

CENTRAL LOUISIANA ECONOMIC DASHBOARD



LSUA[®]

College of

Business

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September 2024

KEY FINDINGS

September 2024

EMPLOYMENT

Employment in the Alexandria MSA fell 790 in August from July to 60,796 and stood 1,741 below a year ago. The low point for the year was 59,755 in January. Employment in Natchitoches was 16,273 in August, up 127 from July.

The unemployment rate in the Alexandria MSA rose slightly in August to 4.1%, up from 4.0% in July, which was slightly above the state's unemployment rate of 3.9%. Baton Rouge and Houma-Thibodaux had the lowest rates in the state at 3.8%, while Lake Charles and Lafayette had rates of 3.9% and 4.0%. Alexandria ranked fifth among the nine MSAs. The unemployment rate for central Louisiana was 4.6% in August, compared to 3.9% for the state.

In August 2024, the Alexandria MSA labor market had a job posting ratio of 0.60, which means there were roughly 3 jobs for every two unemployed. The state ratio of total job postings to unemployed was 1.08, up from 1.03 in July, and for new job posting 3.15 in August, up from 2.99 in July. At the state level, there were three unemployed for every new job posting. Alexandria remains the tightest labor market in the state in terms of total and new job postings per unemployed.

Initial unemployment claims fell -9% in July and -6% in August. Continued unemployment claims on the other hand rose 8% in July, before falling -6% in August. Year-to-date (YTD), initial claims averaged 1,710 per month compared to 1,909 during the same period in 2023. Likewise, YTD continued claims were 12,485 per month compared to 12,935 in 2023.

KEY FINDINGS

September 2024

CONSUMER SPENDING

Only six of the eleven local tax jurisdictions reported increases in sales tax revenue collected in August. August tax collections reflected sales activity in July. Sales tax revenues in Rapides in August were up 10% from July, with Alexandria reporting a 4% increase, while Pineville reported a 2% decrease. Natchitoches saw a 13% increase in August tax collections from the previous month.

On a year-to-date (YTD) basis, changes in tax revenue were mixed with five of the jurisdictions reporting declines. Tax revenues YTD in Rapides were up 4%, while Alexandria saw a 6% gain. Natchitoches tax revenues in 2024 were 5% below those in 2023. Vehicle sales have had the largest percentage decreases with five of the six jurisdictions reporting YTD declines ranging from 6% - 18%. Only Avoyelles has a gain for the year.

Online sales tax collections in central Louisiana continued trending upward in August. Online sales increased by 4% in August over the previous month. However, online sales were up 18% on a year-over-year (YOY) basis from August 2023 and 24% YTD.

Online sales tax collections in central Louisiana during the first eight months of 2024 totaled \$7.8 million. Rapides posted online sales tax revenue collection of \$688,400 in August, up 26% from a year ago and 29% higher YTD. Natchitoches posted \$181,849 in sales tax revenue up 10% from a month earlier and 25% from a year ago. Online sales tax collections were up 26% YTD in Natchitoches.

KEY FINDINGS

September 2024

HOUSING

The 30-year fixed mortgage rate was 6.09%, the lowest rate to date in 2024. Active listings for single-family homes were up 6% from a year ago in Alexandria, 18% in Leesville, and 21% in Natchitoches. Median days on the market were up double digits in the four reporting metro areas, with Alexandria and Natchitoches up 6% and 21%, respectively. The average listing price was up 11% in Alexandria and 5% in Natchitoches, while the median listing price in the two MSAs were up 5% and 2%, respectively, from a year ago. In August, homes in Alexandria had a median listing price of \$230,000, up 4% from a year ago. Leesville's median listing of \$214,000 was down 8% from a year ago, while Natchitoches' median listing price of \$300,000 represents a 2% increase.

TRAVEL

Gasoline prices were down 4% in August from a month earlier with the average retail gasoline price in Gulf Coast region \$2.97/gallon. Gasoline prices were down 13% from a year ago. Hotel occupancy, which is based on hotel occupancy tax revenue, showed YTD gains of 3-4% in Avoyelles and Rapides, while Vernon and Natchitoches posted 6% and 16% declines, respectively.

NEW BUSINESSES

New business formation fell 21% in Rapides in the first half of 2024 compared to the same period in 2023. YTD, 242 businesses were created in 2024 compared to 305 in 2023. New business applications in Louisiana were down as well compared year. Business applications statewide through August fell 15% for the year.

