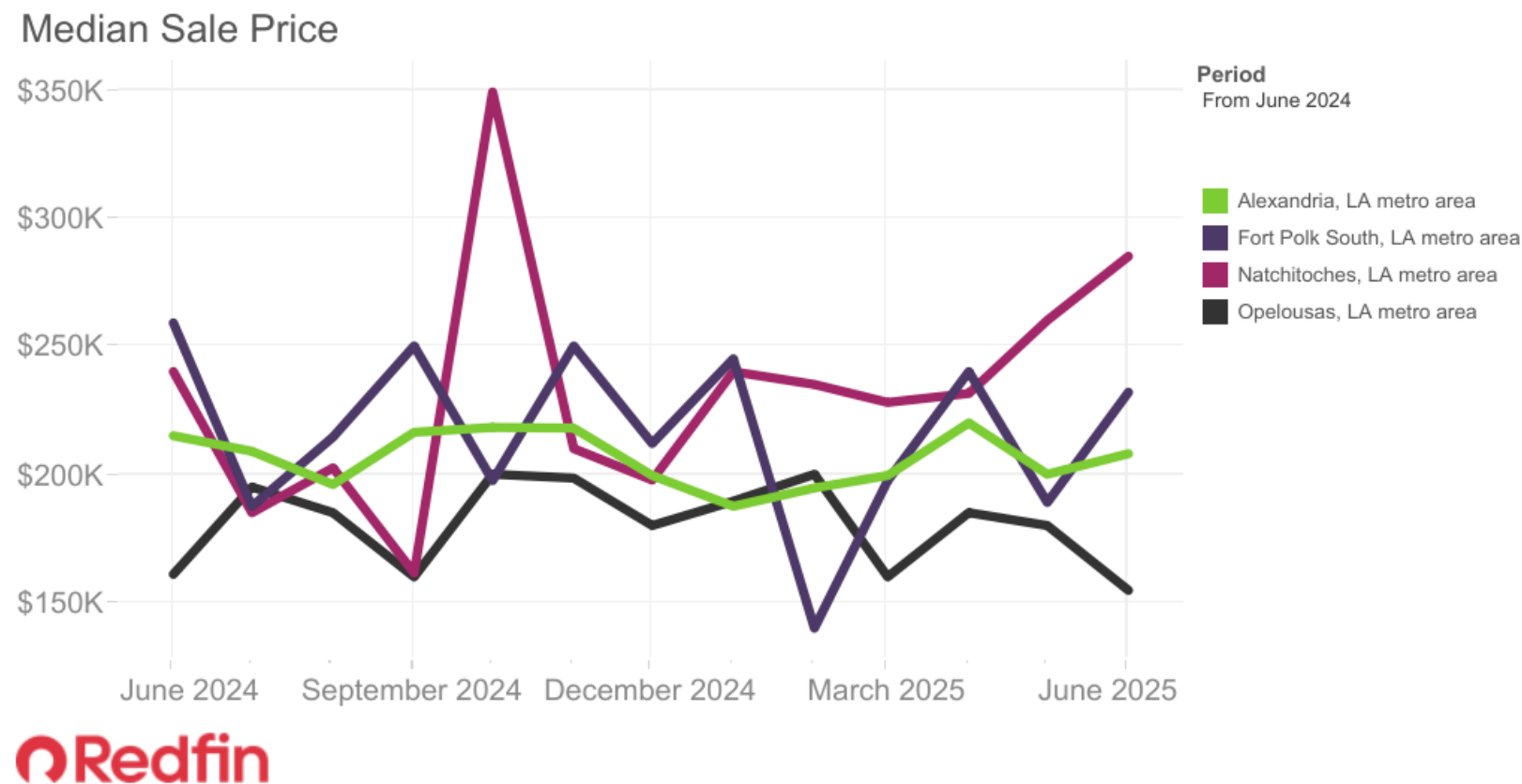
MEDIAN SALE PRICE BY MSA

The graphic shows the median sales price of houses for Alexandria, Leesville, Natchitoches, and Opelousas over the past year.



