

CENTRAL LOUISIANA ECONOMIC DASHBOARD



LSUA[®]

College of

Business

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May 2024

KEY FINDINGS

May 2024

EMPLOYMENT

Employment in the Alexandria MSA rebounded in April to 61,156, after reaching a low of 59,755 in January. Although 1,401 more people were employed locally in April, employment in the area remained 2,467 below that of a year ago. Employment in Natchitoches, on the other hand, set a new post-pandemic high with 16,764 employed in April. Since January, 394 jobs were added in Natchitoches, boosting the latest figure to the fourth post-pandemic high in the past year.

The unemployment rate in the Alexandria MSA in March reached 4.3%, a figure last seen in July 2021. However, the rate fell sharply in April to 3.3%, slightly below the statewide rate of 3.4%. The unemployment rate in Natchitoches fell to 3.8% in April from 4.6% in March. Likewise, the state experienced a significant drop in the unemployment rate last month with Louisiana's unemployment rate dropping from 4.5% in March to 3.4% in April, according to preliminary data. Baton Rouge and Houma-Thibodaux had the lowest unemployment rates in April at 3.0%, while Alexandria and Lafayette tied for the fourth lowest among the nine MSAs surveyed.

In April 2024, the Alexandria MSA labor market had a job posting ratio of 0.42, down from 0.50 in January, meaning there were more than two jobs for each unemployed. The number of unemployed per new job posting was 1.14, roughly unchanged. In April, Alexandria remained the tightest labor market in the state in terms of total and new job postings per unemployed.

Although initial unemployment claims in Louisiana rose by 7% and 8% in March and April respectively, initial claims are -6% below last year's level, while continued claims are slightly down from a year ago.

KEY FINDINGS

May 2024

CONSUMER SPENDING

All local tax jurisdictions reported increased sales tax revenue collected in April, which reflected sales activity in March. Sales tax revenues in Rapides in April were up 24% from March, with Alexandria reporting an increase of 22% and Pineville 28%. On a year-over-year (YOY) and year-to-date (YTD) basis, the gains were more moderate in Rapides. LaSalle had the largest YOY and YTD declines, -22% and -16%, respectively, while Natchitoches had declines of -21% YOY and -10% YTD. Sales tax collection data were not available for Vernon Parish.

Vehicle sales tax collections were up for April in all reporting jurisdictions except St. Landry. However, YOY and YTD tax collections for all reporting parishes were down, often by double digits. Only Avoyelles had gains in vehicle sales YOY and YTD.

Online sales activity in CenLA, as reflected in April tax collections, continued its upward trend. Online sales increased by 16% in March over the previous month and were 38% above March 2023. Online sales tax collections in CenLA during the first four months of 2024 were \$9.2 million, up 28% over the same period in 2023.

Rapides posted online sales tax revenue activity of \$653,000 in March, up 15% from February and 40% higher than a year ago. Natchitoches posted \$189,000 in sales tax revenue activity in March, up 18% from a month earlier and up 63% from a year ago. Online sales tax collections are up 37% and 31% year-to-date, respectively, for Rapides and Natchitoches.

KEY FINDINGS

May 2024

HOUSING

On May 23, 2024, the 30-year fixed mortgage rate was 6.94%, up slightly from the 6.87% reported in March but below its recent peak of 7.8% on October 26, 2023. Active listings for single-family homes are up 39% from a year ago in Alexandria, 51% in Leesville, and 67% in Natchitoches. However, median days on the market are up 1% and 10%, respectively, in Leesville and Natchitoches. In Alexandria, median days on the market are down -11%, indicating more robust sales. In April, homes in Alexandria had a median listing price \$235,000 and an average listing price of \$273,000, representing year-over-year increases of 6% and 7%, respectively. Meanwhile, Natchitoches had a median listing price of \$320,000 and an average listing price of \$320,000 in April.

TRAVEL

Gasoline prices were up 5% in April over March and are expected to increase further as the driving season picks up. Hotel occupancy data, based on hotel tax revenue, was mixed with April occupancy slightly ahead of March, but remaining below year-ago levels. Sales tax data from Vernon Parish was unavailable

NEW BUSINESSES

Sixty-one new businesses were established in Rapides in March and April 2024, down from 82 during the same period last year. In the first four months of 2024, 128 new businesses were established in Rapides compared to 164 in 2023, marking a 22% decline. New business applications in Louisiana are down sharply so far this year, having declined every month. Business applications fell in April by 10% from March and are down 12% for the year.

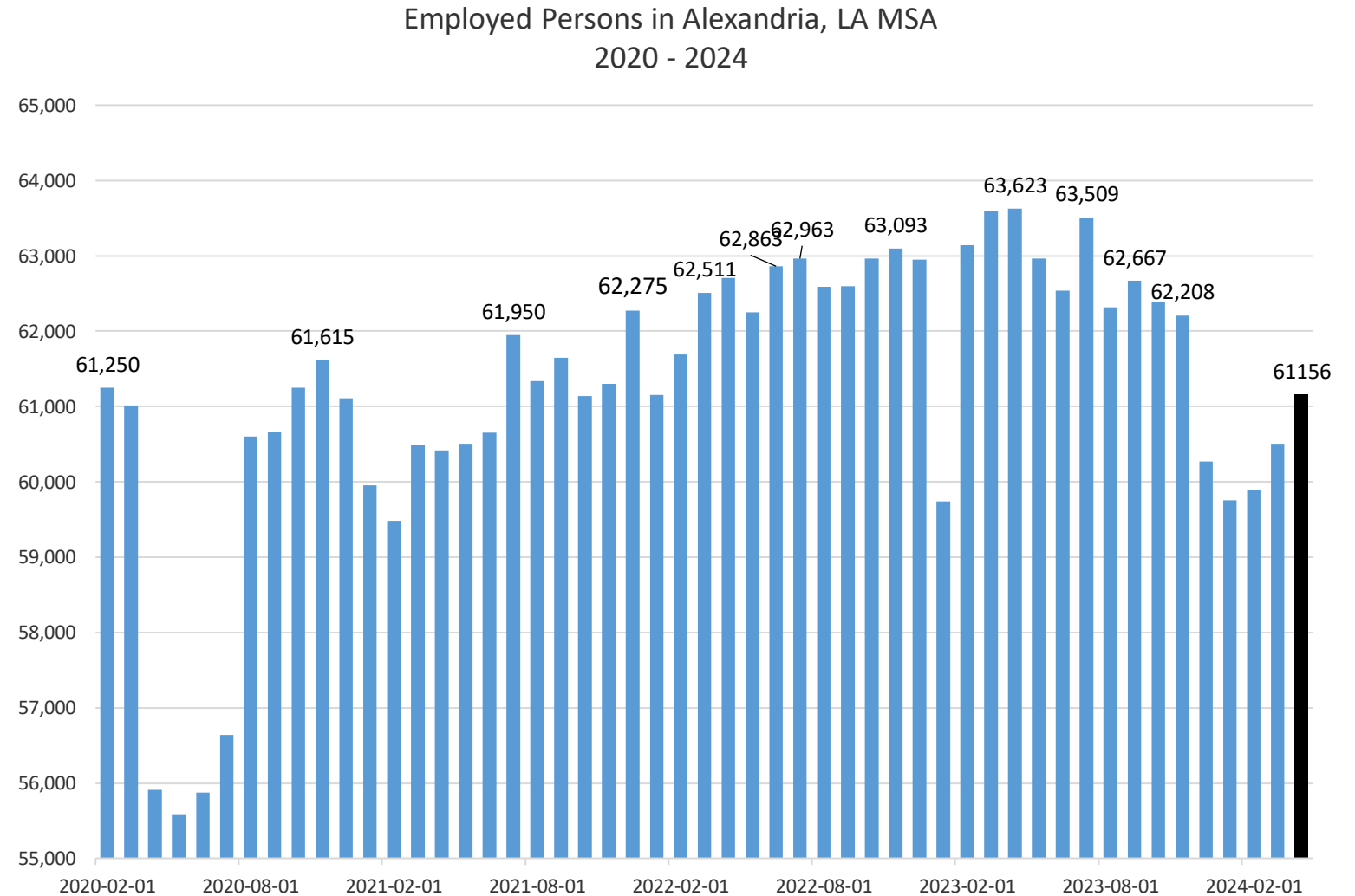
Employment

Central Louisiana Economic Dashboard

EMPLOYMENT IN ALEXANDRIA MSA

Employed persons in the Alexandria MSA from 2020 – 2024.

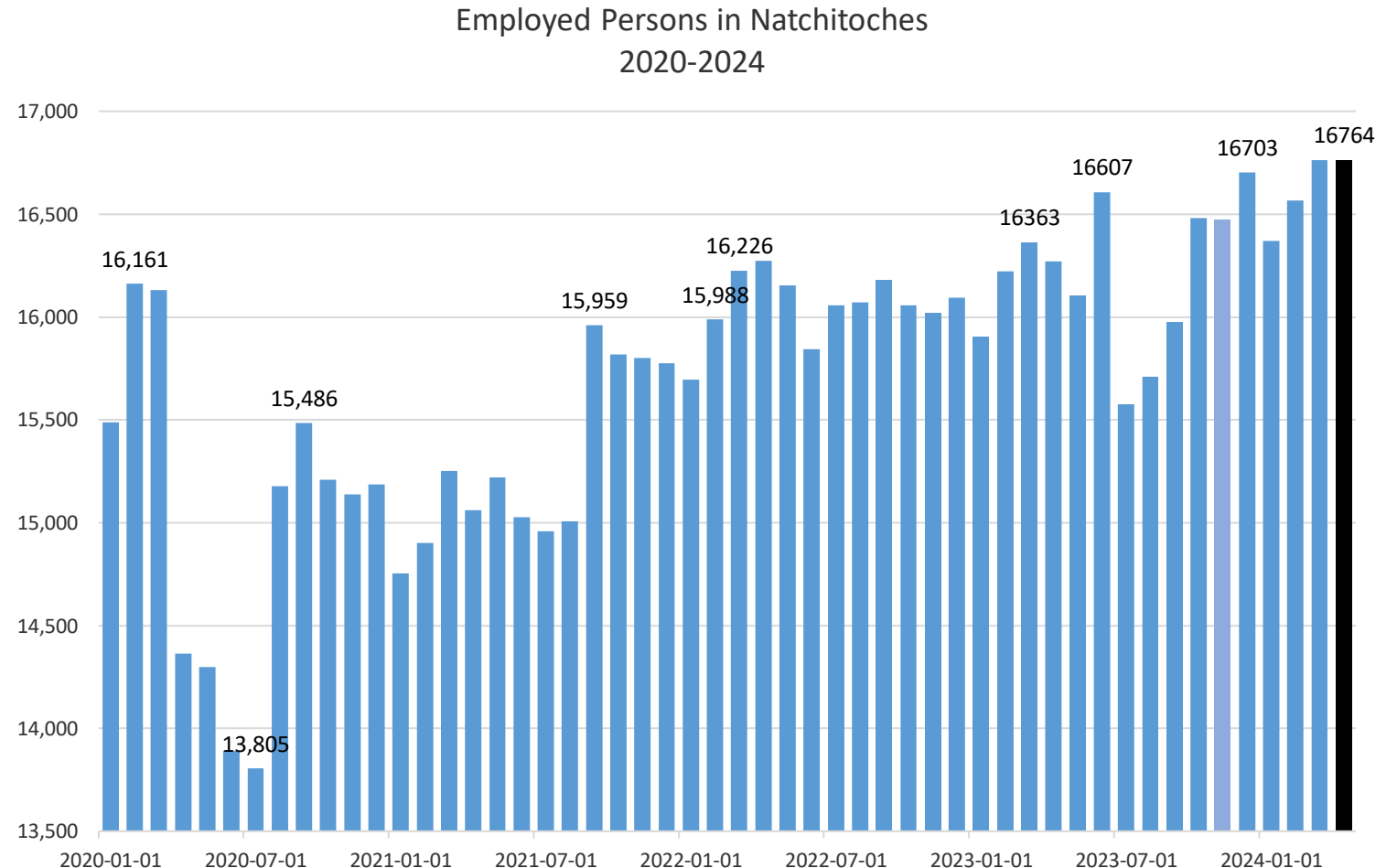
- Employment in the Alexandria MSA in April 2024 rose by 1,401 from January, but was down 2,467 from a year ago.
- The unemployment rate in the Alexandria MSA in April fell to 3.3% from 4.3% in March and was slightly below Louisiana's rate of 3.4%.



EMPLOYMENT IN NATCHITOCHESES

Employed persons in Natchitoches parish from 2020 – 2024.

- ✓ In April 2024, Natchitoches reached a new post-pandemic high in employment at 16,764, the fourth post-pandemic high in the past year.
- ✓ Employment in April rose by 394 from January.
- ✓ The unemployment rate in Natchitoches parish in April was 3.8%, down from 4.6% in March.



UNEMPLOYMENT RATE BY MSA

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

April 2024

- At 3.0%, the Baton Rouge MSA had the lowest unemployment rate in the state in April.
- Alexandria MSA had an unemployment rate of 3.3% in April.
- Louisiana’s unemployment rate in April fell to 3.4% from 4.5% in March.