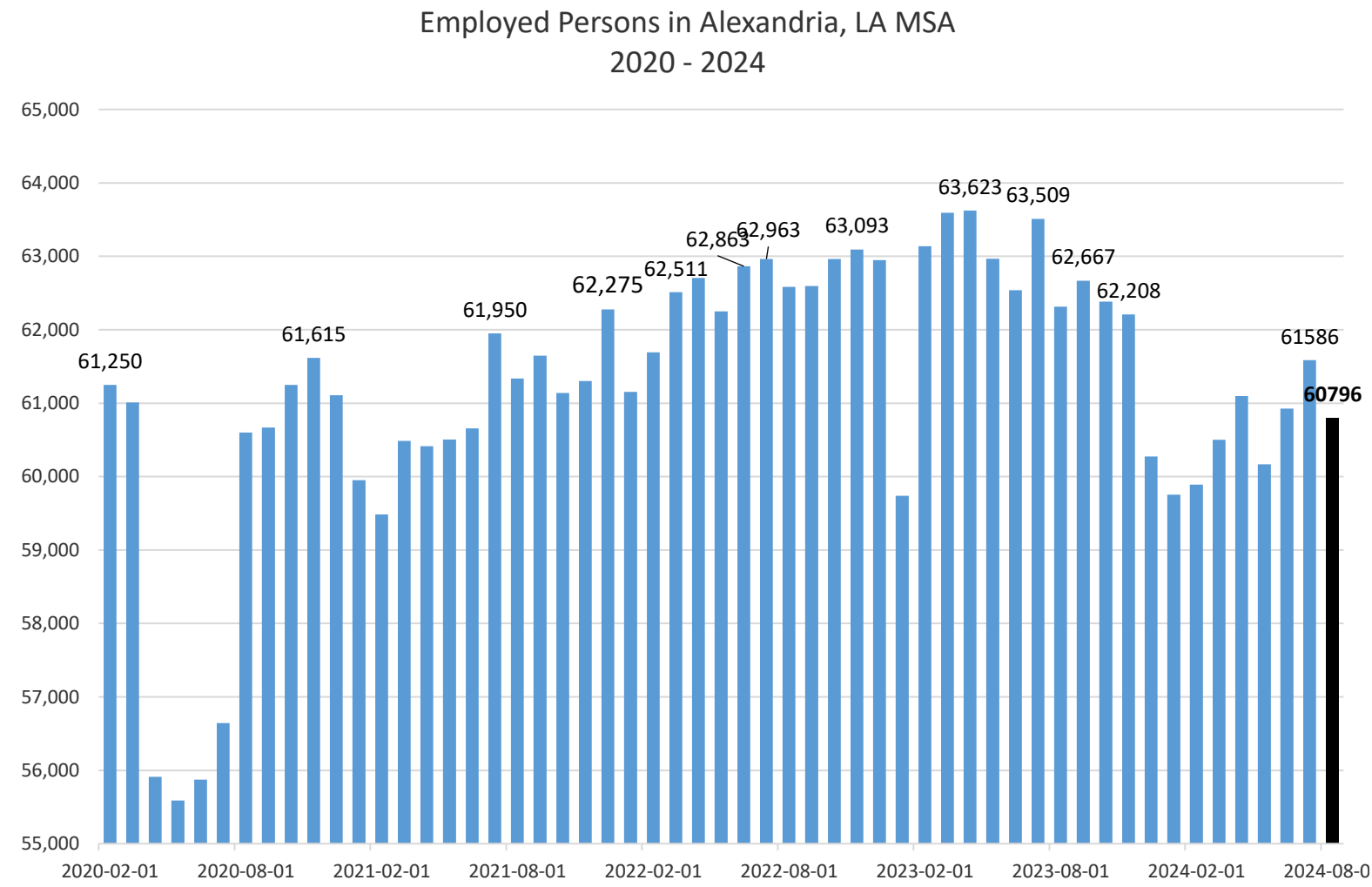
Employment

Central Louisiana Economic Dashboard

EMPLOYMENT IN ALEXANDRIA MSA

Employed persons in the Alexandria MSA from 2020 – 2024.

- Employment in the Alexandria MSA in August fell to 60,796 from 61,586 in July, and was 1,518 below a year ago.
- The unemployment rate in the Alexandria MSA in August, up from 4.0% in July.
- The state unemployment rate in August was 3.9% the same as in July.

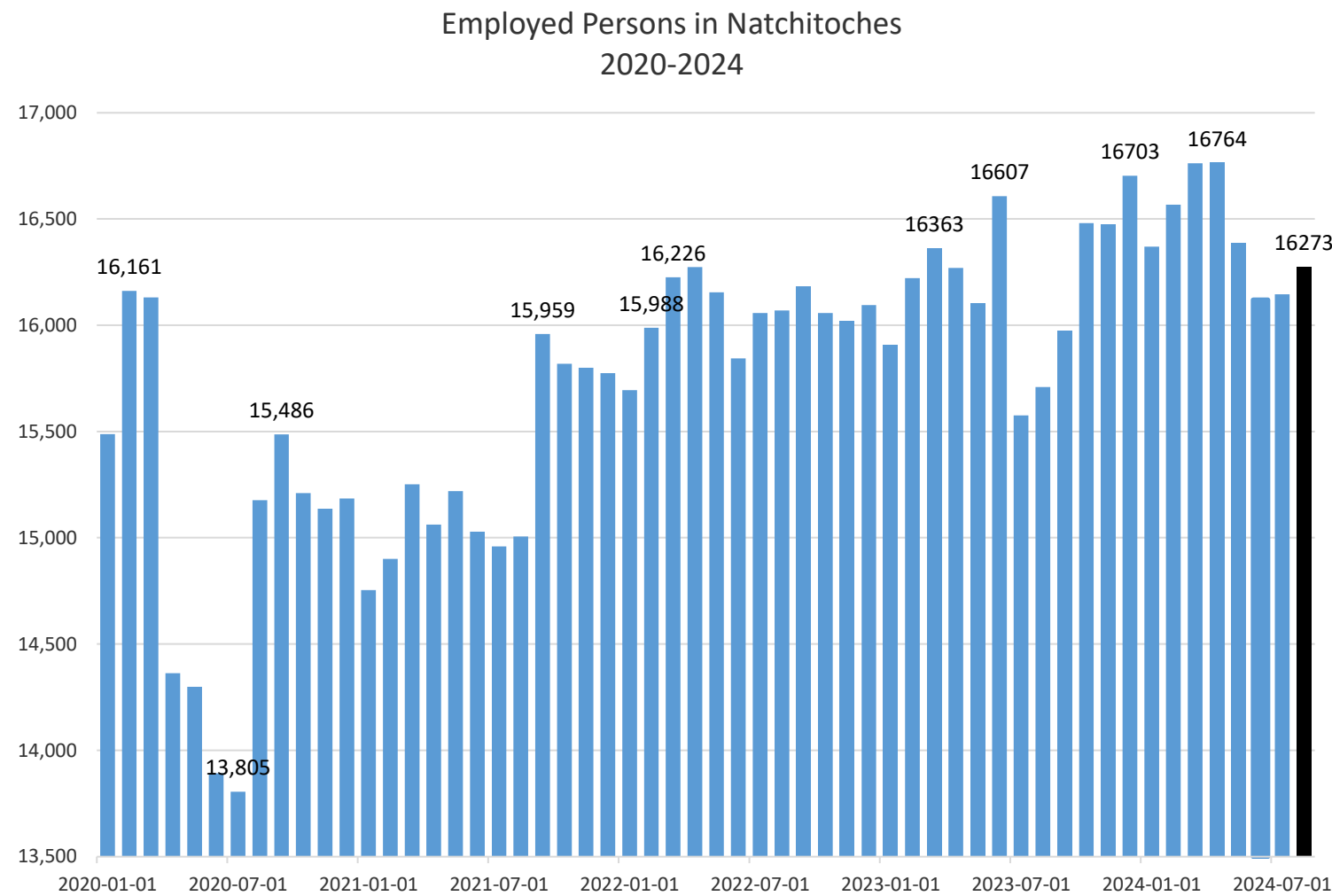


Source: Louisiana Workforce Commission, September 27, 2024.

EMPLOYMENT IN NATCHITOCHES

Employed persons in Natchitoches parish from 2020 – 2024.

- In August 2024, Natchitoches Parish employment was 16,273, up from 16,146 in July.
- Employment in August was up 564 from a year ago.
- The unemployment rate in Natchitoches parish in August was 4.8%, unchanged from July. A year ago, the rate stood at 4.5%.



Source: Louisiana Workforce Commission, September 27, 2024

UNEMPLOYMENT RATE BY MSA

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

- At 3.8%, Baton Rouge and Houma-Thibodaux had the lowest unemployment rate in the state in August.
- Alexandria had an unemployment rate of 4.1% in August.
- Louisiana's unemployment rate in August stood at to 3.9%, unchanged from July.