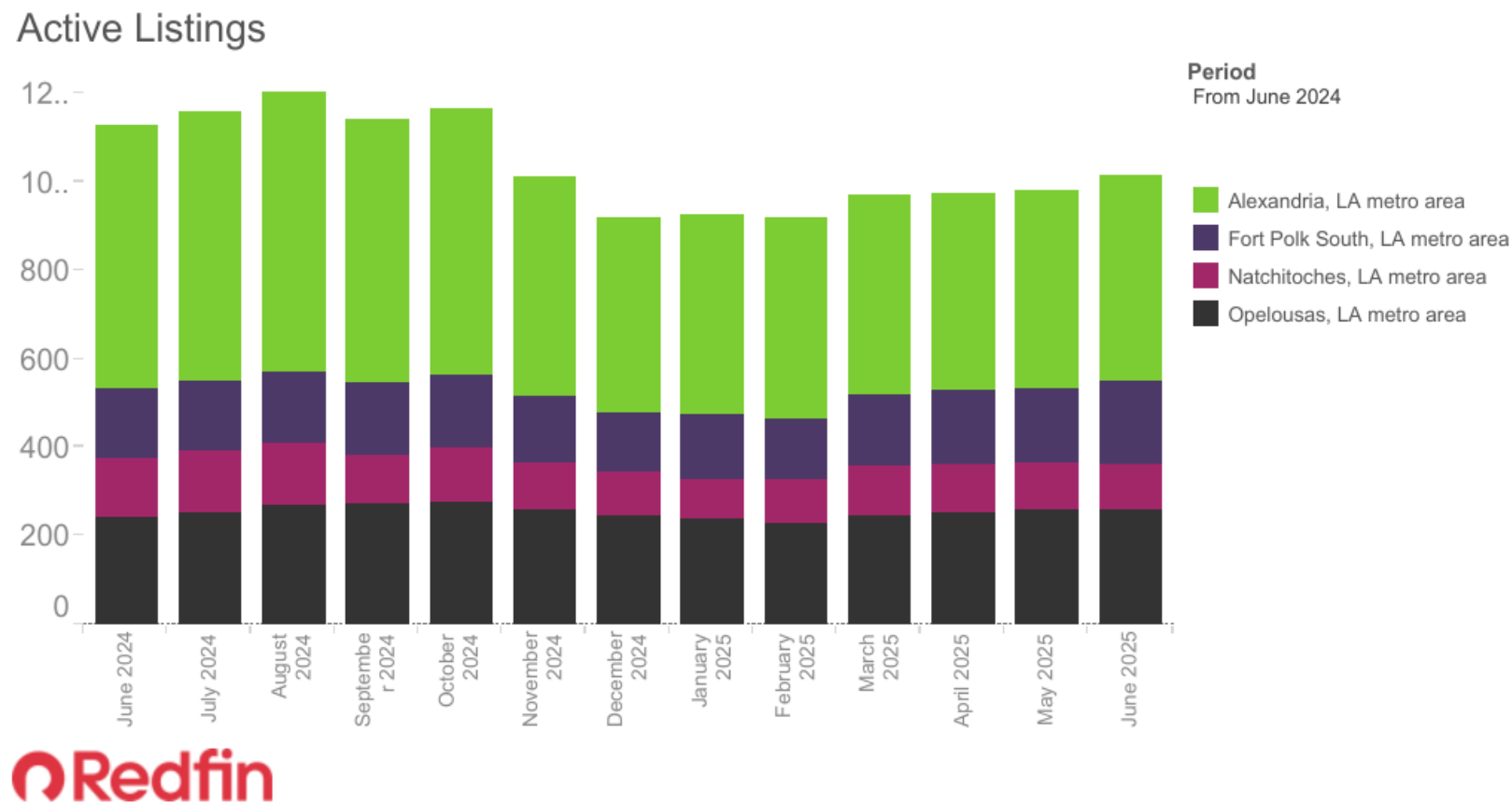
MEDIAN SALE PRICE PER SQ FT BY MSA

The graphic shows the median sales price per square feet of houses for Alexandria, Leesville, Natchitoches, and Opelousas over the past year.