Area	Labor Force	Employed	Unemployed	Unemployment Rate
Baton Rouge	434,450	421,330	13,120	3.0%
Houma-Thibodaux	87,086	84,508	2,578	3.0%
Lake Charles	95,579	92,627	2,952	3.1%
Alexandria	63,229	61,156	2,073	3.3%
Lafayette	214,539	207,506	7,033	3.3%
New Orleans-Metairie	584,662	564,215	20,447	3.5%
Shreveport-Bossier City	183,592	177,011	6,581	3.6%
Monroe	78,035	75,138	2,897	3.7%
Hammond	57,679	55,376	2,303	4.0%

UNEMPLOYMENT RATE BY CENLA PARISH

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

April 2024

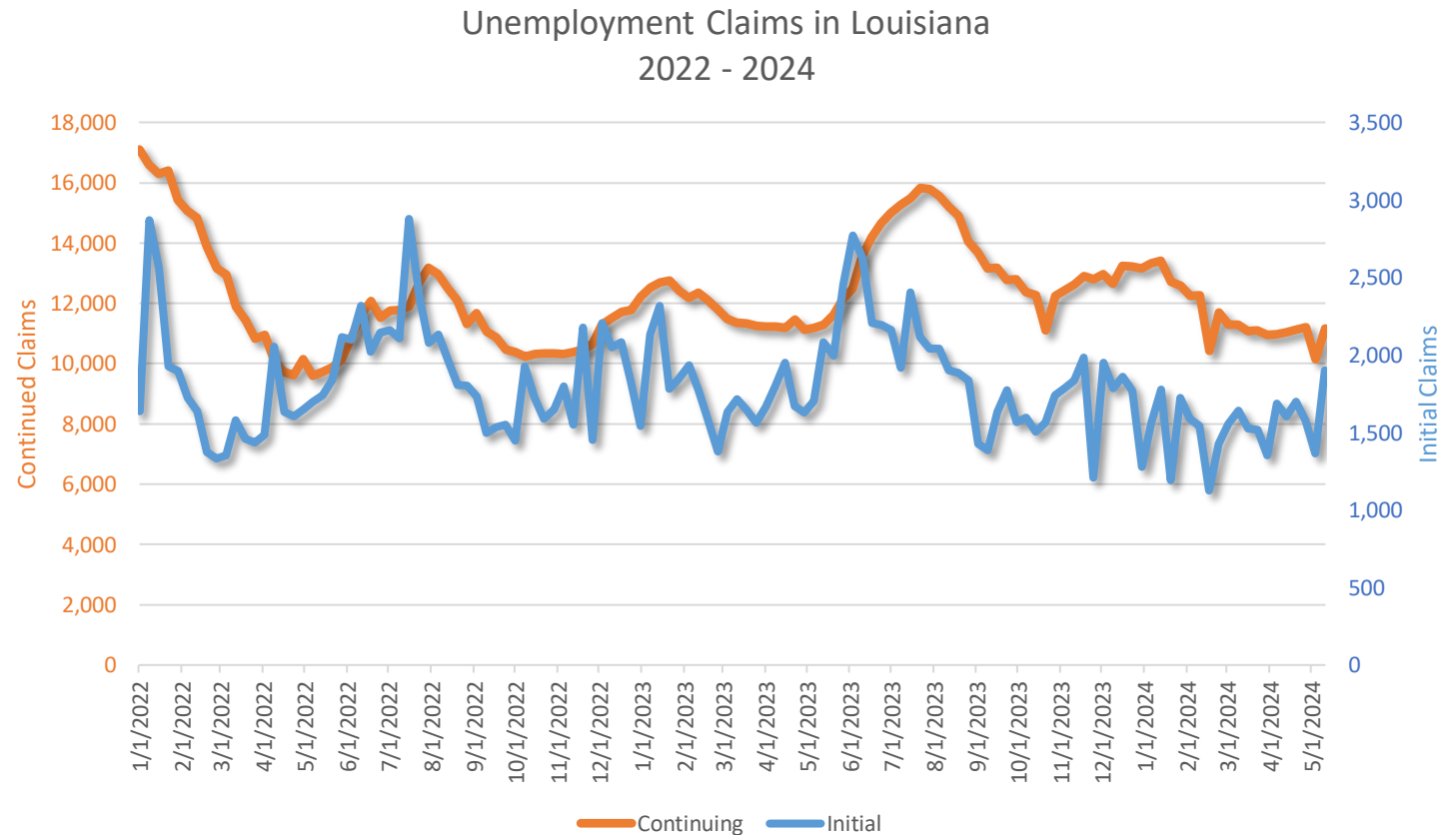
Area	Labor Force	Employed	Unemployed	Unemployment Rate Apr 2024	Unemployment Rate Apr 2023
Allen	8,319	7,979	340	4.1%	3.4%
Avoyelles	14,353	13,787	566	3.9%	3.4%
Catahoula	3,591	3,443	148	4.1%	3.5%
Concordia	6,946	6,608	338	4.9%	3.8%
Evangeline	12,564	12,105	459	3.7%	3.1%
Grant	8,163	7,880	283	3.5%	2.9%
La Salle	6,443	6,257	186	2.9%	2.5%
Natchitoches	17,434	16,764	670	3.8%	3.4%
Rapides	55,066	53,276	1,790	3.3%	2.8%
St. Landry	31,816	30,516	1,300	4.1%	3.7%
Vernon	15,796	15,171	625	4.0%	4.4%

- ✓ In April 2024, the parishes in central Louisiana had an unemployment rate of 3.7%, which is a full percentage point below the previous month.
- However, CenLa’s unemployment rate remains above the state’s rate of 3.4%.

UNEMPLOYMENT CLAIMS IN LOUISIANA

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

- Initial unemployment claims rose 7% in March and 8% in April.
- Continued unemployment claims fell 5% from February to April.
- Initial claims are fell -6% from a year ago. Likewise, continued unemployment claims are down -1% from a year ago.



UNEMPLOYED PER JOB POSTING

The table below shows the number of unemployed, number of advertised jobs online, and the ratio of unemployed to advertised job openings online for Metropolitan Statistical Areas in Louisiana in April 2024.

- In April 2024, the Alexandria MSA labor market had a job posting ratio of 0.42, down from 0.50 in January. The number of unemployed per new job posting was 1.14, roughly unchanged.

- Alexandria remains the tightest labor market in the state in terms of total and new job postings per unemployed.

- The state ratio of total job postings to unemployed was 0.75 in April and 2.05 for new job postings.

April 2024

Area	Unemployed	Job Openings	# New Job Postings	# Unemployed per Job Posting	# Unemployed per New Job Posting
Alexandria	2,073	4,918	1,820	0.42	1.14
Lafayette	4,317	7,230	2,647	0.60	1.63
New Orleans-Metairie-Kenner	20,054	33,027	11,537	0.61	1.74
Lake Charles	2,952	4,558	1,610	0.65	1.83
Shreveport-Bossier City	5,989	9,283	3,609	0.65	1.66
Baton Rouge	13,120	17,388	6,594	0.75	1.99
Houma-Bayou Cane-Thibodaux	2,578	3,231	1,221	0.80	2.11
Monroe	2,897	2,858	1,173	1.01	2.47

Tax Revenue

Central Louisiana Economic Dashboard

TAX REVENUE OVERVIEW

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

April 2024

Sales Tax	M/M	Y/Y	YTD		Vehicle Sales Tax	M/M	Y/Y	YTD
Alexandria	22%	1%	6%		Avoyelles	34%	5%	5%
Avoyelles	26%	1%	5%		Evangeline	2%	-30%	-21%
Catahoula	42%	-1%	12%		Natchitoches*	4%	-27%	-15%
Concordia	18%	-19%	-11%		Rapides	22%	-7%	-6%
Evangeline	8%	-16%	-9%		St. Landry	-3%	-26%	-14%
Grant	37%	6%	6%		Vernon	n/a	n/a	n/a
La Salle	57%	-22%	-16%					
Natchitoches	15%	-21%	-10%		Hotel Occupancy Tax			
Pineville	28%	5%	3%		Avoyelles	10%	2%	5%
Rapides	24%	2%	5%		Natchitoches	7%	-25%	-21%
St. Landry	59%	21%	16%		Rapides	10%	-6%	-1%
Vernon	n/a	n/a	n/a		Vernon	n/a	n/a	n/a

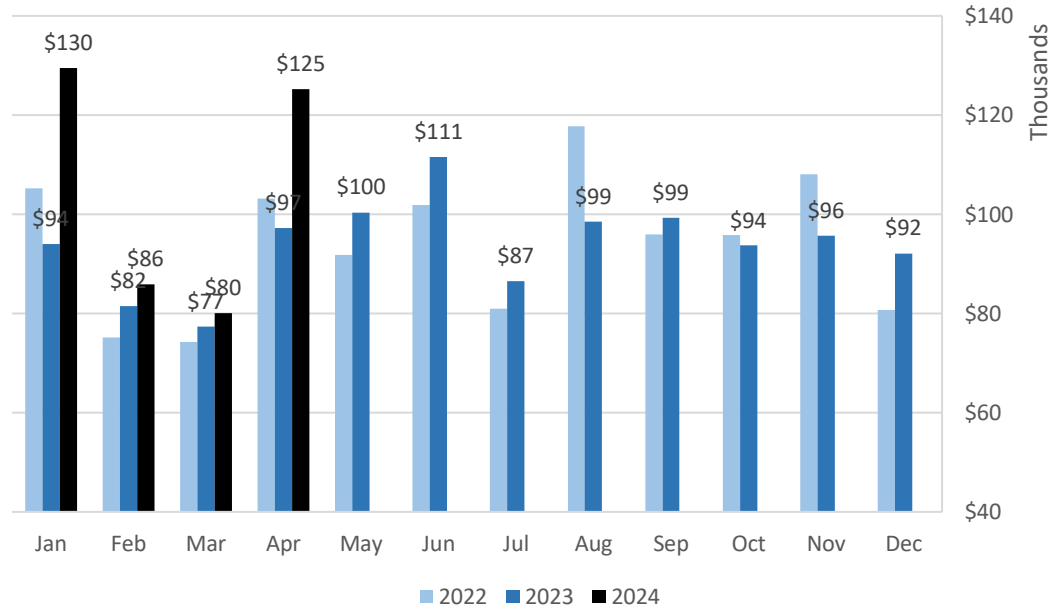
Notes: Current month tax revenue collection reflects sales activity in the previous month. * Data represents the prior month.
n/a = Not available.

Data Source noted in detailed reports.

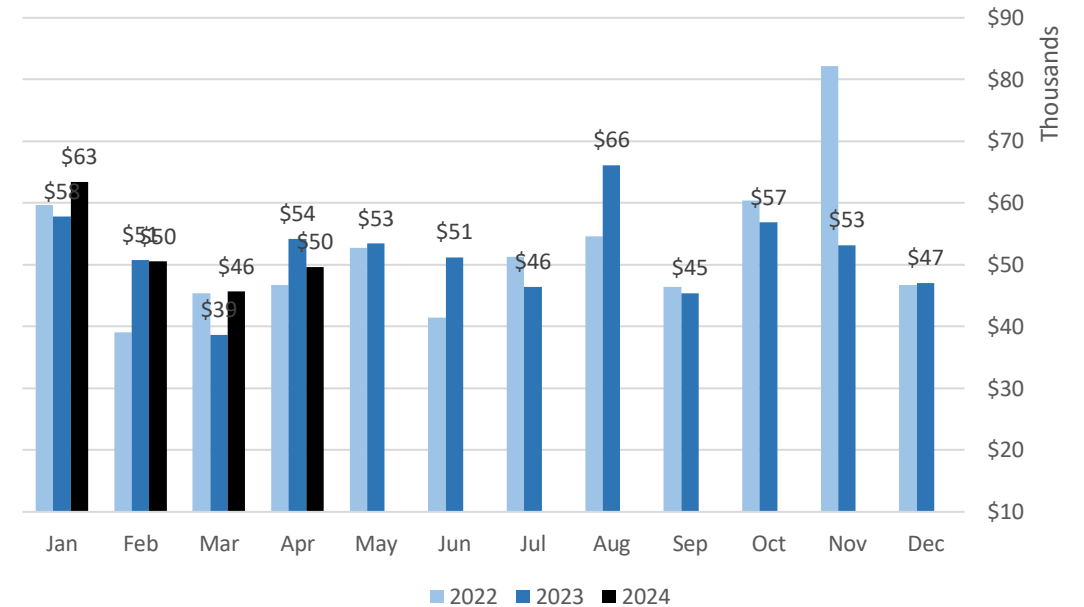
BALL & WOODWORTH

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

Ball
2022-2024



Woodworth
2022-2024



Year-to-date through April, consumer spending in Ball is up 20%, while Woodworth is up 4%. 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, May 2024.

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.

April

	2021	2022	2023	2024
April	\$ 4,579,128	\$ 4,359,255	\$ 4,470,075	\$ 4,519,433
March	\$ 3,037,395	\$ 3,357,567	\$ 3,397,713	\$ 3,711,795
% Chg over Prev Month	50.8%	29.8%	31.6%	21.8%
% Chg over Prev Year		-4.8%	2.5%	1.1%
YTD	\$ 15,472,335	\$ 15,677,457	\$ 15,847,299	\$ 16,835,865
% Chg over Prev YTD		1.3%	1.1%	6.2%

April



22%

Apr YoY



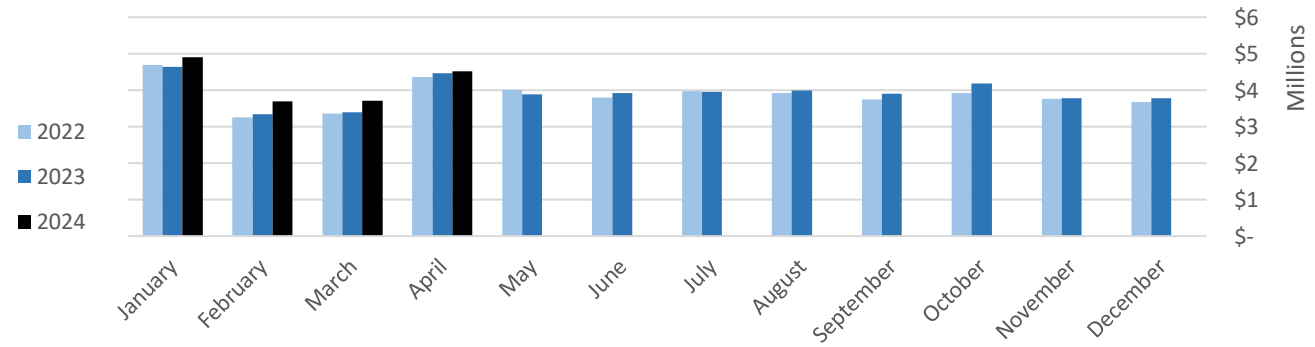
1%

Apr YTD



6%




Alexandria Sales Tax Revenue
2022-2024



Note: Current month sales tax revenue reflects sales activity in previous month.
Data Source: Rapides Parish Police Jury Treasurer's Reports, May 2024.

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.