August 2024

Area	Labor Force	Employed	Unemployed	Unemployment Rate
Baton Rouge	429,333	412,837	16,496	3.8%
Houma-Thibodaux	88,148	84,756	3,392	3.8%
Lake Charles	95,648	91,873	3,775	3.9%
Lafayette	214,889	206,277	8,612	4.0%
Alexandria	63,409	60,796	2,613	4.1%
New Orleans-Metairie	584,310	559,172	25,138	4.3%
Shreveport-Bossier City	183,399	175,410	7,989	4.4%
Monroe	77,756	74,208	3,548	4.6%
Hammond	57,879	54,961	2,918	5.0%

UNEMPLOYMENT RATE BY CENLA PARISH

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

August 2024

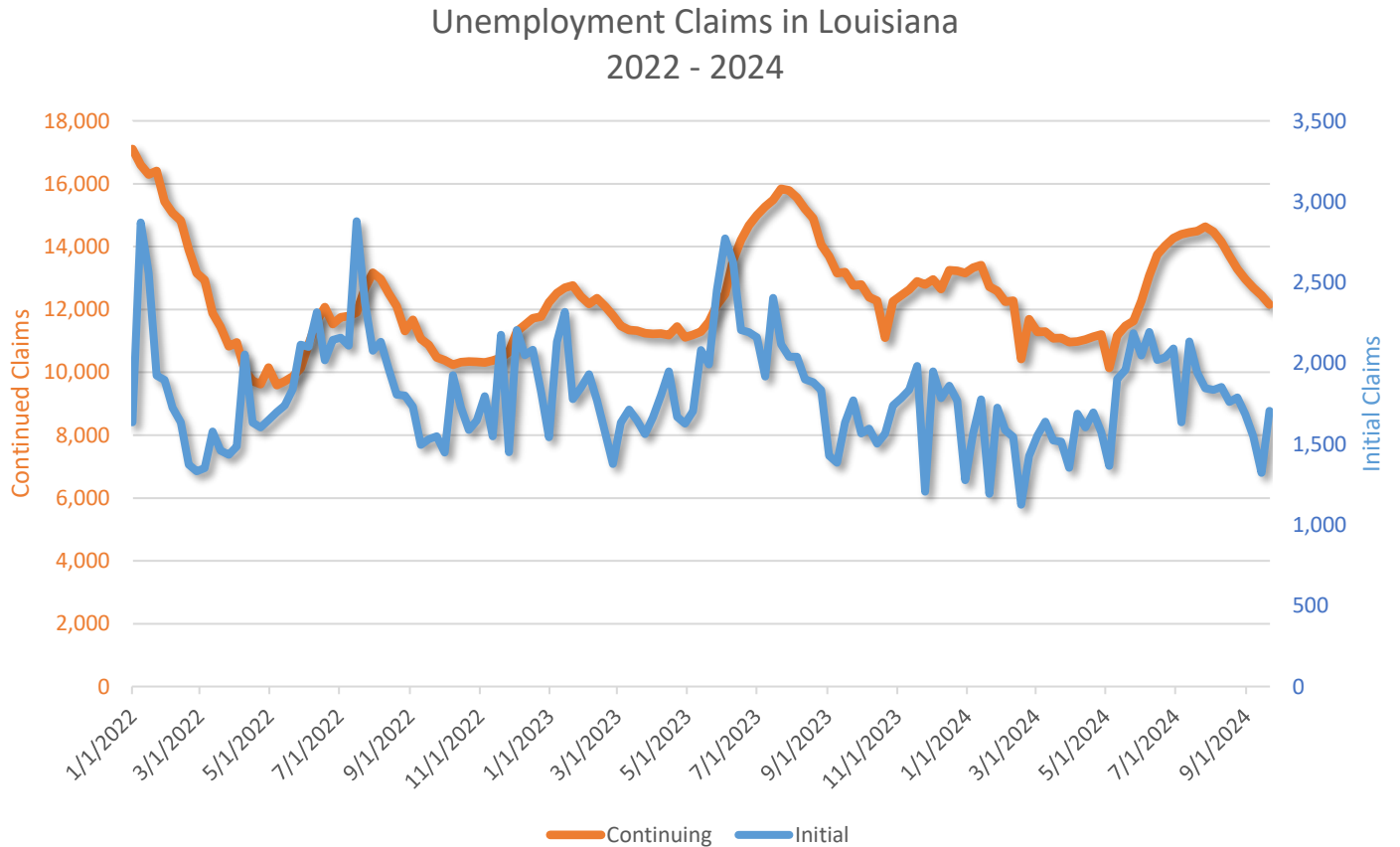
- In August 2024, the parishes in central Louisiana had an unemployment rate of 4.6%, compared to 5.0% in June.
- Central Louisiana’s unemployment rate remains above the state’s rate of 3.9%.

Area	Labor Force	Employed	Unemployed	Unemployment Rate Aug 2024	Unemployment Rate Aug 2023
Allen	8,134	7,746	388	4.8%	
Avoyelles	14,516	13,846	670	4.6%	
Catahoula	3,722	3,538	184	4.9%	
Concordia	7,049	6,661	388	5.5%	
Evangeline	12,028	11,447	581	4.8%	
Grant	8,202	7,844	358	4.4%	
La Salle	6,594	6,367	227	3.4%	
Natchitoches	17,099	16,273	826	4.8%	
Rapides	55,207	52,952	2,255	4.1%	
St. Landry	31,815	30,181	1,634	5.1%	
Vernon	15,871	15,090	781	4.9%	

UNEMPLOYMENT CLAIMS IN LOUISIANA

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

- Initial unemployment claims fell -9% in July and -6% in August.
- Continued unemployment claims rose 8% in July, but fell -6% in August.
- YTD, initial claims averaged 1,710 per month compared to 1,909 during the same period in 2023.
- Likewise, YTD continued claims were 12,485 per month compared to 12,935 in 2023.



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 August 2024.

- In August 2024, the Alexandria MSA labor market had a job posting ratio of 0.60, which means there were roughly 3 jobs for every two unemployed.
- 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 1.08, up from 1.03 in July, and for new job posting 3.15 in August, up from 2.99 in July.

August 2024

Area	Unemployed	Job Openings	# New Job Postings	# Unemployed per Job Posting	# Unemployed per New Job Posting
Alexandria	2,613	4,327	1,748	0.60	1.49
Lafayette	5,250	6,131	2,116	0.86	2.48
Shreveport-Bossier City	7,263	8,351	2,819	0.87	2.58
New Orleans-Metairie-Kenner	24,676	27,465	8,921	0.90	2.77
Lake Charles	3,775	4,006	1,391	0.94	2.71
Baton Rouge	16,496	15,785	5,830	1.05	2.83
Houma-Bayou Cane-Thibodaux	3,392	2,781	903	1.22	3.76
Monroe	3,548	2,526	998	1.40	3.56

Tax Revenue

Central Louisiana Economic Dashboard

TAX REVENUE OVERVIEW

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

August 2024

Sales Tax	M/M	Y/Y	YTD		Vehicle Sales Tax	M/M	Y/Y	YTD
Alexandria	4%	10%	6%		Avoyelles	-9%	-9%	2%
Avoyelles	-8%	2%	4%		Evangeline	8%	-4%	-13%
Catahoula	8%	-2%	0%		Natchitoches*	26%	3%	-18%
Concordia	6%	-17%	-16%		Rapides	-7%	-5%	-6%
Evangeline	-1%	-4%	-7%		St. Landry	17%	6%	-6%
Grant	-37%	-15%	2%		Vernon	14%	0%	-7%
La Salle	57%	-22%	-16%					
Natchitoches	13%	0%	-5%		Hotel Occupancy Tax			
Pineville	-2%	1%	1%		Avoyelles	1%	2%	4%
Rapides	10%	7%	4%		Natchitoches	2%	27%	-16%
St. Landry	10%	1%	10%		Rapides	-2%	5%	3%
Vernon	-21%	-15%	-6%		Vernon	-3%	1%	-6%