ACTIVE LISTINGS BY MSA

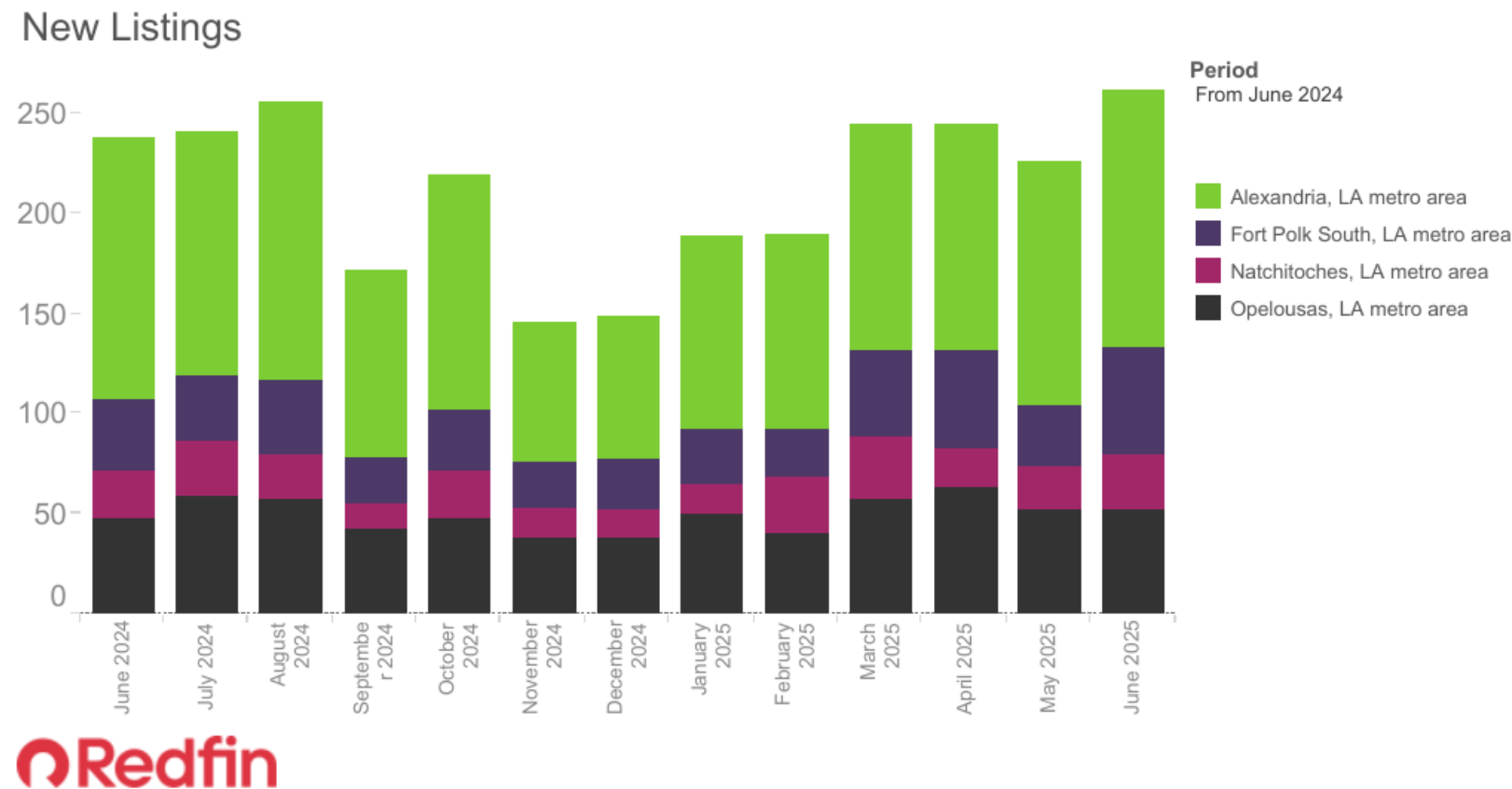
The graphic shows the count of active single-family and condo/townhome listings for Alexandria, Leesville, Natchitoches, and Opelousas over the past year.