		<i>April</i>					
		2020	2021	2022	2023	2024	
April	 26%	\$ 1,580,351	\$ 2,619,955	\$ 2,809,680	\$ 2,267,680	\$ 2,286,234	
Apr YoY	 1%	\$ 1,117,939	\$ 1,419,160	\$ 1,616,438	\$ 1,672,950	\$ 1,815,189	
		% Chg over Prev Month	41.4%	84.6%	73.8%	35.5%	26.0%
		% Chg over Prev Year		65.8%	7.2%	-19.3%	0.8%
Apr YTD	 5%	YTD	\$ 5,758,383	\$ 7,671,586	\$ 8,317,792	\$ 8,062,014	\$ 8,490,432
		% Chg over Prev YTD		33.2%	8.4%	-3.1%	5.3%


Note: Current sales tax revenue reflects sales activity in the prior month.
Data Source: Avoyelles Parish School Board. May 2024.


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.

April

April 
34%

Apr YoY 
5%

Apr YTD 
5%

	2020	2021	2022	2023	2024
April	\$ 296,018	\$ 194,612	\$ 409,937	\$ 365,961	\$ 384,817
March	\$ 243,753	\$ 259,727	\$ 312,487	\$ 287,476	\$ 287,384
% Chg over Prev Month	21.4%	-25.1%	31.2%	27.3%	33.9%
% Chg over Prev Year		-34.3%	110.6%	-10.7%	5.2%
YTD	\$ 1,082,973	\$ 1,132,938	\$ 1,391,504	\$ 1,288,839	\$ 1,349,895
% Chg over Prev YTD		4.6%	22.8%	-7.4%	4.7%


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


Data Source: Avoyelles Parish School Board. May 2024


CATAHOULA SALES TAX

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

April

April 
42%

Apr YoY 
-1%

Apr YTD 
12%


	2021	2022	2023	2024
April	\$ 1,777,183	\$ 677,357	\$ 751,935	\$ 741,852
March	\$ 464,418	\$ 513,165	\$ 560,815	\$ 524,440
% Chg over Prev Month	282.7%	32.0%	34.1%	41.5%
% Chg over Prev Year		-61.9%	11.0%	-1.3%
YTD	\$ 3,366,603	\$ 2,472,470	\$ 2,472,470	\$ 2,768,564
% Chg over Prev YTD		-26.6%	0.0%	12.0%


Note: Current month sales tax revenue reflects sales activity in the prior month.
Data Source: Catahoula Parish Tax Administrator, May 2024


CONCORDIA SALES TAX

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

April

April 
18%

Apr YoY 
-19%

Apr YTD 
-11%


	2021	2022	2023	2024
April	\$ 1,457,521	\$ 1,490,005	\$ 1,744,164	\$ 1,411,259
March	\$ 921,494	\$ 1,160,011	\$ 1,441,000	\$ 1,194,414
% Chg over Prev Month	58.2%	28.4%	21.0%	18.2%
% Chg over Prev Year		2.2%	17.1%	-19.1%
YTD	\$ 4,901,836	\$ 5,317,312	\$ 6,213,358	\$ 5,524,032
% Chg over Prev YTD		8.5%	16.9%	-11.1%


Note: Current month sales tax revenue reflects sales activity in the prior month.
Data Source: Concordia Parish Tax Administrator. May 2024


EVANGELINE SALES TAX

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

April

April 
8%

Apr YoY 
-16%

Apr YTD 
-9%

	2020	2021	2022	2023	2024
April	\$ 1,760,760	\$ 2,940,437	\$ 3,530,399	\$ 2,757,842	\$ 2,331,257
March	\$ 1,323,124	\$ 1,562,969	\$ 2,119,514	\$ 2,298,775	\$ 2,163,491
% Chg over Prev Month	33.1%	88.1%	66.6%	20.0%	7.8%
% Chg over Prev Year		67.0%	20.1%	-21.9%	-15.5%
YTD	\$ 4,541,575	\$ 6,111,638	\$ 7,735,305	\$ 7,384,990	\$ 6,722,756
% Chg over Prev YTD		34.6%	26.6%	-4.5%	-9.0%


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. May 2024


EVANGELINE VEHICLE SALES TAX

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

April

April  2%

Apr YoY  -30%

Apr YTD  -21%

	2020	2021	2022	2023	2024
April	\$ 303,815	\$ 424,161	\$ 418,281	\$ 486,663	\$ 340,803
March	\$ 261,498	\$ 274,428	\$ 359,573	\$ 382,655	\$ 335,487
% Chg over Prev Month	16.2%	54.6%	16.3%	27.2%	1.6%
% Chg over Prev Year		39.6%	-1.4%	16.3%	-30.0%
YTD	\$ 886,190	\$ 1,057,116	\$ 1,152,499	\$ 1,363,348	\$ 1,071,724
% Chg over Prev YTD		19.3%	9.0%	18.3%	-21.4%

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. May 2024

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.

April



37%

Apr YoY



6%

Apr YTD

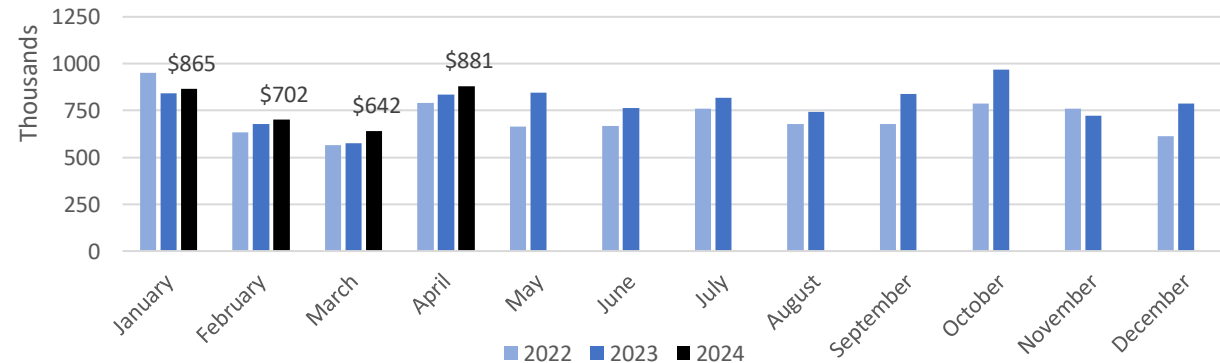


6%

April

	2021	2022	2023	2024
April	\$ 783,423	\$ 790,204	\$ 834,977	\$ 880,840
March	\$ 560,157	\$ 564,651	\$ 574,924	\$ 642,138
% Chg over Prev Month	39.9%	39.9%	45.2%	37.2%
% Chg over Prev Year		0.9%	5.7%	5.5%
YTD	\$ 2,758,413	\$ 2,940,992	\$ 2,929,377	\$ 3,090,812
% Chg over Prev YTD		6.6%	-0.4%	5.5%

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, May 2024.


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.

April

April 
57%

Apr YoY 
-22%

Apr YTD 
-16%

	2021	2022	2023	2024
April	\$ 1,111,808	\$ 1,215,855	\$ 1,859,236	\$ 1,454,252
March	\$ 834,953	\$ 942,586	\$ 914,085	\$ 925,480
% Chg over Prev Month	33.2%	29.0%	103.4%	57.1%
% Chg over Prev Year		9.4%	52.9%	-21.8%
YTD	\$ 3,964,025	\$ 4,509,460	\$ 5,155,734	\$ 4,330,231
% Chg over Prev YTD		4.1%	14.3%	-16.0%

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

Data Source: La Salle Parish Tax Administrator, May 2024


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.

April

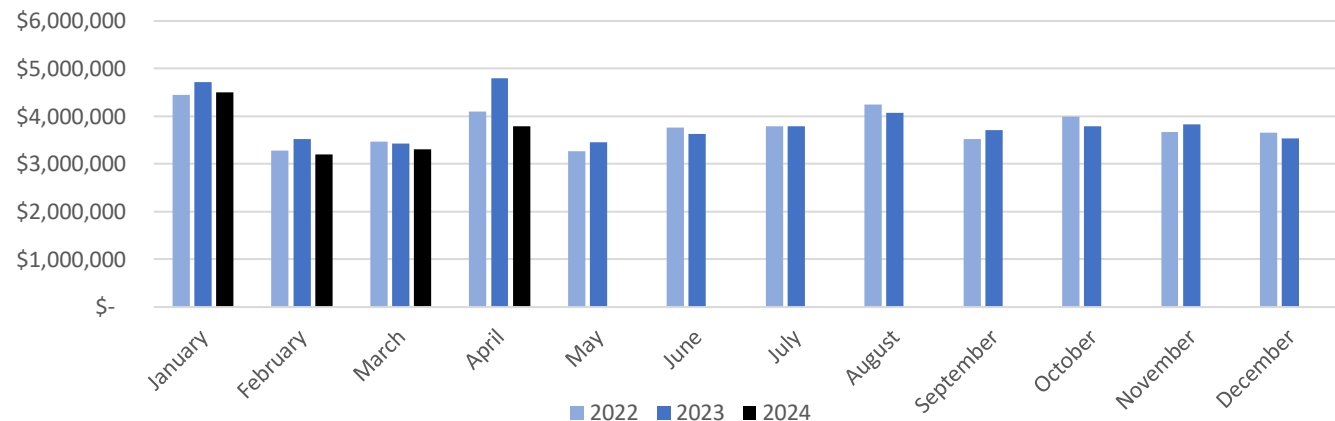
	2021	2022	2023	2024
April	\$ 3,718,739	\$ 4,090,820	\$ 4,796,751	\$ 3,786,754
March	\$ 2,457,642	\$ 3,463,007	\$ 3,429,240	\$ 3,305,658
% Chg over Prev Month	51.3%	18.1%	39.9%	14.6%
% Chg over Prev Year		10.0%	17.3%	-21.1%
YTD	\$ 12,595,008	\$ 15,267,351	\$ 16,460,000	\$ 14,782,682
% Chg over Prev YTD		21.2%	7.8%	-10.2%

April 
15%

Apr YoY 
-21%

Apr YTD 
-10%

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, May 2024.


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.

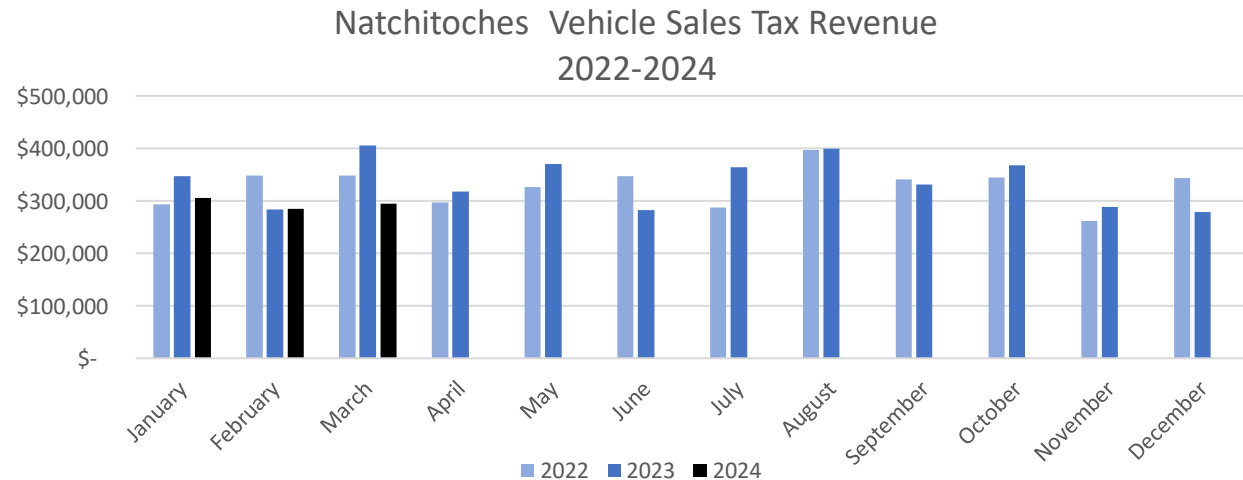
*March**

	2021	2022	2023	2024
March	\$ 354,670	\$ 348,287	\$ 405,662	\$ 295,063
February	\$ 175,916	\$ 348,306	\$ 284,141	\$ 285,183
% Chg over Prev Month	101.6%	0.0%	42.8%	3.5%
% Chg over Prev Year		-1.8%	16.5%	-27.3%
YTD	\$ 751,230	\$ 990,310	\$ 1,037,454	\$ 885,936
% Chg over Prev YTD		31.8%	4.8%	-14.6%

March  4%

Mar YoY  -27%

Mar YTD  -15%

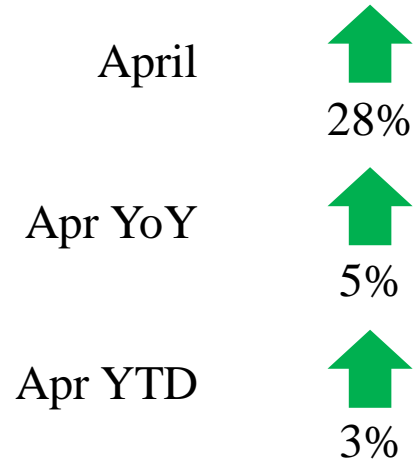


Note: Current sales tax revenue collections reflects sales activity in the prior month. *February 2024 vehicle sales tax revenue was not available at time of publication.
Data Source: Natchitoches Parish Tax Commission, May 2024.

PINEVILLE SALES TAX

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

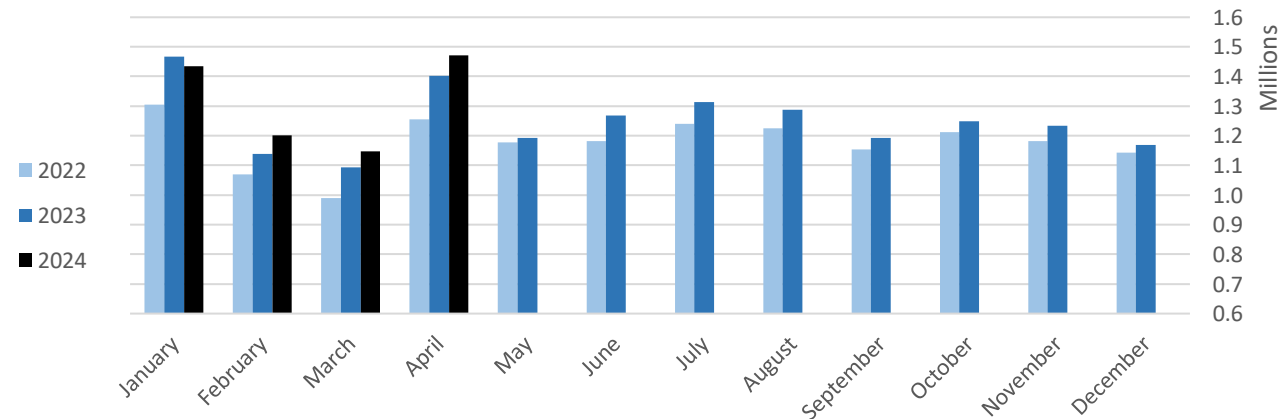
(BR) Pineville monthly sales tax revenue from 2022 to present.