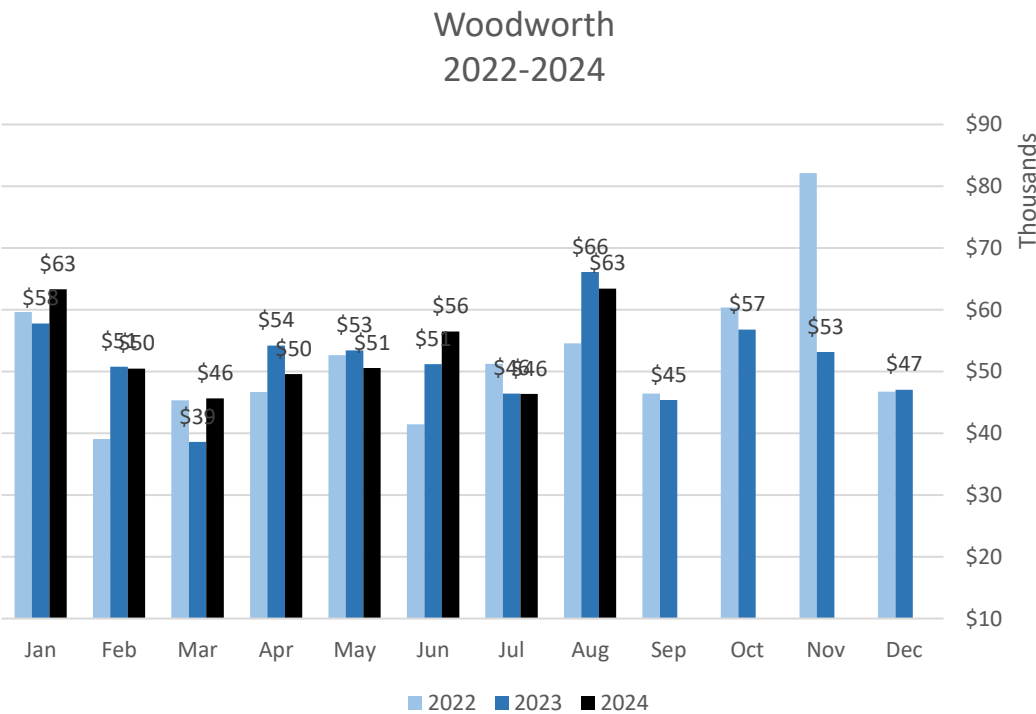
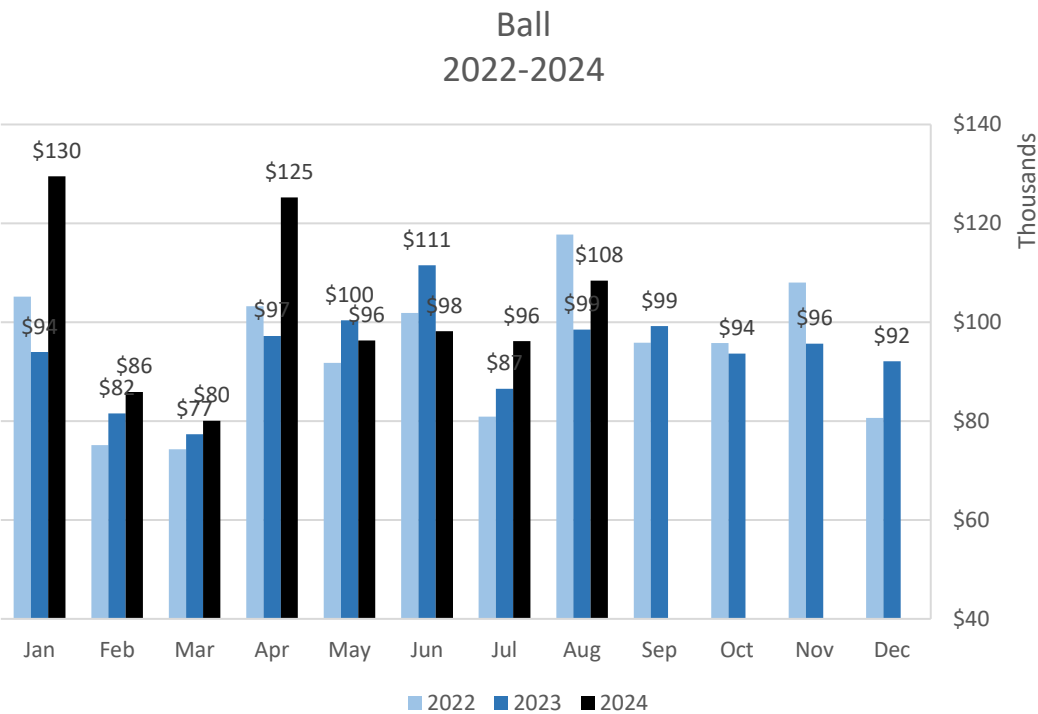
Notes: Current month tax revenue collection reflects sales activity in the previous month. * Data represents the prior month.

n/a = Not currently available

Data Source noted in detailed reports.

BALL & WOODWORTH

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



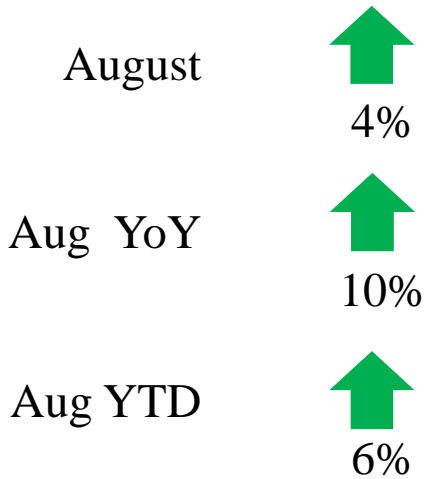
Year-to-date through August, consumer spending in Ball is up 10%, while Woodworth is up 2%. Sales tax revenue is used as a proxy for consumer spending.

Note: Current tax revenue reflects sales activity in prior month.
Data Source: Rapides Parish Police Jury Treasurer’s Reports, September 2024.

ALEXANDRIA SALES TAX

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

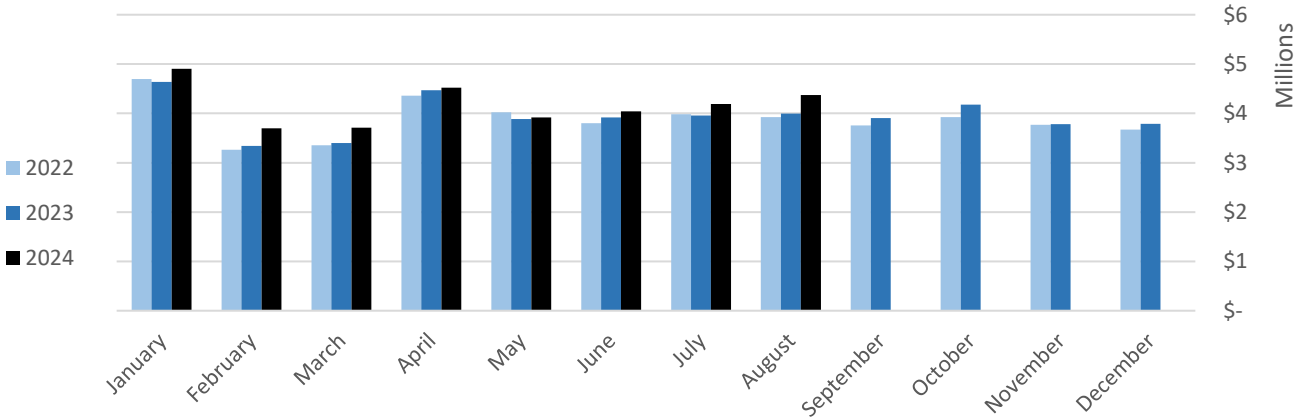
(BR) Alexandria total monthly sales tax revenue from 2022 to present.