Data Source: Redfin.com. Retrieved July 24, 2025

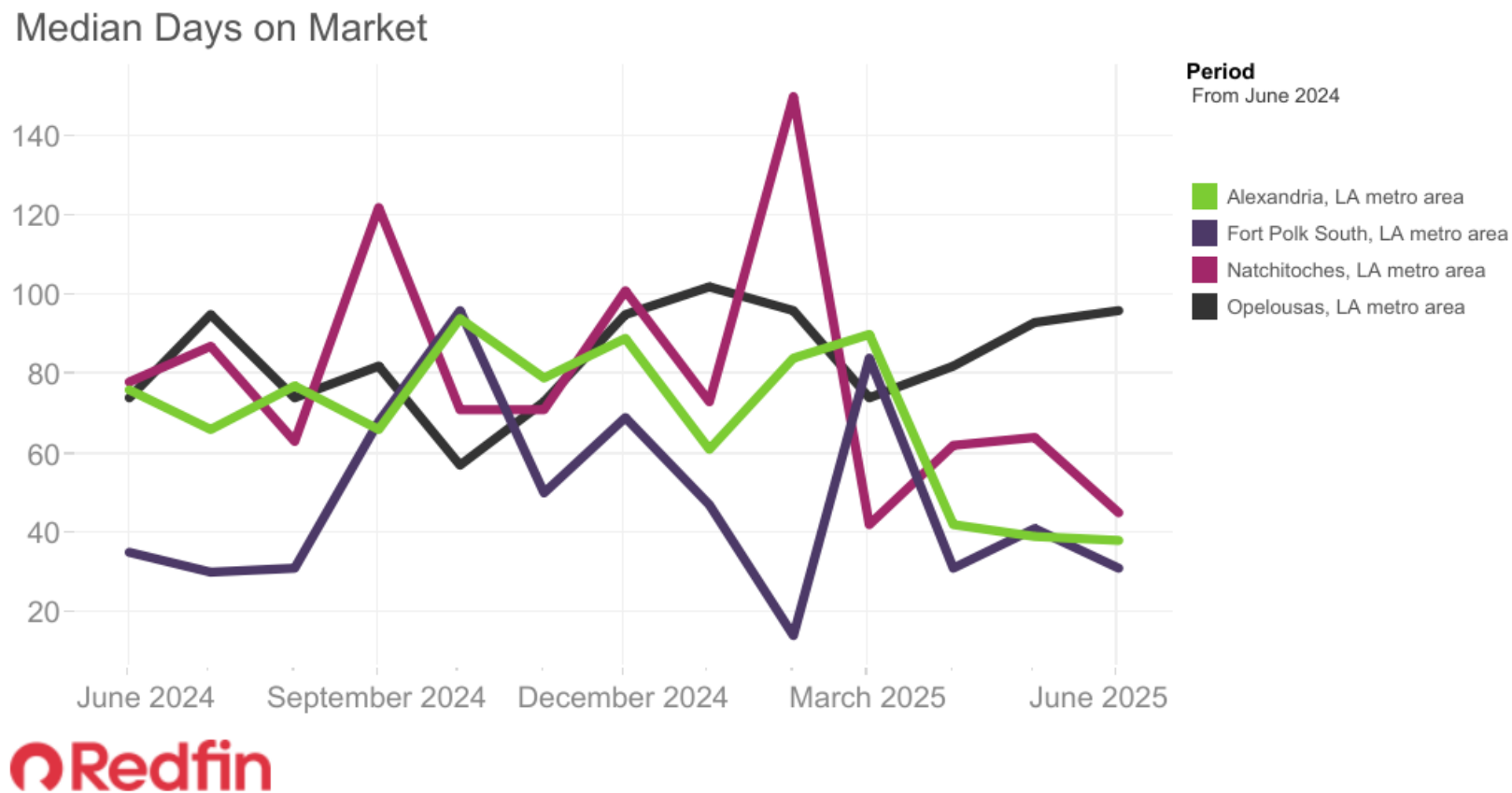
NEW LISTINGS BY MSA

The graphic shows the number of new listings for Alexandria, Leesville, Natchitoches, and Opelousas over the past year.



MEDIAN DAYS ON MARKET BY MSA

The graphic shows the number of days property listings spend on the market for Alexandria, Leesville, Natchitoches, and Opelousas over the past year.