April

	2021	2022	2023	2024
April	\$ 1,341,110	\$ 1,255,368	\$ 1,402,135	\$ 1,471,494
March	\$ 923,448	\$ 990,528	\$ 1,093,823	\$ 1,146,583
% Chg over Prev Month	45.2%	26.7%	28.2%	28.3%
% Chg over Prev Year		-6.4%	11.7%	4.9%
YTD	\$ 4,604,295	\$ 4,621,780	\$ 5,100,883	\$ 5,253,857
% Chg over Prev YTD		0.4%	10.4%	3.0%

Pineville Sales Tax Revenue
2021-2024



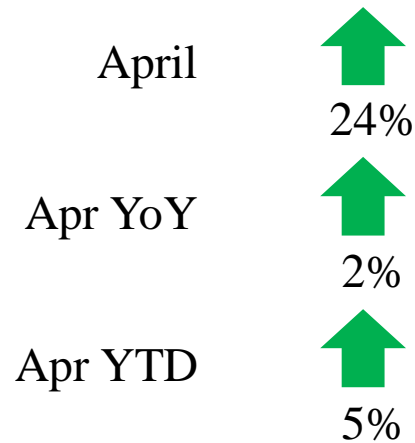
Note: Current month sales tax revenue reflects sales activity in the prior month.

Data Source: Rapides Parish Police Jury Treasurer's Reports, May 2024.

RAPIDES SALES TAX

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

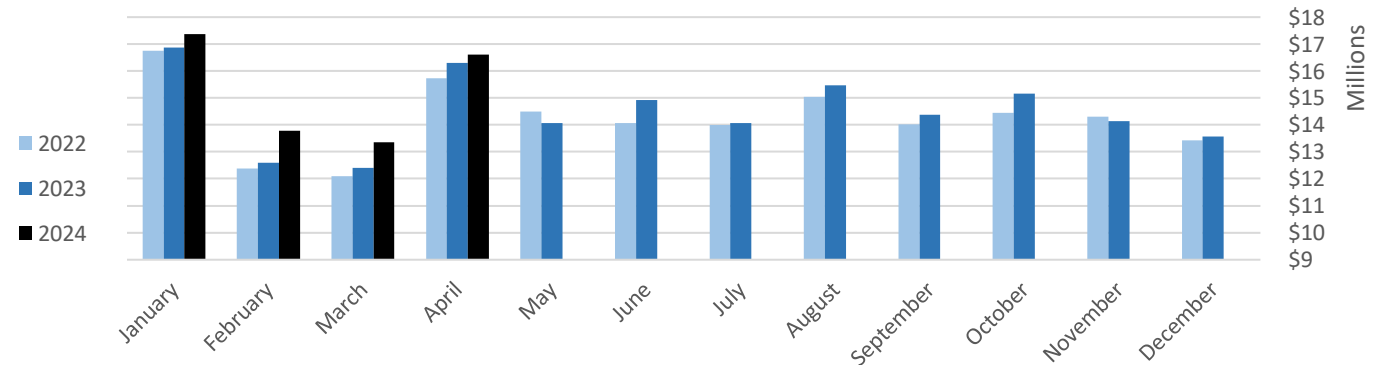
(BR) Rapides monthly sales tax revenue from 2022 to present.



April

	2021	2022	2023	2024
April	\$ 16,857,286	\$ 15,727,641	\$ 16,308,922	\$ 16,606,937
March	\$ 11,580,922	\$ 12,092,263	\$ 12,411,157	\$ 13,353,289
% Chg over Prev Month	45.6%	30.1%	31.4%	24.4%
% Chg over Prev Year		-6.7%	3.7%	1.8%
YTD	\$ 56,821,287	\$ 56,958,244	\$ 58,190,816	\$ 61,110,834
% Chg over Prev YTD		0.2%	2.2%	5.0%

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, May 2024.


RAPIDES VEHICLE SALES TAX

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

April

April 
22%

Apr YoY 
-7%

Apr YTD 
-6%

	2021	2022	2023	2024
April	\$ 2,084,760	\$ 1,527,439	\$ 1,539,297	\$ 1,424,666
March	\$ 1,602,681	\$ 1,225,393	\$ 1,412,614	\$ 1,166,326
% Chg over Prev Month	30.1%	24.6%	9.0%	22.1%
% Chg over Prev Year		-26.7%	0.8%	-7.4%
YTD	\$ 6,338,863	\$ 5,236,639	\$ 5,331,888	\$ 4,996,793
% Chg over Prev YTD		-17.4%	1.8%	-6.3%


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, May 2024.


ST. LANDRY SALES TAX

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

April

April 
59%

Apr YoY 
31%

Apr YTD 
16%


	2021	2022	2023	2024
April	\$ 8,410,439	\$ 8,638,042	\$ 8,699,307	\$ 11,408,560
March	\$ 5,712,925	\$ 6,591,040	\$ 6,725,779	\$ 7,170,873
% Chg over Prev Month	47.2%	31.1%	29.3%	59.1%
% Chg over Prev Year		2.7%	0.7%	31.1%
YTD	\$ 28,126,314	\$ 30,105,756	\$ 31,315,498	\$ 36,306,709
% Chg over Prev YTD		-13.7%	4.0%	15.9%


Note: Current sales tax revenue collection reflects sales activity in prior month.
Data Source: Tax revenue data from St. Landry Parish School Board. May 2024


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.

April

April 
 -3%

Apr YoY 
 -26%

Apr YTD 
 -14%

	2021	2022	2023	2024
April	\$ 1,143,598	\$ 1,007,685	\$ 1,138,399	\$ 839,195
March	\$ 711,447	\$ 761,641	\$ 819,029	\$ 868,323
% Chg over Prev Month	#REF!	32.3%	39.0%	-3.4%
% Chg over Prev Year		-11.9%	13.0%	-26.3%
YTD	\$ 3,667,184	\$ 3,594,975	\$ 3,922,452	\$ 3,374,908
% Chg over Prev YTD		-2.0%	9.1%	-14.0%

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

Data Source: Tax revenue data from St. Landry Parish School Board. May 2024

REMOTE SELLERS TAX REVENUE BY PARISH

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

- ✓ March 2024 online sales activity, as reflected in April tax collections, increased by 16% from a month earlier and 38% from a year ago.
- ✓ Online sales tax collections in Cenla during the first four months of 2024 was \$9.2 million, up 28% over the same period in 2023.

	Apr-24	Mar-24	Apr-23	M/M	Y/Y	YTD
Allen	\$ 105,068	\$ 84,938	\$ 80,383	24%	31%	21%
Avoyelles	\$ 149,468	\$ 124,530	\$ 113,088	20%	32%	22%
Catahoula	\$ 51,555	\$ 47,023	\$ 54,923	10%	-6%	10%
Concordia	\$ 78,915	\$ 65,361	\$ 53,129	21%	49%	31%
Evangeline	\$ 171,620	\$ 143,181	\$ 111,695	20%	54%	14%
Grant	\$ 83,991	\$ 79,323	\$ 62,248	6%	35%	29%
LaSalle	\$ 52,241	\$ 46,483	\$ 44,401	12%	18%	1%
Natchitoches	\$ 189,359	\$ 161,087	\$ 115,865	18%	63%	31%
Rapides	\$ 653,085	\$ 568,720	\$ 465,589	15%	40%	37%
St Landry	\$ 440,765	\$ 373,306	\$ 325,525	18%	35%	25%
Vernon	\$ 272,780	\$ 237,501	\$ 206,507	15%	32%	30%
Total (Cenla)	\$ 2,248,846	\$ 1,931,454	\$ 1,633,353	16%	38%	28%

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

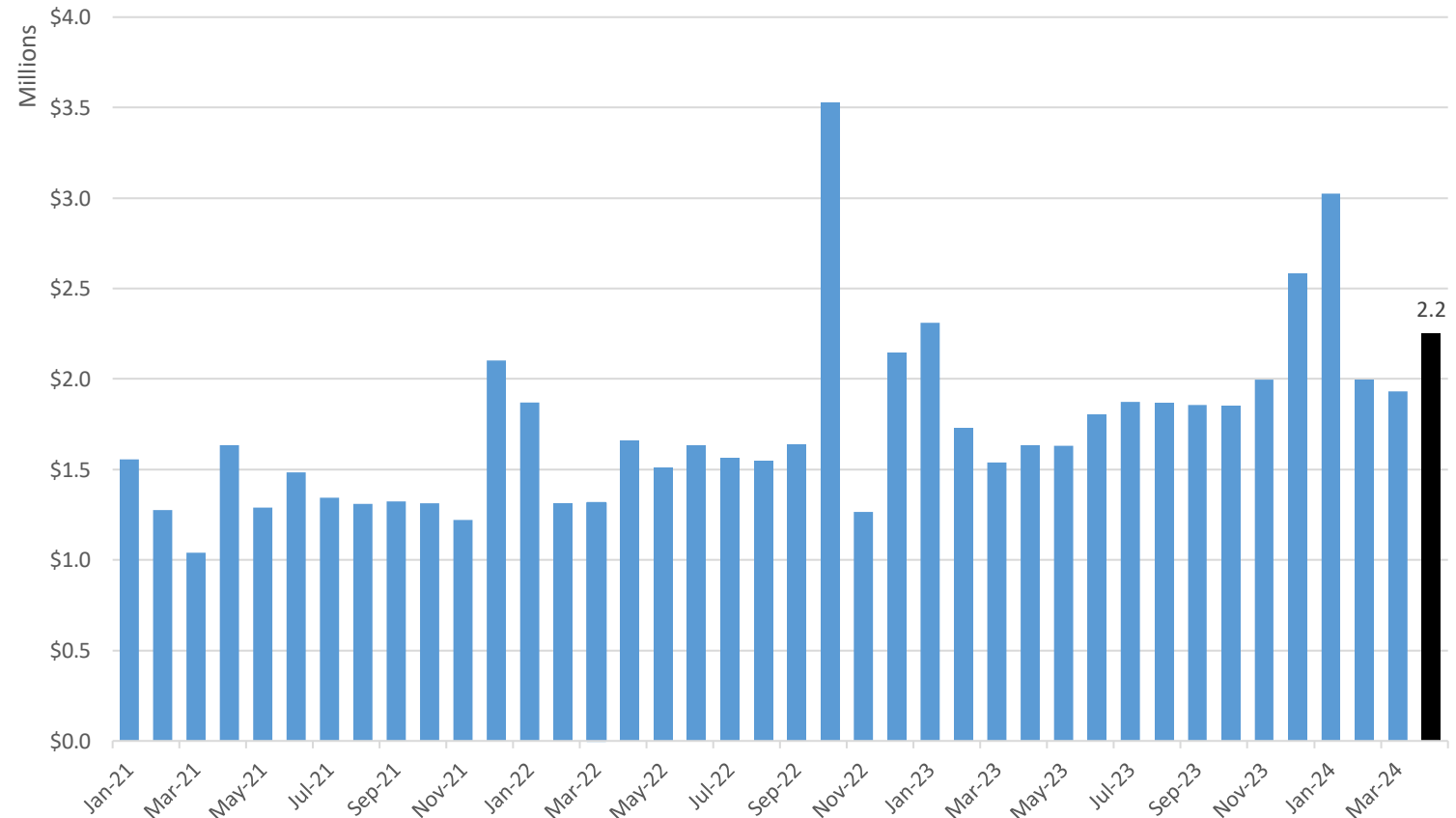
Data Source: Louisiana Sales and Use Tax Commission for Remote Sellers. August 2020 – May 2024

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 \$53.9 million in April was up \$7.1 million or 15% from March, compared to an increase of 16% in CenLA.
- ✓ Since August 2020 when remote sellers tax revenue collection started, \$74.7 million in sales tax revenue have been collected from online sales in central Louisiana, of which \$24.7 million was in the last 12 months.