August

	2021	2022	2023	2024
August	\$ 4,004,760	\$ 3,922,360	\$ 3,994,558	\$ 4,374,850
July	\$ 3,903,243	\$ 3,981,778	\$ 3,955,718	\$ 4,193,525
% Chg over Prev Month	2.6%	-1.5%	1.0%	4.3%
% Chg over Prev Year		-2.1%	1.8%	9.5%
YTD	\$ 31,201,093	\$ 31,402,203	\$ 31,602,686	\$ 33,367,825
% Chg over Prev YTD		0.6%	0.6%	5.6%




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, September 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.

		August				
August	 -8%	2020	2021	2022	2023	2024
August		\$ 1,492,541	\$ 1,689,171	\$ 1,762,440	\$ 1,917,436	\$ 1,953,043
July		\$ 1,604,074	\$ 1,995,289	\$ 2,106,508	\$ 2,193,368	\$ 2,133,306
Aug YoY	 2%	% Chg over Prev Month	-7.0%	-15.3%	-16.3%	-12.6%
		% Chg over Prev Year	13.2%	4.3%	8.8%	1.9%
Aug YTD	 4%	YTD	\$ 11,638,486	\$ 14,920,696	\$ 16,034,638	\$ 15,962,526
		% Chg over Prev YTD		28.2%	7.5%	-0.4%
						4.0%


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


August

August




-9%

Aug YoY



-9%

Aug YTD



2%

	2020	2021	2022	2023	2024
August	\$ 406,296	\$ 412,169	\$ 352,749	\$ 348,918	\$ 316,010
July	\$ 375,528	\$ 415,951	\$ 339,655	\$ 393,134	\$ 347,888
% Chg over Prev Month	8.2%	-0.9%	3.9%	-11.2%	-9.2%
% Chg over Prev Year		1.4%	-14.4%	-1.1%	-9.4%
YTD	\$ 2,357,072	\$ 2,848,874	\$ 2,786,169	\$ 2,724,121	\$ 2,778,121
% Chg over Prev YTD		20.9%	-2.2%	-2.2%	2.0%


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

August

August


8%

Aug YoY


-2%

Aug YTD

0%

	2021	2022	2023	2024
August	\$ 854,679	\$ 725,249	\$ 750,057	\$ 738,069
July	\$ 526,875	\$ 556,583	\$ 554,212	\$ 682,256
% Chg over Prev Month	62.2%	30.3%	35.3%	8.2%
% Chg over Prev Year		-15.1%	3.4%	-1.6%
YTD	\$ 6,096,597	\$ 4,956,639	\$ 5,411,322	\$ 5,417,364
% Chg over Prev YTD		-18.7%	9.2%	0.1%


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

August


August


6%

Aug YoY


-17%

Aug YTD


-16%

	2021	2022	2023	2024
August	\$ 1,512,542	\$ 1,518,621	\$ 1,518,621	\$ 1,256,662
July	\$ 1,159,623	\$ 1,183,857	\$ 1,183,857	\$ 1,184,986
% Chg over Prev Month	30.4%	28.3%	28.3%	6.0%
% Chg over Prev Year		0.4%	0.0%	-17.2%
YTD	\$ 8,674,945	\$ 10,543,573	\$ 12,804,294	\$ 10,788,584
% Chg over Prev YTD		21.5%	21.4%	-15.7%

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

EVANGELINE SALES TAX

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

August

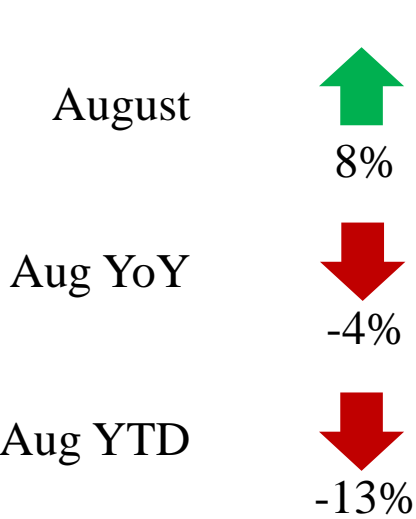
August			2020	2021	2022	2023	2024
		August	\$ 1,742,197	\$ 2,102,214	\$ 2,234,896	\$ 2,435,555	\$ 2,327,845
Aug YoY		July	\$ 1,800,168	\$ 2,087,819	\$ 2,446,723	\$ 2,564,989	\$ 2,360,894
		% Chg over Prev Month	-3.2%	0.7%	-8.7%	-5.0%	-1.4%
		% Chg over Prev Year		20.7%	6.3%	9.0%	-4.4%
Aug YTD		YTD	\$ 11,176,230	\$ 14,226,608	\$ 16,908,699	\$ 17,139,629	\$ 15,930,977
		% Chg over Prev YTD		27.3%	18.9%	1.4%	-7.1%

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

Data Source: Evangeline Parish Sales Tax Commissioner. September 2024

EVANGELINE VEHICLE SALES TAX

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



August

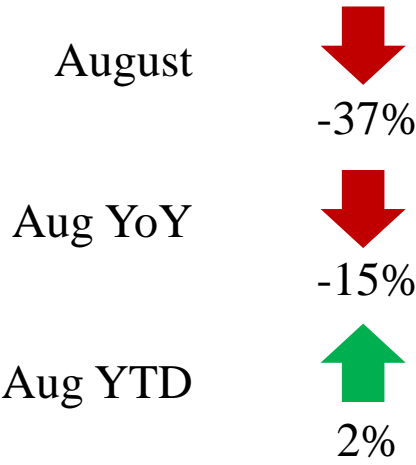
	2020	2021	2022	2023	2024
August	\$ 418,622	\$ 416,214	\$ 403,183	\$ 464,578	\$ 445,111
July	\$ 410,144	\$ 467,473	\$ 437,312	\$ 451,895	\$ 411,486
% Chg over Prev Month	2.1%	-11.0%	-7.8%	2.8%	8.2%
% Chg over Prev Year		-0.6%	-3.1%	15.2%	-4.2%
YTD	\$ 2,275,561	\$ 2,839,528	\$ 2,846,946	\$ 3,151,769	\$ 2,744,168
% Chg over Prev YTD		24.8%	0.3%	10.7%	-12.9%