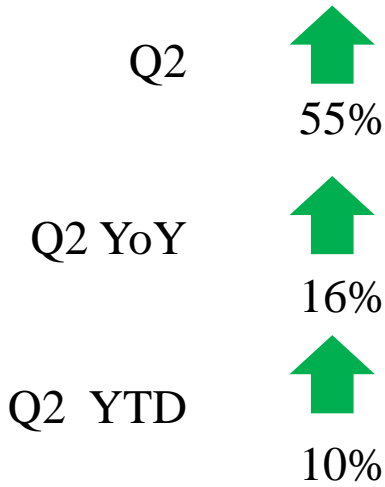
Travel

Central Louisiana Economic Dashboard

AVOYELLES HOTEL OCCUPANCY TAX

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

Q2



	2022	2023	2024	2025
Q2	\$ 38,272	\$ 31,863	\$ 33,928	\$ 39,395
Q1	\$ 21,464	\$ 23,902	\$ 25,260	\$ 25,397
% Chg over Prev Qtr	78.3%	33.3%	34.3%	55.1%
% Chg over Prev Year		-16.7%	6.5%	16.1%
YTD	\$ 59,736	\$ 55,764	\$ 59,188	\$ 64,792
% Chg over Prev YTD		-6.6%	6.1%	9.5%

Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Avoyelles Parish School Board. July 2025.

NATCHITOCHES HOTEL OCCUPANCY TAX

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

Q2

	2022	2023	2024	2025
Q2	\$ 161,665	\$ 159,410	\$ 142,539	\$ 155,789
Q1	\$ 134,442	\$ 174,642	\$ 139,598	\$ 153,746
% Chg over Prev Month	20.2%	-8.7%	2.1%	1.3%
% Chg over Prev Year		-1.4%	-10.6%	9.3%
YTD	\$ 296,107	\$ 334,052	\$ 282,138	\$ 309,535
% Chg over Prev YTD		12.8%	-15.5%	9.7%

Q2



1%

Q2 YoY



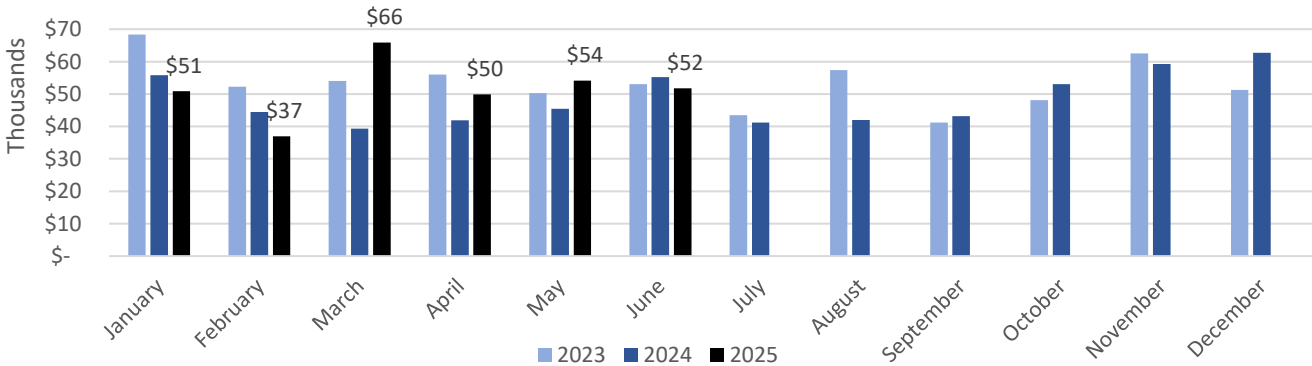
9%

Q2 YTD



10%

Natchitoches Hotel Sales Tax Revenue
2023-2025



Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Natchitoches Parish Tax Administrator, July 2025.