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

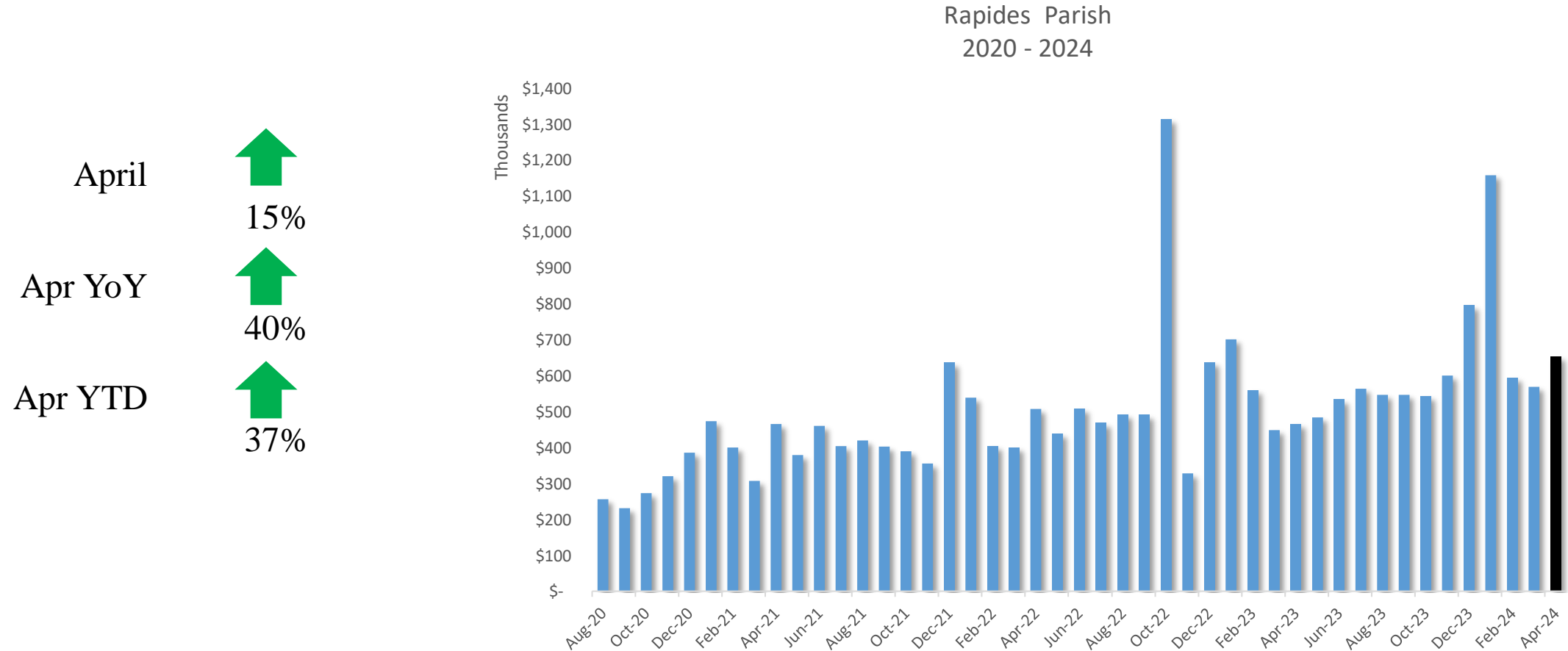


Note: Sales tax revenue collected in the current month reflects sales activity in the prior month

Data Source: Louisiana Sales and Use Tax Commission for Remote Sellers. August 2020 – April 2024

REMOTE SELLERS TAX REVENUE IN RAPIDES

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

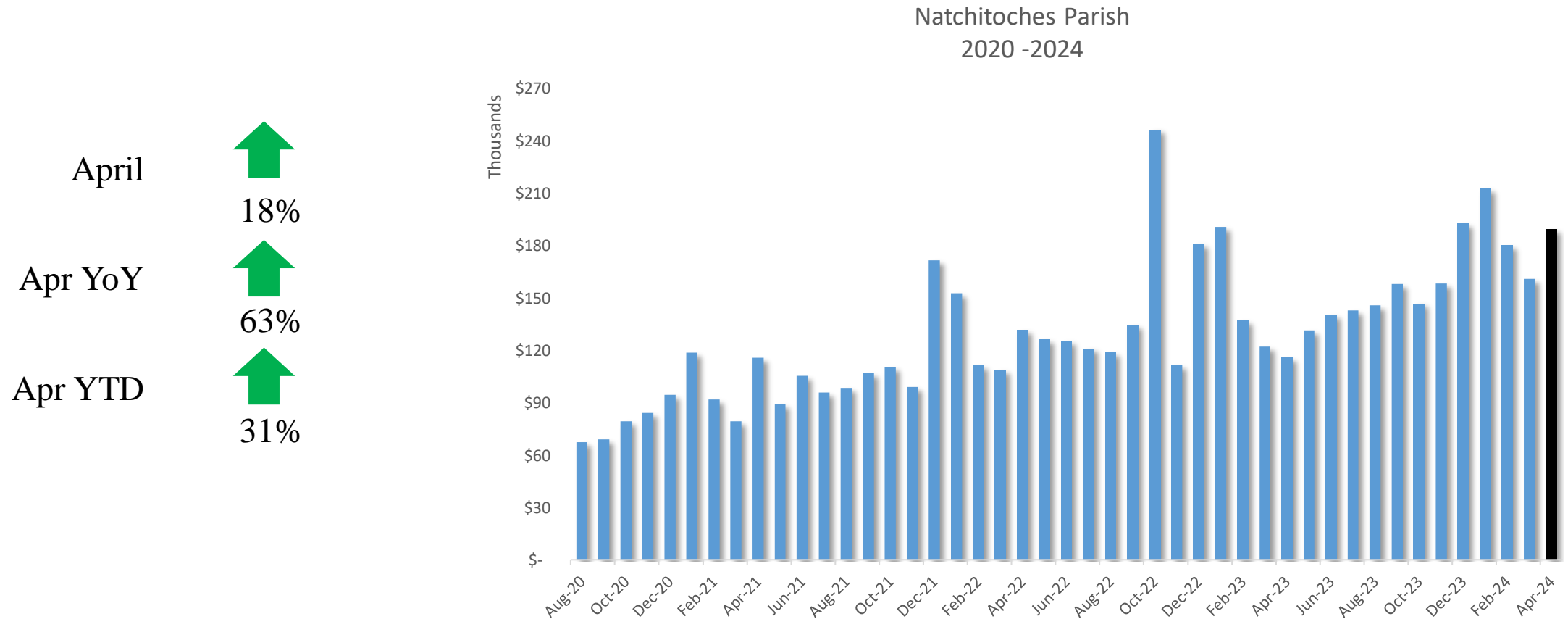


Note: Sales tax revenue collected in the current month reflects sales activity in the prior month

Data Source: Louisiana Sales and Use Tax Commission for Remote Sellers. August 2020 – May 2024

REMOTE SELLERS TAX REVENUE IN NATCHITOCHESES


Remote sellers tax revenue from online sales in Natchitoches Parish from August 2020 – April 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 – May 2024

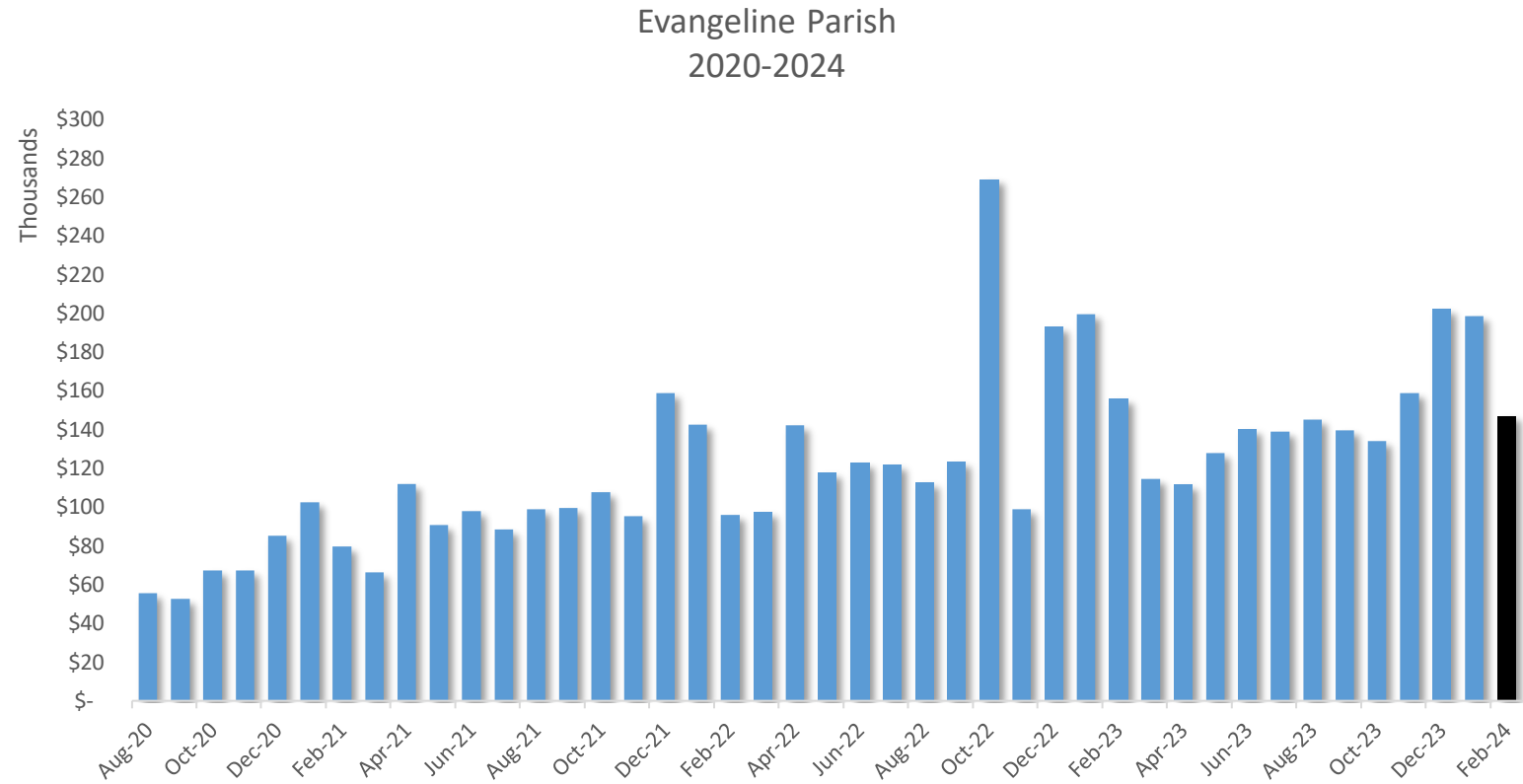
REMOTE SELLERS TAX REVENUE IN EVANGELINE

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

February 
 20%

Feb YoY 
 54%

Feb YTD 
 14%



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 – May 2024

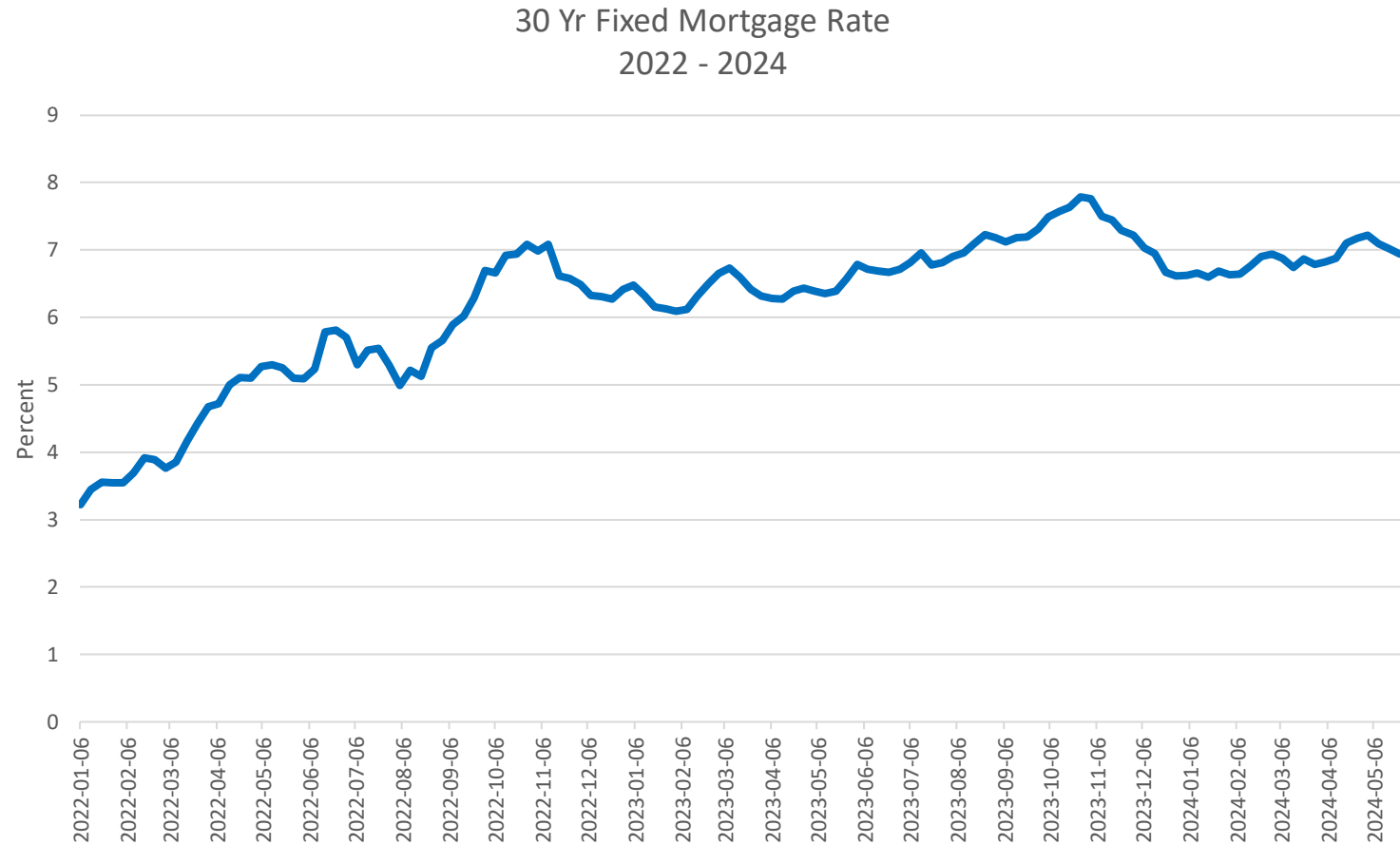
Housing

Central Louisiana Economic Dashboard

30 YEAR FIXED MORTGAGE RATE

30-Year Fixed Rate Mortgage Average in the United States from 2022 – 2024.