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. September 2024

GRANT SALES TAX

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

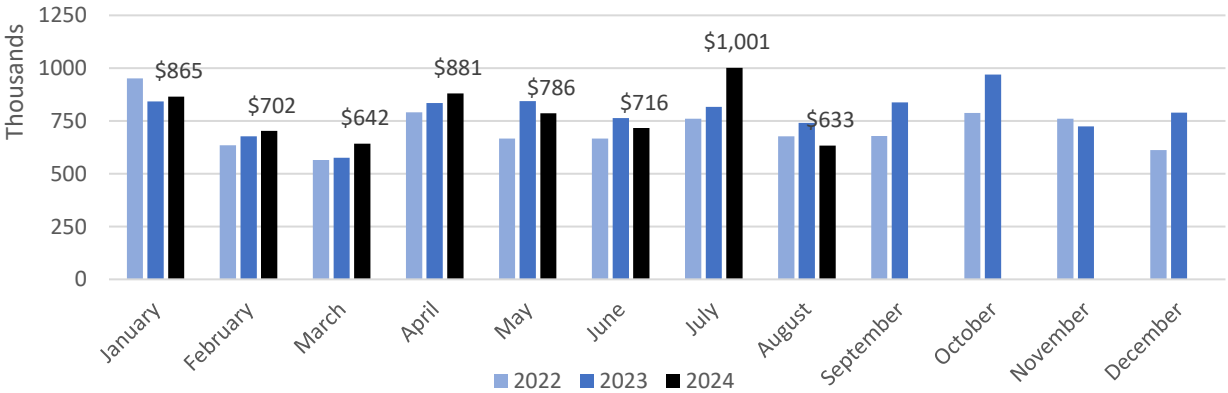
(BR) Grant monthly sales tax revenue from 2022 to present.



August

	2021	2022	2023	2024
August	\$ 676,771	\$ 676,852	\$ 741,320	\$ 633,315
July	\$ 801,118	\$ 761,250	\$ 816,748	\$ 1,001,340
% Chg over Prev Month	-15.5%	-11.1%	-9.2%	-36.8%
% Chg over Prev Year		0.0%	9.5%	-14.6%
YTD	\$ 5,560,786	\$ 5,711,840	\$ 6,095,843	\$ 6,227,031
% Chg over Prev YTD		2.7%	6.7%	2.2%

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, September 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.

August


August


57%

Aug YoY


-22%

Aug YTD


-16%

	2021	2022	2023	2024
August	\$ 1,111,808	\$ 1,215,855	\$ 1,859,236	\$ 1,454,252
July	\$ 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	\$ 8,307,426	\$ 9,053,406	\$ 9,949,292	\$ 8,387,696
% Chg over Prev YTD		7.9%	9.9%	-15.7%

Note: Current month sales tax revenue reflects sales activity in the previous month.
Data Source: La Salle Parish Tax Administrator, September 2024

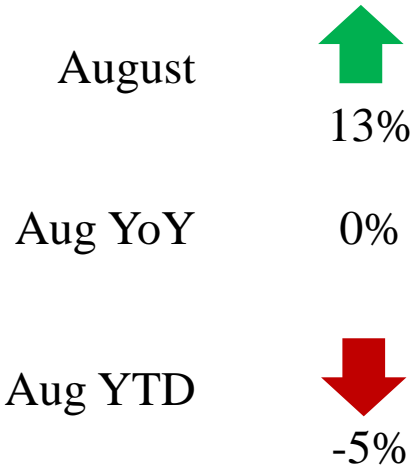
NATCHITOCHES SALES TAX

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

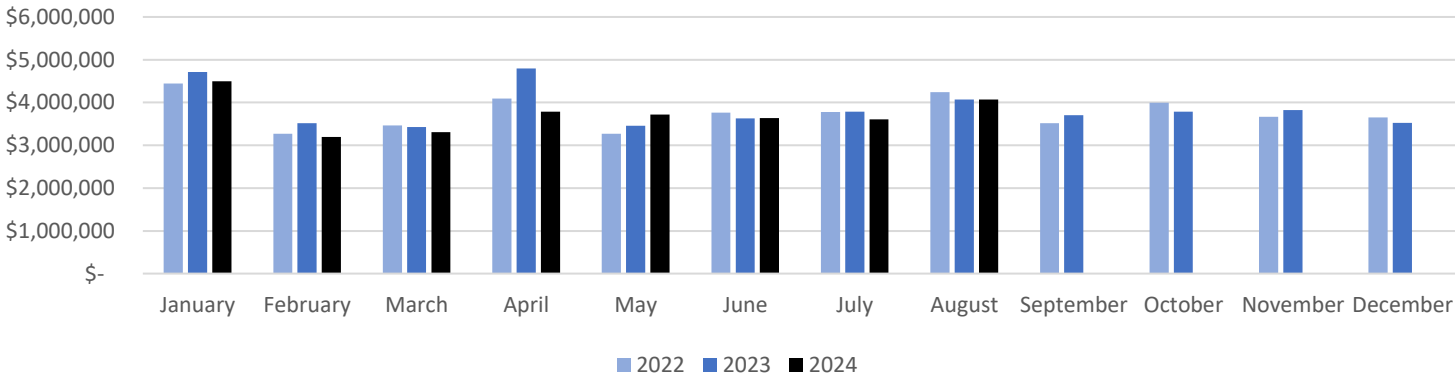
(BR) Natchitoches monthly sales tax revenue from 2022 to present.

August

	2021	2022	2023	2024
August	\$ 3,414,233	\$ 4,242,607	\$ 4,072,379	\$ 4,069,544
July	\$ 3,681,893	\$ 3,782,692	\$ 3,783,365	\$ 3,606,134
% Chg over Prev Month	-7.3%	12.2%	7.6%	12.9%
% Chg over Prev Year		24.3%	-4.0%	-0.1%
YTD	\$ 26,040,398	\$ 30,320,587	\$ 31,400,324	\$ 29,821,013
% Chg over Prev YTD		16.4%	3.6%	-5.0%



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, September 2024.