RAPIDES HOTEL OCCUPANCY TAX

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

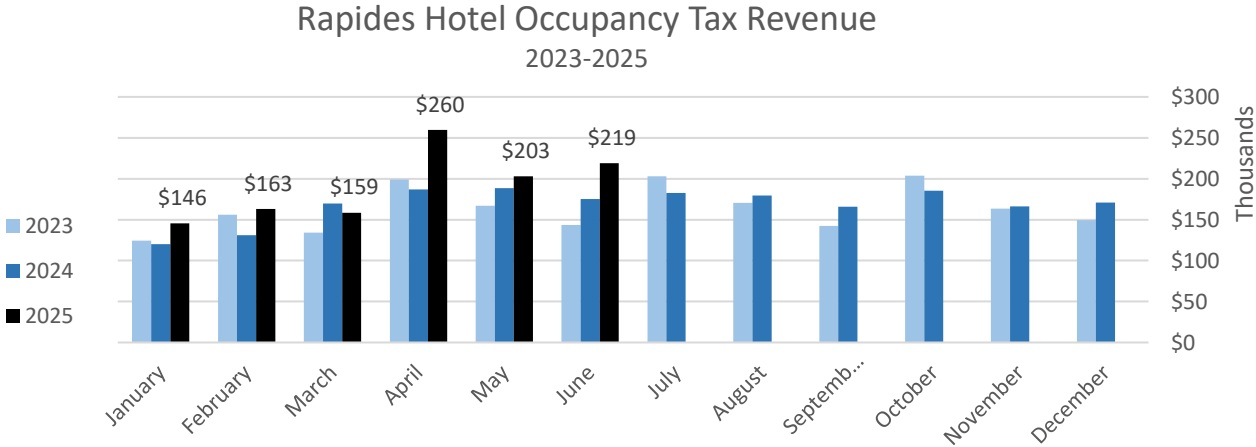
Q2

	2022	2023	2024	2025
Q2	\$ 564,636	\$ 509,873	\$ 550,707	\$ 681,518
Q1	\$ 463,028	\$ 414,445	\$ 421,282	\$ 467,232
% Chg over Prev Q2	21.9%	23.0%	30.7%	45.9%
% Chg over Prev Year		-9.7%	8.0%	23.8%
YTD	\$ 1,027,664	\$ 924,318	\$ 971,989	\$ 1,148,750
% Chg over Prev YTD		-10.1%	5.2%	18.2%

Q2
↑
46%

Q2 YoY
↑
24%

Q2 YTD
↑
18%

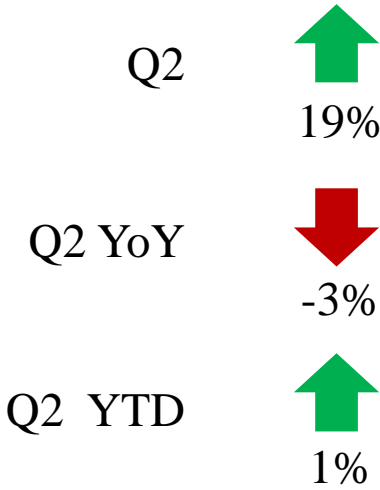


Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Rapides Parish Police Jury Treasurer’s Reports, July 2025.

VERNON HOTEL OCCUPANCY TAX

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

Q2



	2022	2023	2024	2025
Q2	\$ 91,069	\$ 93,355	\$ 88,884	\$ 86,477
Q1	\$ 62,682	\$ 79,280	\$ 72,593	\$ 72,966
% Chg over Prev Month	45.3%	17.8%	22.4%	18.5%
% Chg over Prev Year		2.5%	-4.8%	-2.7%
YTD	\$ 153,751	\$ 172,635	\$ 161,478	\$ 159,443
% Chg over Prev YTD		12.3%	-6.5%	-1.3%