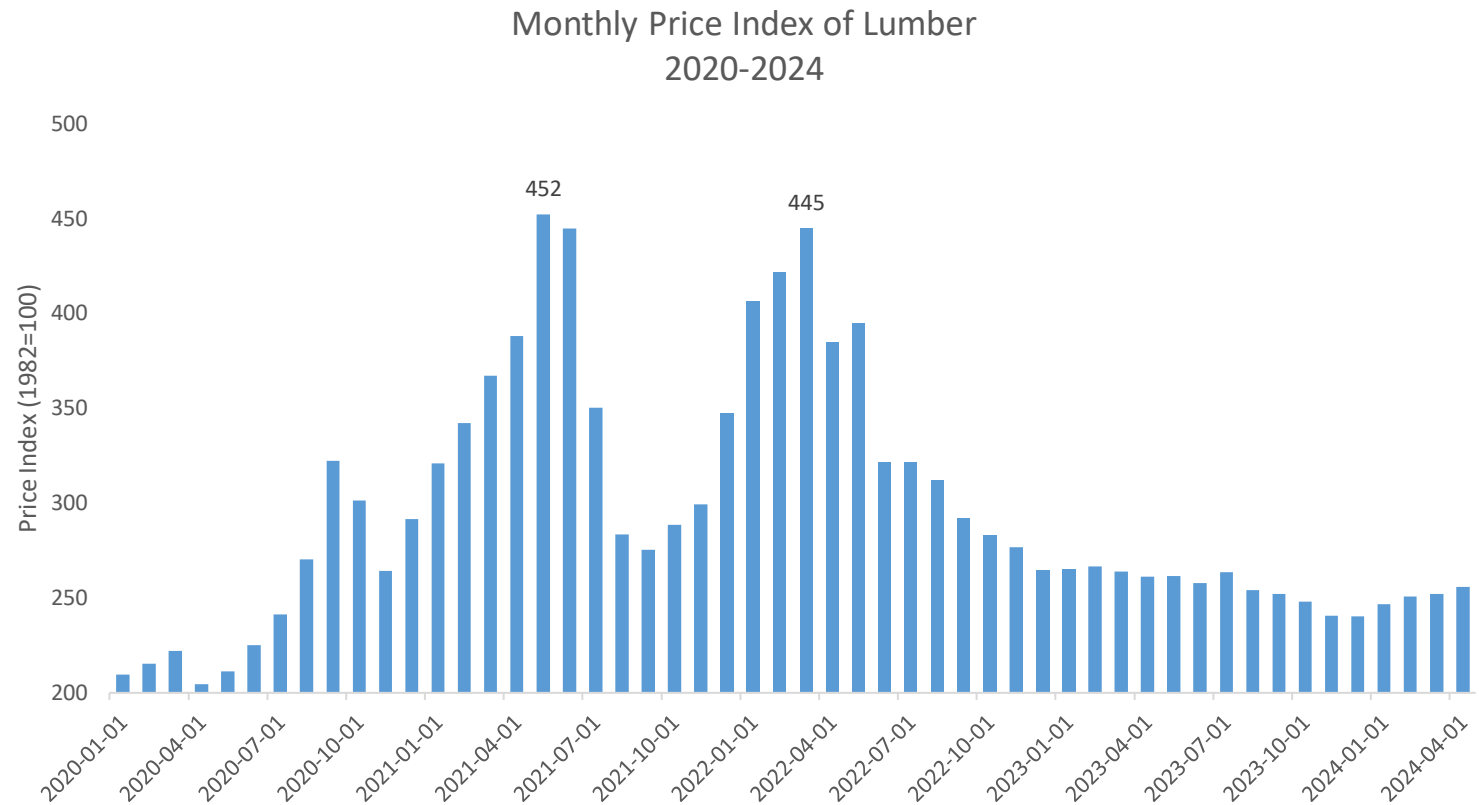
- On May 23, 2024, the 30-year fixed mortgage rate was 6.94%.
- The 15-year mortgage rate on the week of May 23 stood at 6.24%.



LUMBER PRICES

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

- In April 2024, the US Lumber Price Index rose 2% from March.
- Currently, the Lumber Index stands at 255, which is -2% below a year ago.

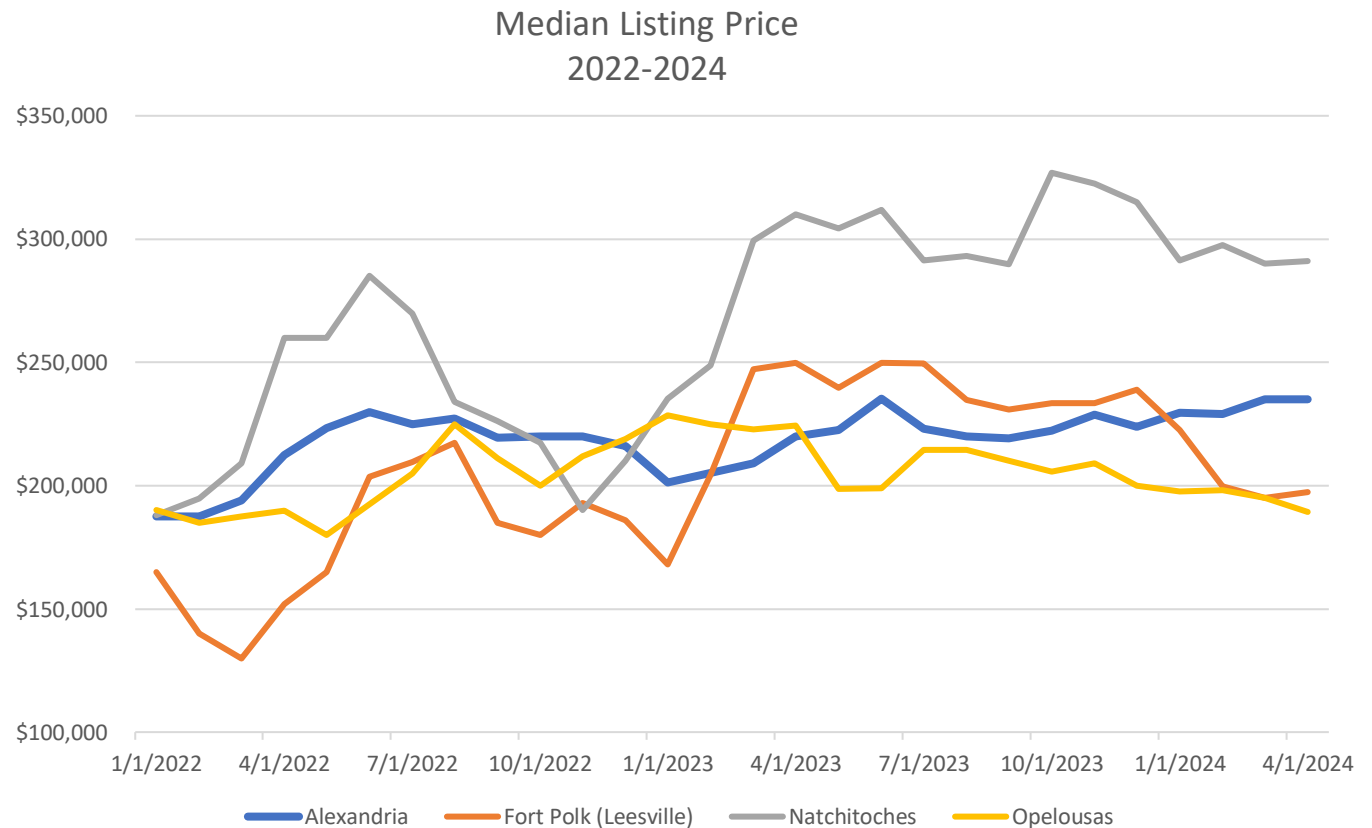


MEDIAN LISTING PRICE BY MSA

The graphic shows the median listing price of houses from January 2022 - April 2024 for Alexandria, Leesville, Natchitoches, and Opelousas.

Change from Year Ago

Alexandria	↑	7%
Leesville	↓	-21%
Natchitoches	↓	-6%
Opelousas	↓	-16%



AVERAGE LISTING PRICE BY MSA

The graphic shows the average listing price of houses from January 2022 - April 2024 for Alexandria, Leesville, Natchitoches, and Opelousas.

Change from Year Ago

Alexandria



6%

Leesville



-10%

Natchitoches

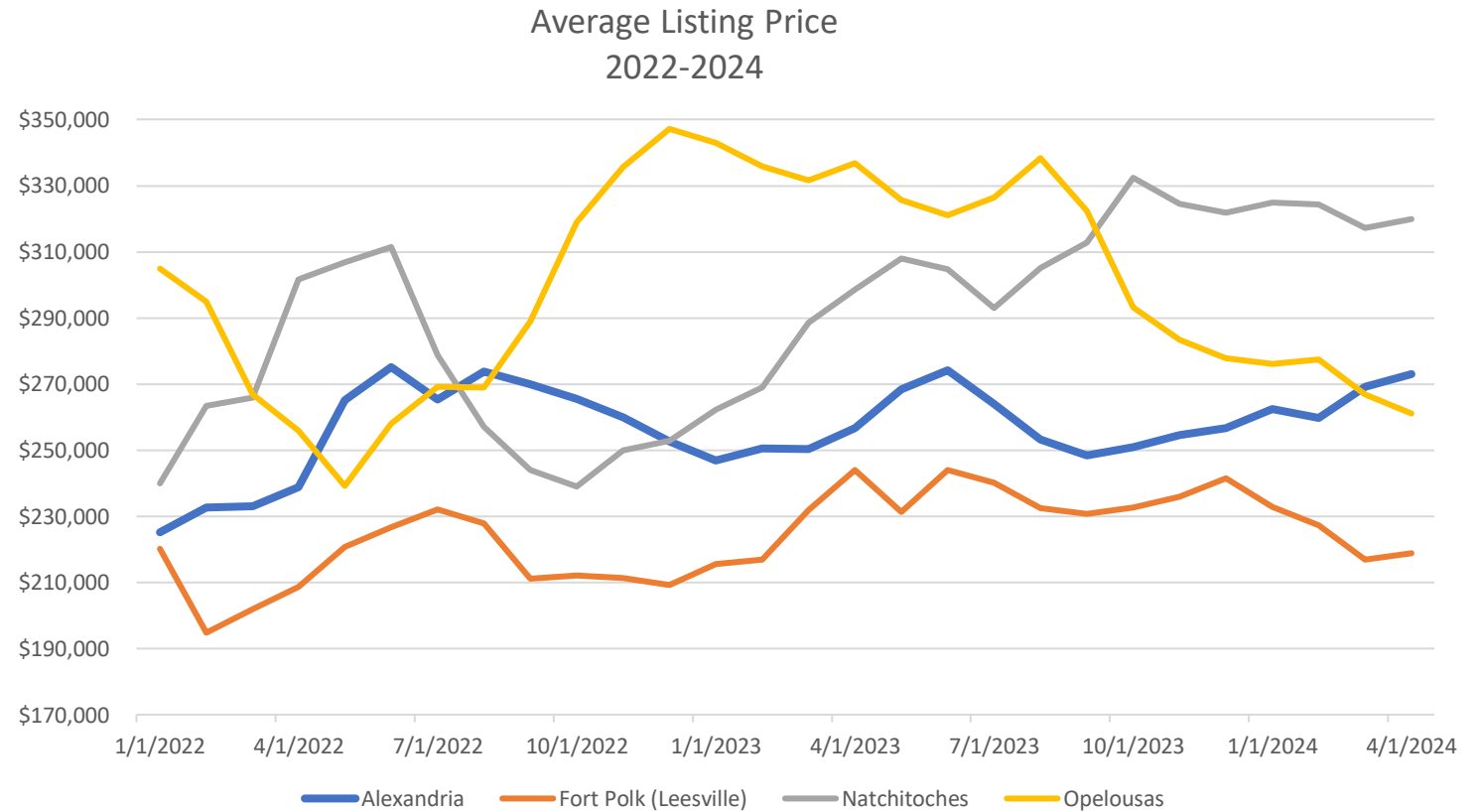


7%

Opelousas



-22%



MEDIAN LISTING PRICE PER SQ FT BY MSA

The graphic shows the median listing price per square feet of houses from January 2022 – April 2024 for Alexandria, Leesville, Natchitoches, and Opelousas.