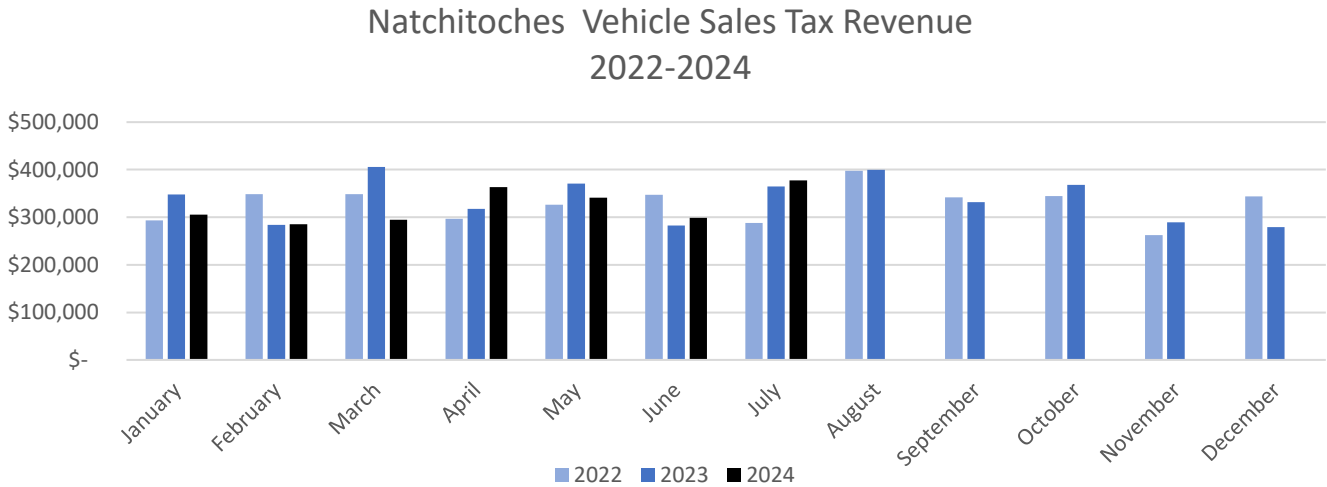
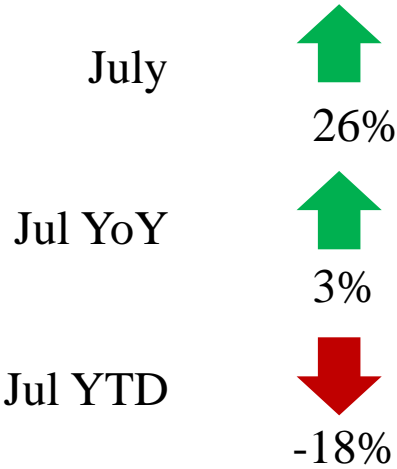
NATCHITOCHES VEHICLE SALES TAX

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

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

July*

	2021	2022	2023	2024
July	\$ 326,163	\$ 288,092	\$ 364,907	\$ 377,255
June	\$ 330,706	\$ 347,083	\$ 282,424	\$ 299,030
% Chg over Prev Month	-1.4%	-17.0%	29.2%	26.2%
% Chg over Prev Year		-11.7%	26.7%	3.4%
YTD	\$ 2,491,860	\$ 2,646,260	\$ 2,773,187	\$ 2,266,880
% Chg over Prev YTD		6.2%	4.8%	-18.3%

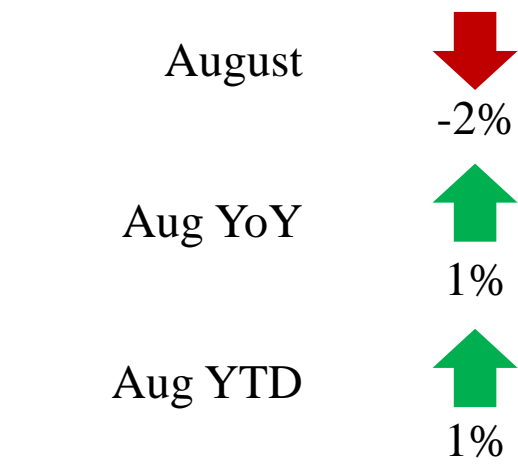


Note: Current sales tax revenue collections reflects sales activity in the prior month. *Vehicle sales tax collection is delayed a month.
Data Source: Natchitoches Parish Tax Commission, September 2024.

PINEVILLE SALES TAX

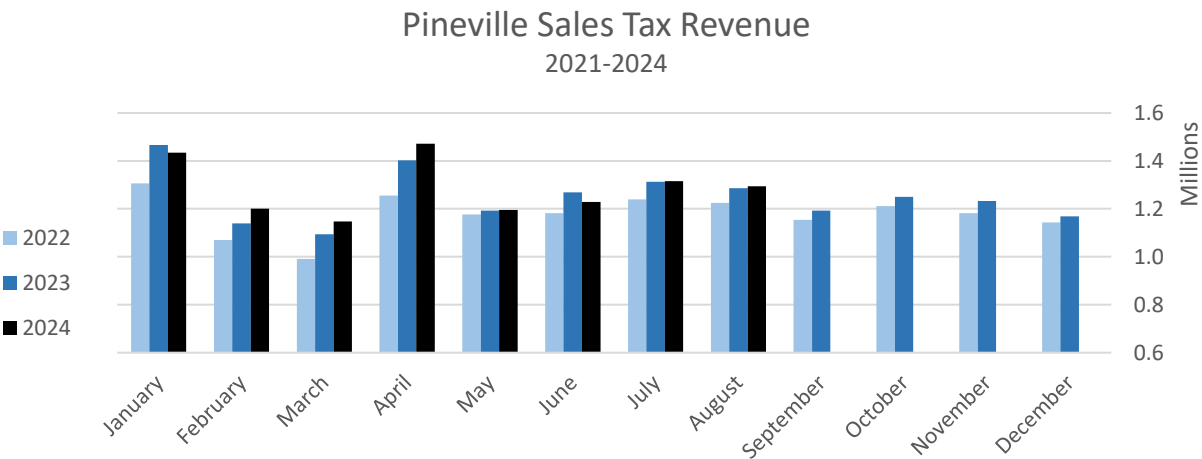
(TR) Pineville sales tax revenue collected in the most recent month with previous month, year, and YTD comparisons.

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



August

	2021	2022	2023	2024
August	\$ 1,162,510	\$ 1,224,575	\$ 1,286,675	\$ 1,293,585
July	\$ 1,136,530	\$ 1,239,218	\$ 1,312,833	\$ 1,315,083
% Chg over Prev Month	2.3%	-1.2%	-2.0%	-1.6%
% Chg over Prev Year		5.3%	5.1%	0.5%
YTD	\$ 9,167,420	\$ 9,444,250	\$ 10,161,191	\$ 10,287,050
% Chg over Prev YTD		3.0%	7.6%	1.2%

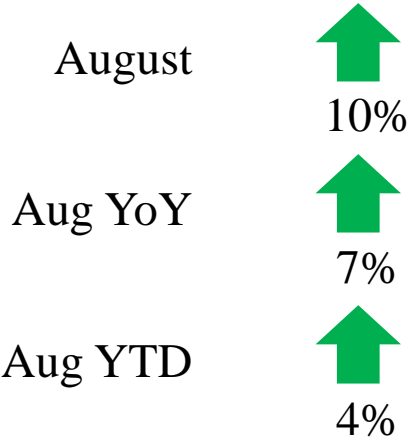


Note: Current month sales tax revenue reflects sales activity in the prior month.
Data Source: Rapides Parish Police Jury Treasurer’s Reports, September 2024.