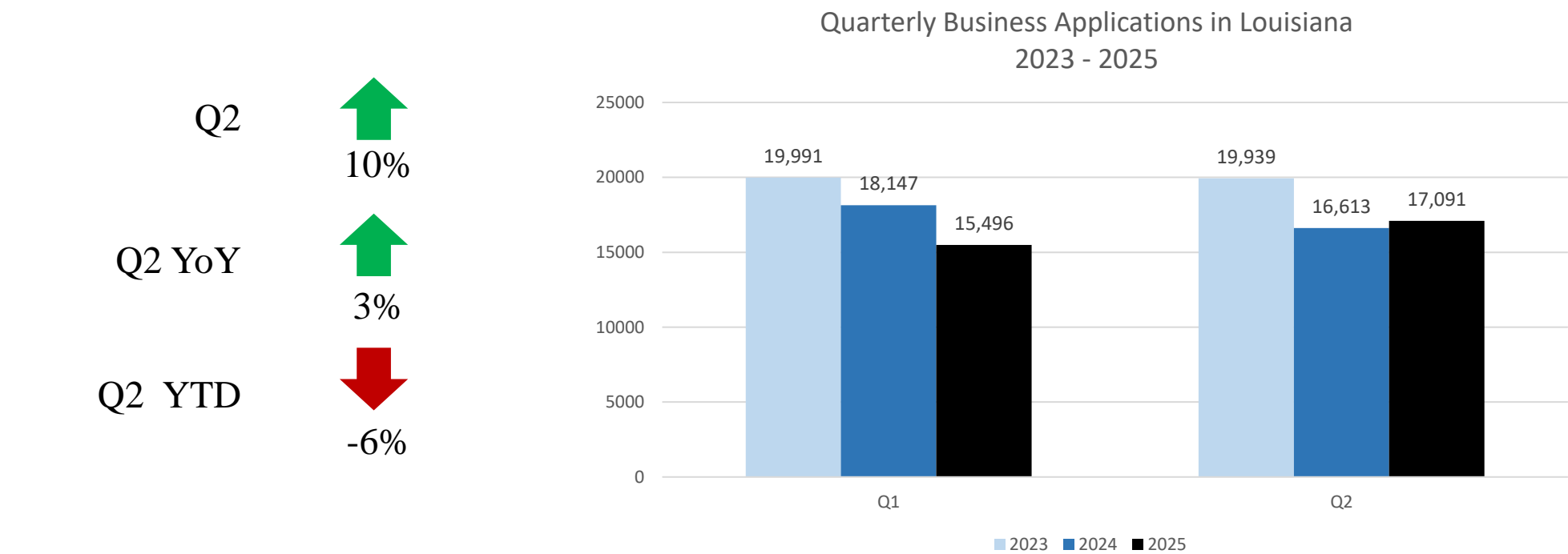
Note: Quarterly sales tax revenue reflects the period in which taxes are collected, which is delayed a month.
Data Source: Vernon Parish Sales Tax Department. July 2025. Hotel occupancy tax revenue is used as a proxy for hotel occupancy rate.

Local & Louisiana

Central Louisiana Economic Dashboard

NEW BUSINESS APPS IN LOUISIANA

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



Note: Data reflects businesses applications, not necessarily business formations.
Data Source: U.S. Census Bureau, Business Applications: Total for All NAICS in Louisiana, Retrieved July 25, 2025.

NEW BUSINESSES IN RAPIDES

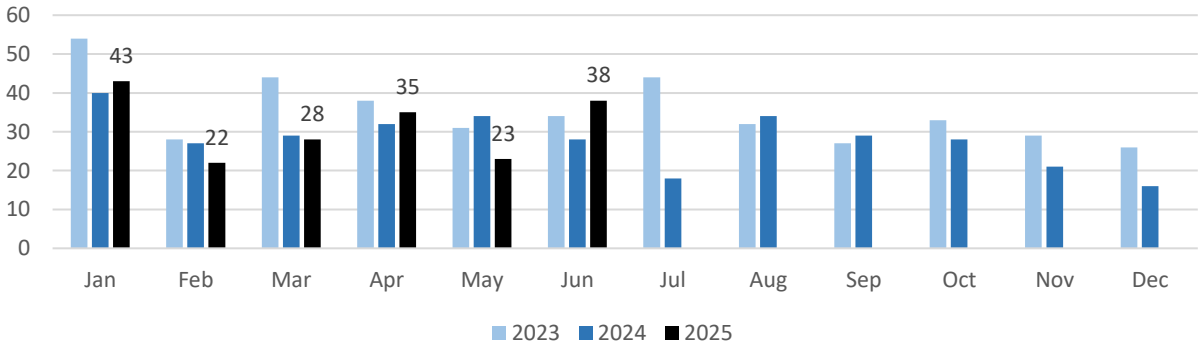
The chart below represent the number of new businesses established each month in Rapides from January 2023 through June 2025.

Q2

- New businesses were up 3% in the Q2 from Q1 and up 2% from a year ago.
- YTD, new business growth is comparable to 2024.

	2022	2023	2024	2025
Q2	100	103	94	96
Q1	126	126	96	93
% Chg Prev Qtr	-20.6%	-18.3%	-2.1%	3.2%
% Chg from Prev Year		3.0%	-8.7%	2.1%
YTD	226	229	190	189
% Chg over Prev YTD		1.3%	-17.0%	-0.5%

New Businesses in Rapides
2023-2025



Note: Data reflects businesses established in the current quarter.
Data Source: Rapides Parish Sales and Use Tax Department, July 2025.

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 October 27, 2025*

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