Change from Year Ago

Alexandria



6%

Leesville



4%

Natchitoches

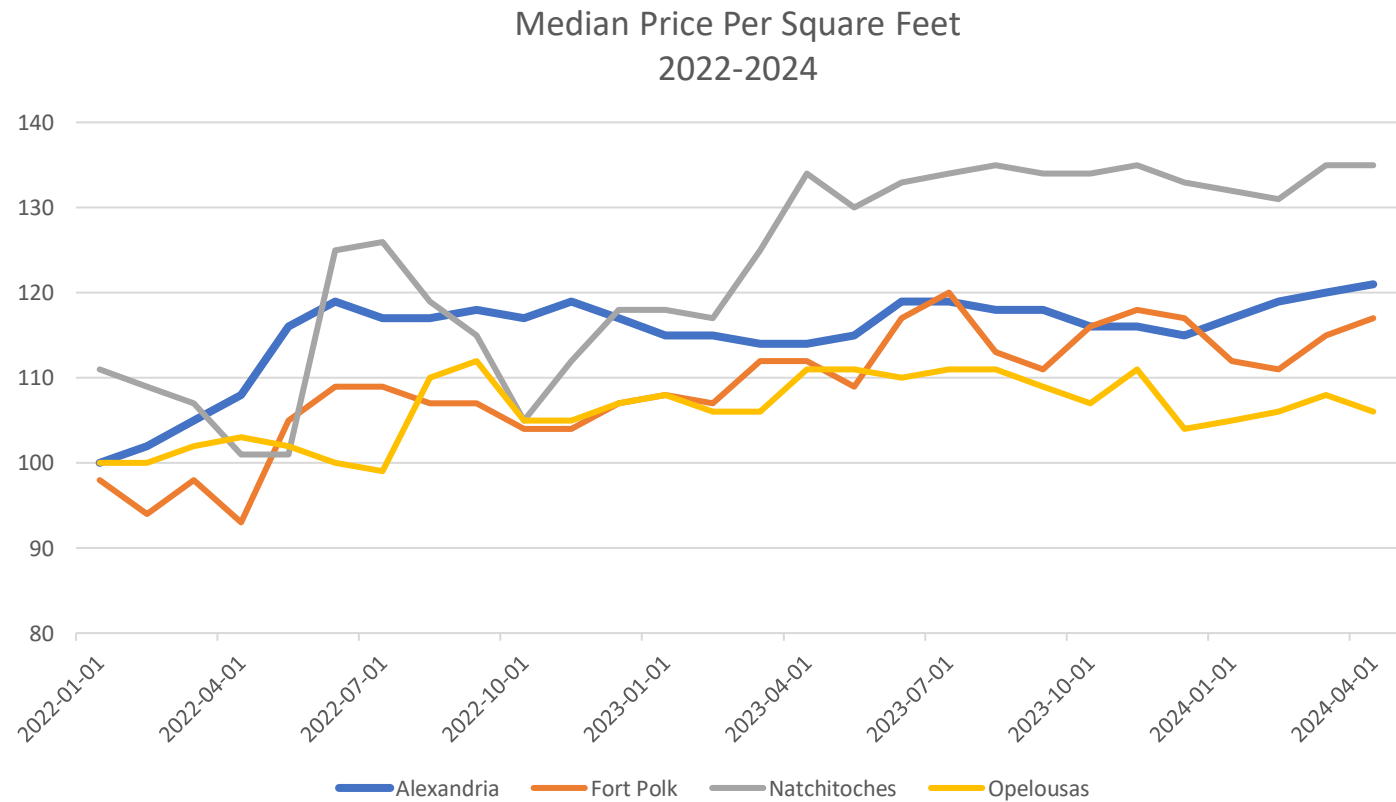


1%

Opelousas



-5%

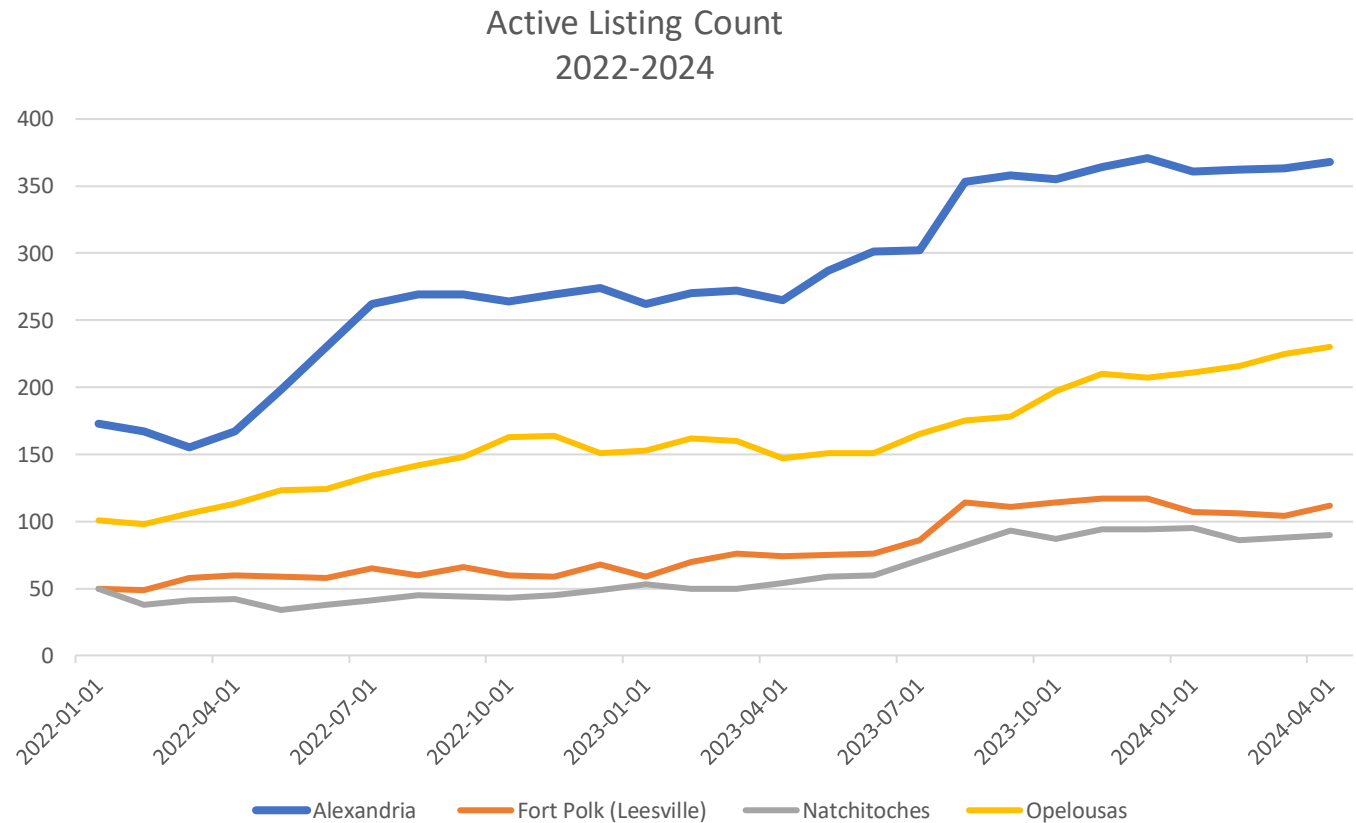


ACTIVE LISTINGS BY MSA

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

Change from Year Ago

Alexandria	↑	39%
Leesville	↑	51%
Natchitoches	↑	67%
Opelousas	↑	56%

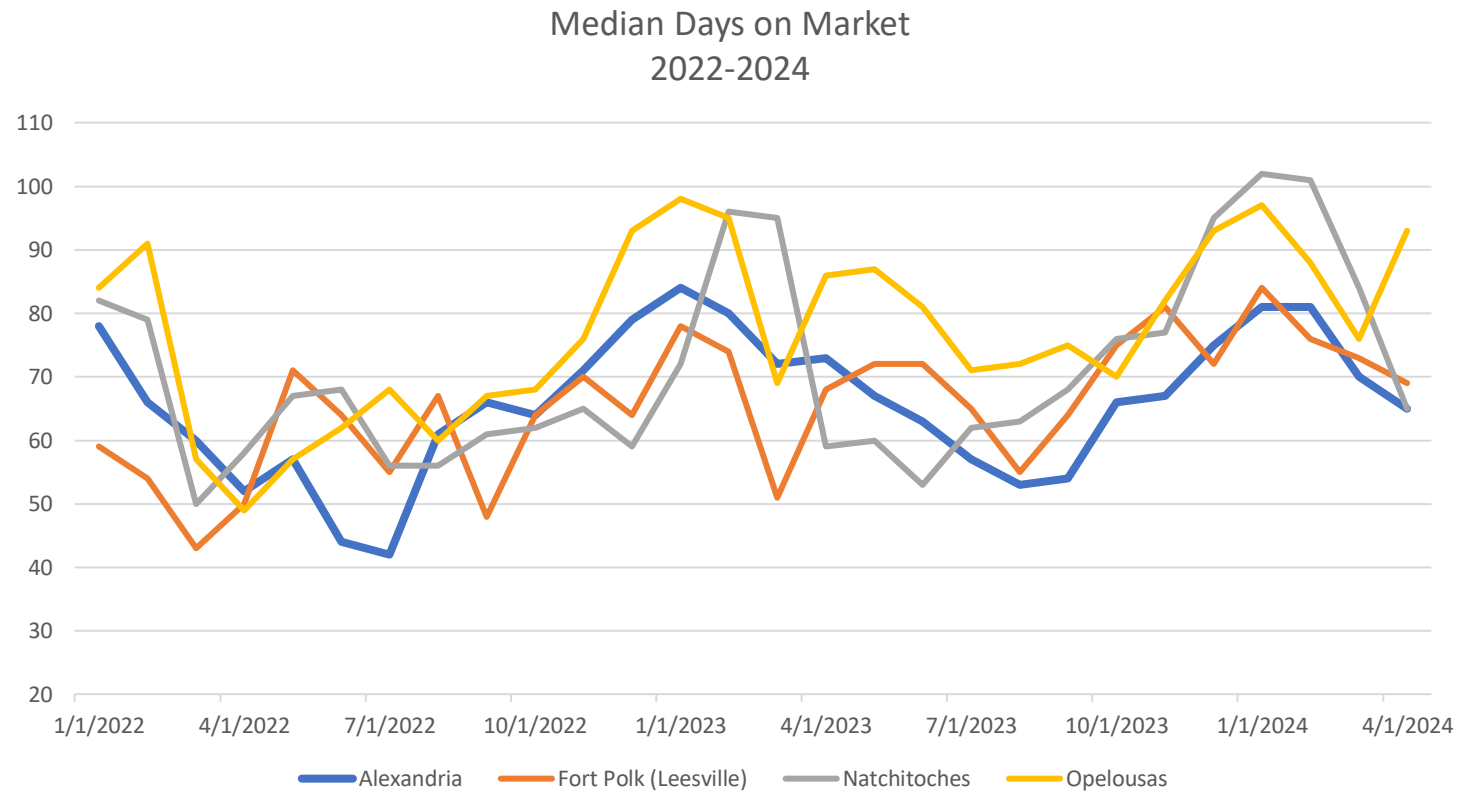


MEDIAN DAYS ON MARKET BY MSA

The the graphic shows the median number of days property listings spend on the market from January 2022 – April 2024 for Alexandria, Leesville, Natchitoches, and Opelousas.

Change from Year Ago

Alexandria	↓	-11%
Leesville	↑	1%
Natchitoches	↑	10%
Opelousas	↑	8%




Travel


Central Louisiana Economic Dashboard


AVOYELLES HOTEL OCCUPANCY TAX

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

April

April 
10%

Apr YoY 
2%

Apr YTD 
5%


	2020	2021	2022	2023	2024
April	\$ 12,880	\$ 12,672	\$ 12,584	\$ 9,190	\$ 9,382
March	\$ 3,369	\$ 12,468	\$ 8,829	\$ 8,133	\$ 8,567
% Chg over Prev Month	282.2%	1.6%	42.5%	13.0%	9.5%
% Chg over Prev Year		-1.6%	-0.7%	-27.0%	2.1%
YTD	\$ 33,142	\$ 35,170	\$ 34,049	\$ 33,092	\$ 34,642
% Chg over Prev YTD		6.1%	-3.2%	-2.8%	4.7%


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. May 2024.


NATCHITOCHESES HOTEL OCCUPANCY TAX

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

April

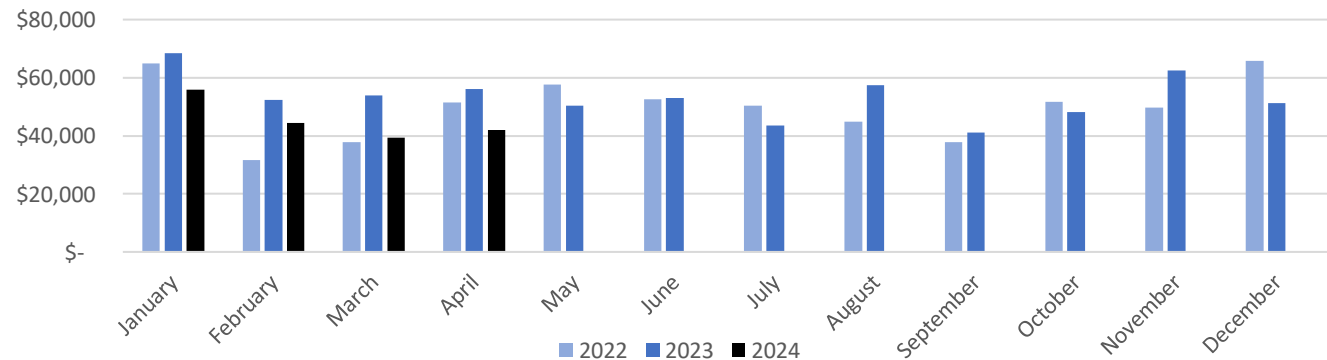
April 
7%

Apr YoY 
-25%

Apr YTD 
-21%

	2021	2022	2023	2024
April	\$ 42,089	\$ 51,511	\$ 56,043	\$ 41,933
March	\$ 26,266	\$ 37,849	\$ 53,989	\$ 39,357
% Chg over Prev Month	60.2%	36.1%	3.8%	6.5%
% Chg over Prev Year		22.4%	8.8%	-25.2%
YTD	\$ 137,723	\$ 185,953	\$ 230,685	\$ 181,532
% Chg over Prev YTD		35.0%	24.1%	-21.3%

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, May 2024.


RAPIDES HOTEL OCCUPANCY TAX

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

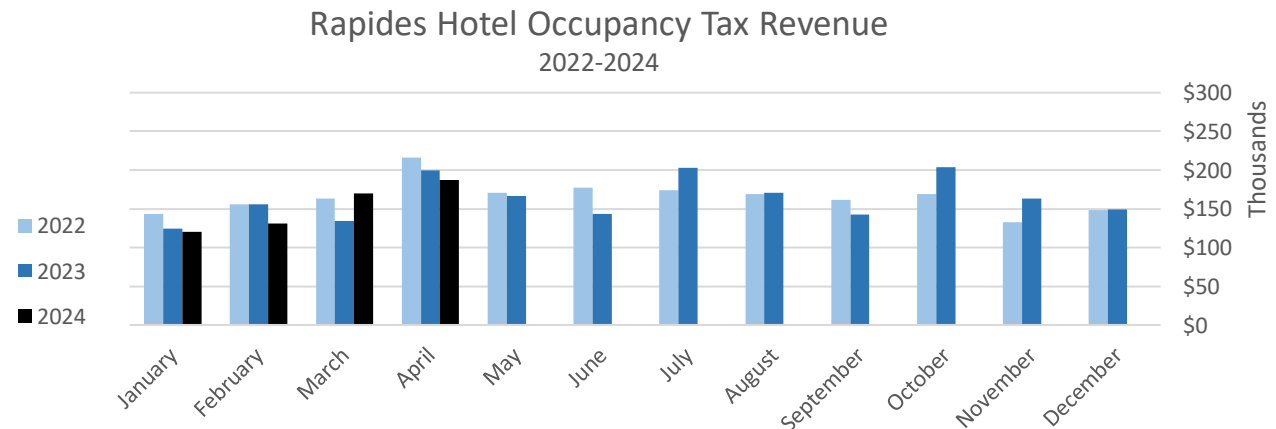
April

April 
10%

Apr YoY 
-6%

Apr YTD 
-1%

	2021	2022	2023	2024
April	\$ 178,228	\$ 216,216	\$ 199,238	\$ 186,944
March	\$ 145,466	\$ 163,396	\$ 134,138	\$ 169,742
% Chg over Prev Month	22.5%	32.3%	48.5%	10.1%
% Chg over Prev Year		21.3%	-7.9%	-6.2%
YTD	\$ 570,026	\$ 679,244	\$ 613,683	\$ 608,226
% Chg over Prev YTD		19.2%	-9.7%	-0.9%



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, May 2024.

GULF COAST RETAIL GASOLINE PRICE

complete

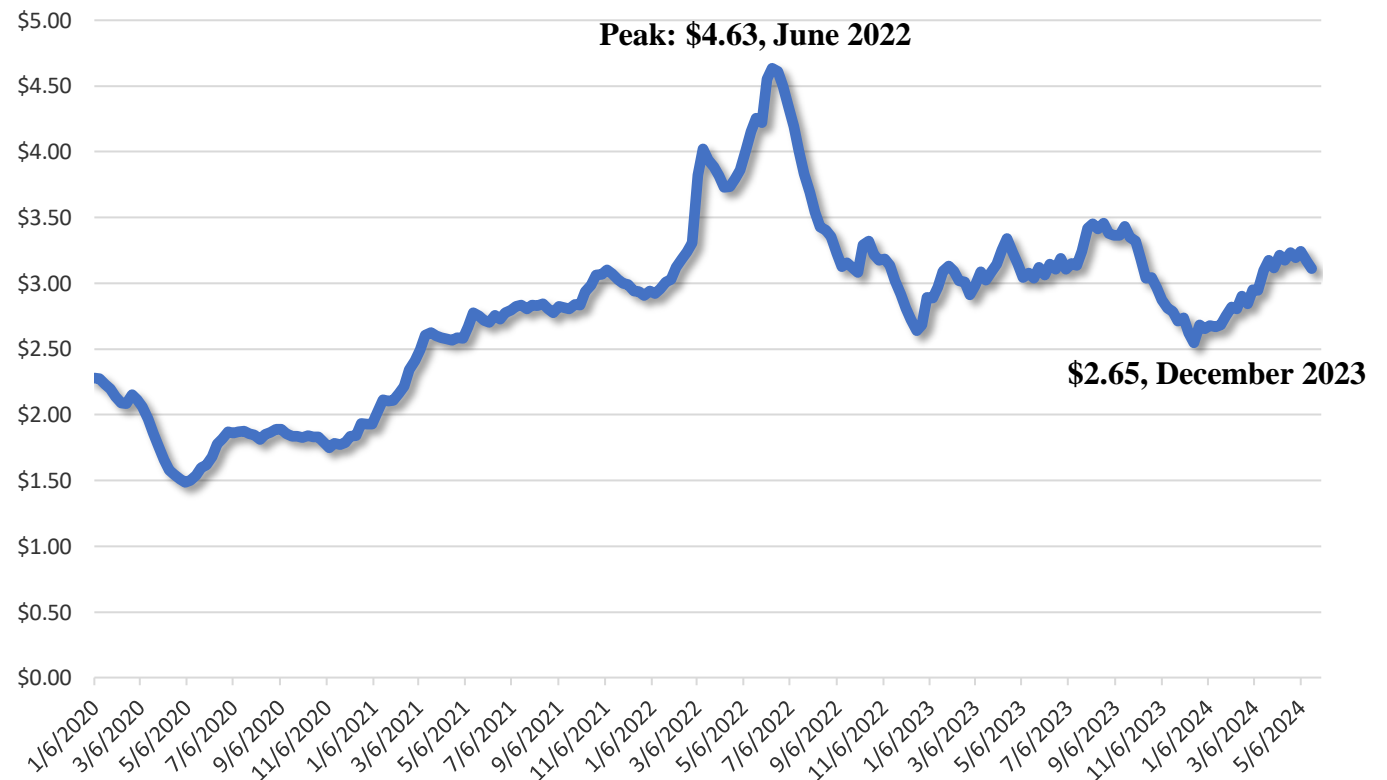
Weekly retail price of gasoline in the Gulf Coast region for all formulations from 2020 – 2024.

April 
5%

Apr YoY 
-2%

- In April 2024, the average retail gasoline price in Gulf Coast region rose 5% from March to 3.15/gal.
- However, the retail gasoline price was -2% below April 2023.

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

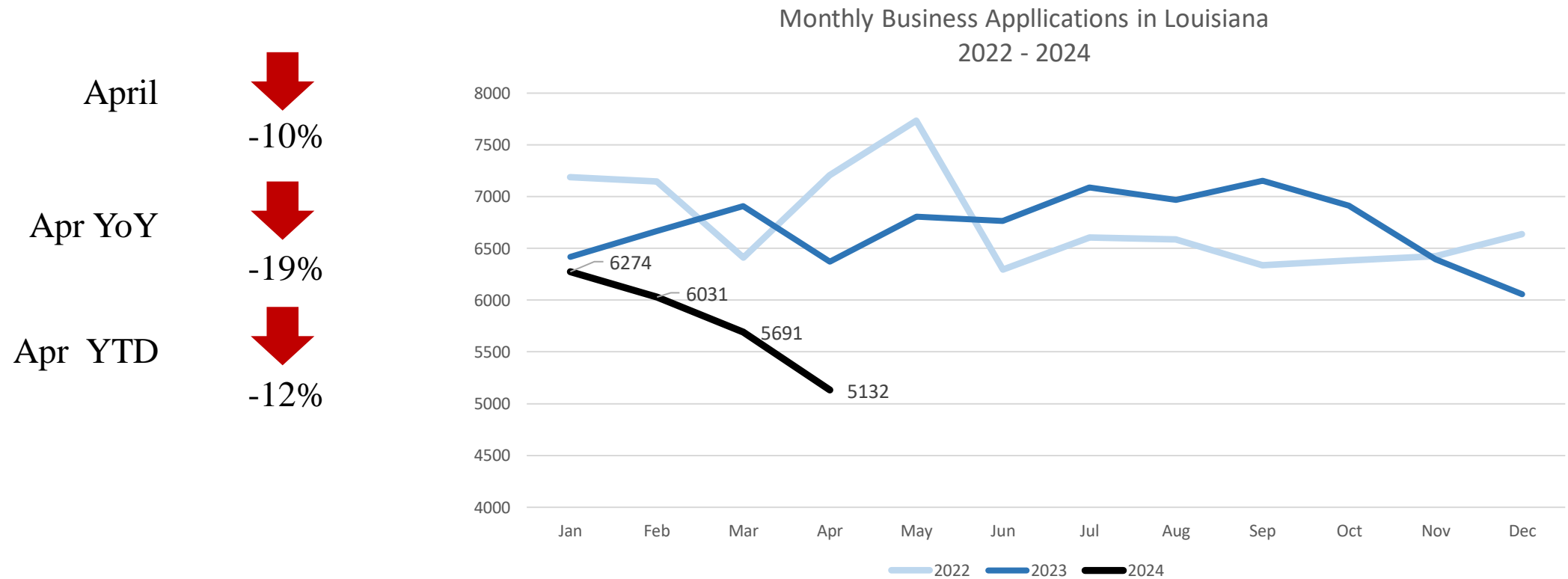


Local & Louisiana

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).



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

Data Source: U.S. Census Bureau, Business Formation Statistics, Retrieved May 26, 2024.

NEW BUSINESSES IN RAPIDES

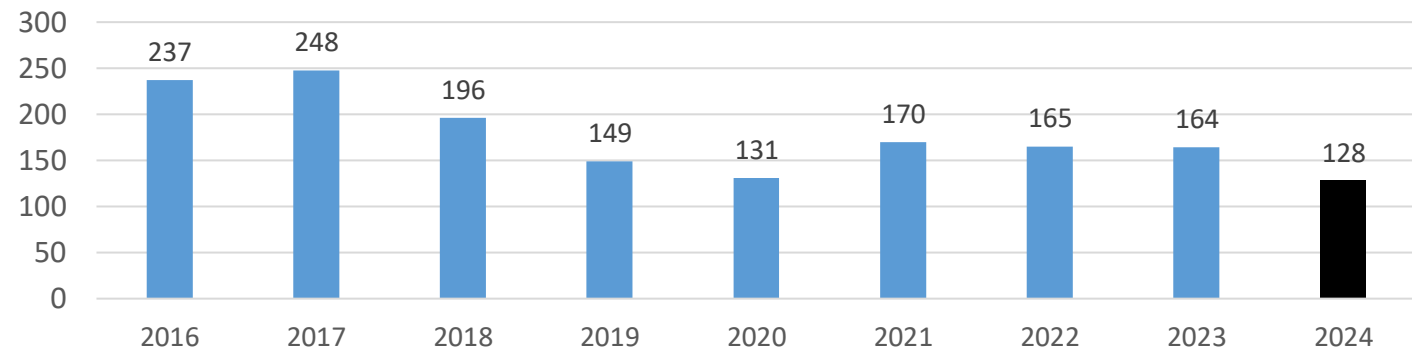
The chart below represent the number of new businesses established each month in Rapides from January 2022 through April 2024.

April

	2020	2021	2022	2023	2024
April	19	49	39	38	32
March	30	46	43	44	29
% Chg Prev Month	-36.7%	6.5%	-9.3%	-13.6%	10.3%
% Chg from Prev Year		157.9%	-20.4%	-2.6%	-15.8%
YTD	131	170	165	164	128
% Chg over Prev YTD		29.8%	-2.9%	-0.6%	-22.0%

- The number of new businesses established in Rapides in first four months of 2024 fell -22% from a year ago.

New Businesses in Rapides YTD
2016-2022 (Jan - Apr)



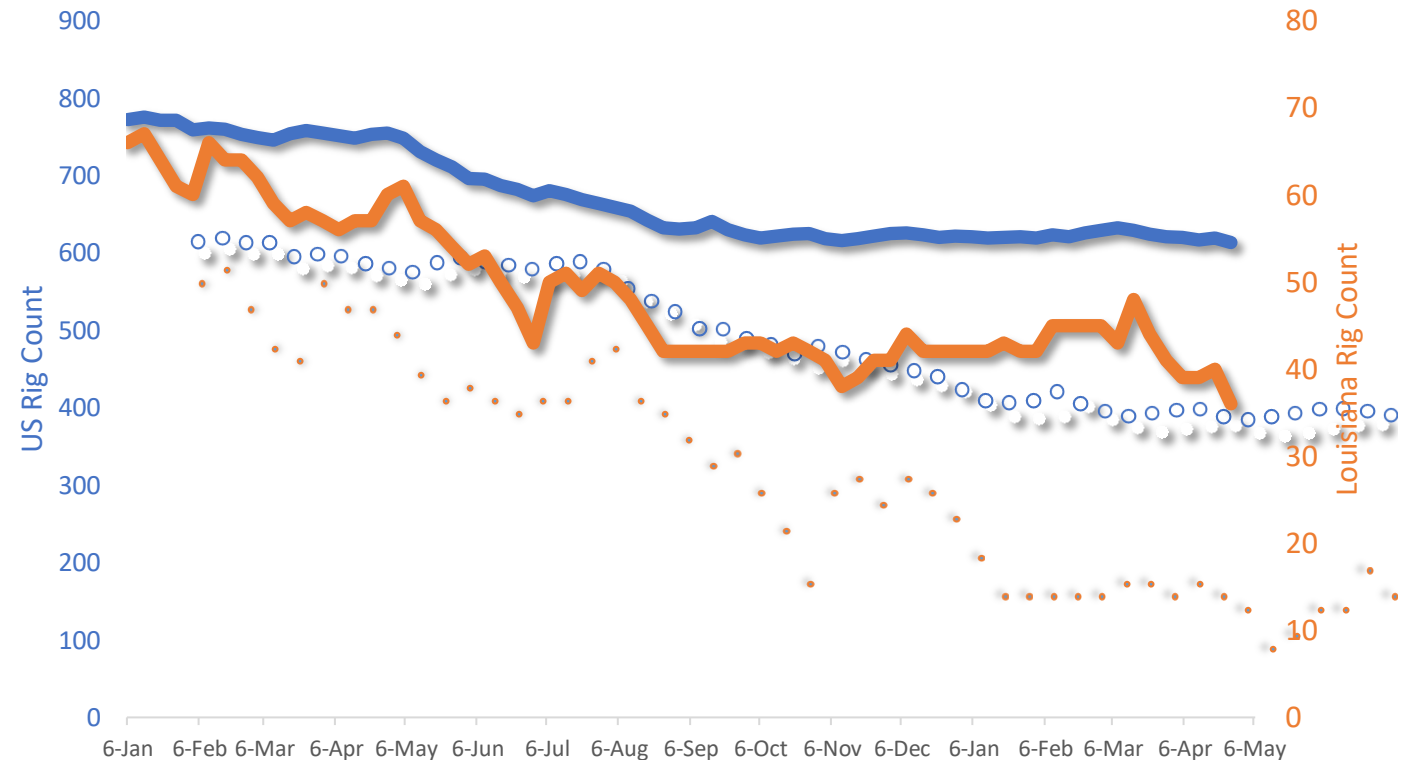
Note: Data reflects businesses established in the current month.

Data Source: Rapides Parish Sales and Use Tax Department, May 2024.

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 & US
2023-2024





- Average rig count in Louisiana in April 2024 was 39, down 6 rigs from last month and down 19 from a year ago, representing declines of -13% and -33%, respectively.
- Nationwide, the rig count in April 2024 was down 135 rigs, a decrease of -18%.


LOUISIANA GAMING REVENUE

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

April 2024

April  -15%

Apr YoY  -7%

Apr YTD  -5%

	Apr-24	Mar-24	Apr-23	M/M	Y/Y	YTD
Video Poker	\$ 63,637,232	\$ 71,829,174	\$ 66,462,650	-11.4%	-4.3%	-3.9%
Riverboat	\$ 138,324,248	\$ 166,285,582	\$ 150,846,711	-16.8%	-8.3%	-6.6%
Landbased	\$ 19,327,341	\$ 22,180,248	\$ 21,322,082	-12.9%	-9.4%	-1.3%
Slots	\$ 26,673,380	\$ 32,186,834	\$ 28,545,257	-17.1%	-6.6%	-2.1%
Total	\$ 247,962,201	\$ 292,481,838	\$ 267,176,700	-15.2%	-7.2%	-5.0%

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

Data Source: Louisiana Gaming Control Board, May 26, 2024 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
- Rapides Area Planning Commission
- 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 July 29, 2024*

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