RAPIDES SALES TAX

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

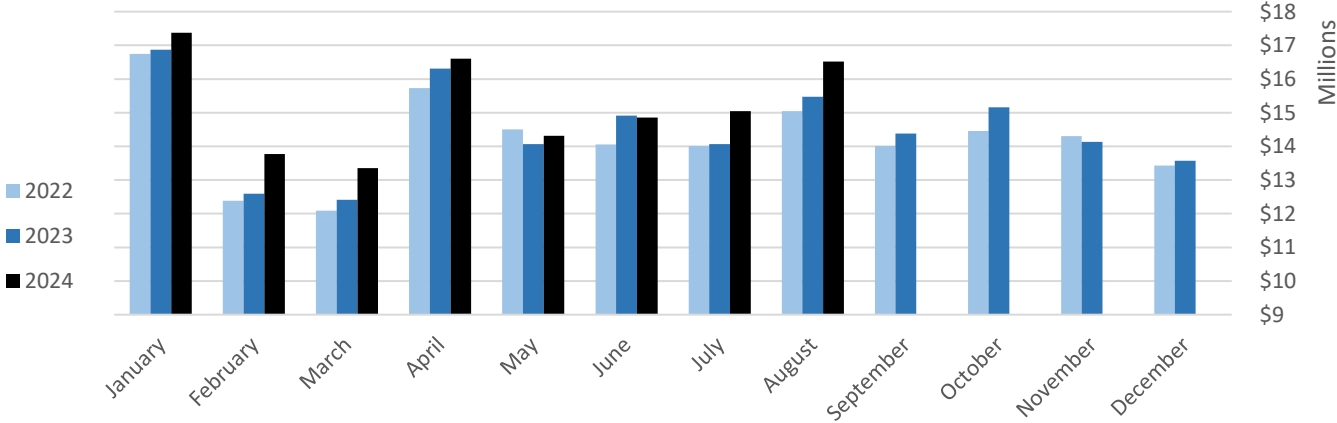
(BR) Rapides monthly sales tax revenue from 2022 to present.



August

	2021	2022	2023	2024
August	\$ 15,237,754	\$ 15,047,407	\$ 15,474,177	\$ 16,520,958
July	\$ 13,752,280	\$ 14,004,646	\$ 14,066,903	\$ 15,042,848
% Chg over Prev Month	10.8%	7.4%	10.0%	9.8%
% Chg over Prev Year		-1.2%	2.8%	6.8%
YTD	\$ 114,528,901	\$ 114,575,670	\$ 116,711,406	\$ 121,841,360
% Chg over Prev YTD		0.0%	1.9%	4.4%

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, September 2024.

RAPIDES VEHICLE SALES TAX


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

August


August


-7%

Aug YoY


-5%

Aug YTD

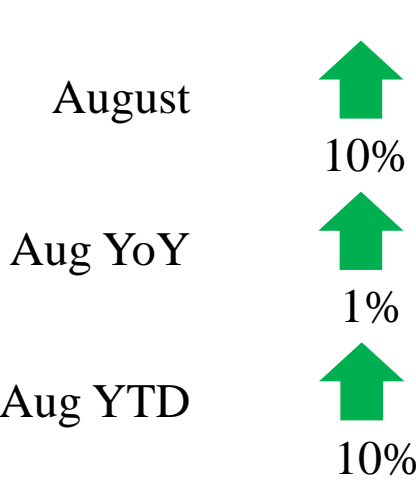

-6%

	2021	2022	2023	2024
August	\$ 1,586,861	\$ 1,427,975	\$ 1,401,247	\$ 1,330,786
July	\$ 1,586,860	\$ 1,427,974	\$ 1,401,247	\$ 1,424,027
% Chg over Prev Month	0.0%	0.0%	0.0%	-6.5%
% Chg over Prev Year		-10.0%	-1.9%	-5.0%
YTD	\$ 13,128,683	\$ 11,334,599	\$ 11,400,334	\$ 10,669,898
% Chg over Prev YTD		-13.7%	0.6%	-6.4%

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, September 2024.

ST. LANDRY SALES TAX

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



August

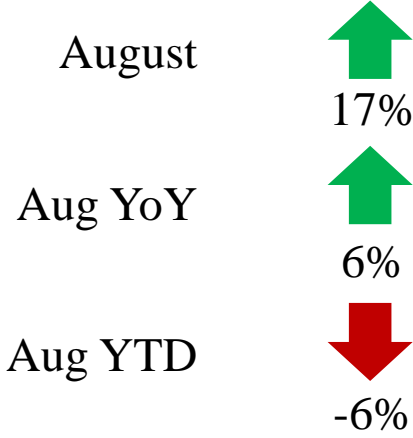
	2021	2022	2023	2024
August	\$ 7,091,591	\$ 7,999,037	\$ 8,779,845	\$ 8,900,227
July	\$ 8,026,542	\$ 7,289,380	\$ 7,708,169	\$ 8,091,156
% Chg over Prev Month	-11.6%	9.7%	13.9%	10.0%
% Chg over Prev Year		12.8%	9.8%	1.4%
YTD	\$ 57,710,141	\$ 60,351,905	\$ 62,910,760	\$ 68,982,133
% Chg over Prev YTD		-8.8%	4.2%	9.7%

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

August



	2021	2022	2023	2024
August	\$ 1,006,739	\$ 920,403	\$ 1,048,581	\$ 1,108,941
July	\$ 1,180,869	\$ 1,047,458	\$ 1,131,639	\$ 945,996
% Chg over Prev Month	#REF!	-12.1%	-7.3%	17.2%
% Chg over Prev Year		-8.6%	13.9%	5.8%
YTD	\$ 8,108,043	\$ 7,757,172	\$ 8,085,706	\$ 7,591,008
% Chg over Prev YTD		-4.3%	4.2%	-6.1%


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

VERNON SALES TAX

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

August


August


-21%

Aug YoY


-15%

Aug YTD


-6%

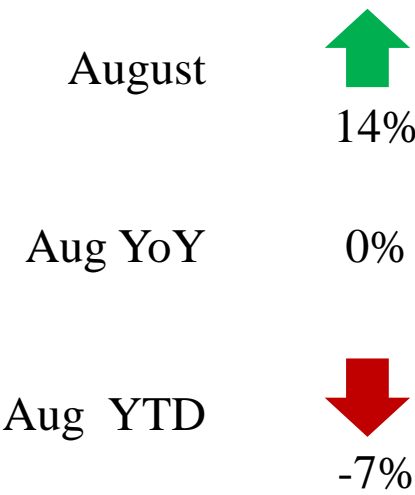
	2021	2022	2023	2024
August	\$ 2,142,209	\$ 3,216,015	\$ 3,029,920	\$ 2,563,885
July	\$ 3,450,395	\$ 3,166,793	\$ 3,952,992	\$ 3,245,095
% Chg over Prev Month	-37.9%	1.6%	-23.4%	-21.0%
% Chg over Prev Year		50.1%	-5.8%	-15.4%
YTD	\$ 21,728,021	\$ 23,135,756	\$ 24,707,650	\$ 23,136,403
% Chg over Prev YTD		6.5%	6.8%	-6.4%

Note: Current sales tax revenue reflects sales activity in prior month.
Data Source: Vernon Parish Sales Tax Department. September 2024.

VERNON VEHICLE SALES TAX

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

August



	2021	2022	2023	2024
August	\$ 578,138	\$ 545,304	\$ 525,505	\$ 527,292
July	\$ 601,620	\$ 560,318	\$ 567,468	\$ 463,511
% Chg over Prev Month	-3.9%	-2.7%	-7.4%	13.8%
% Chg over Prev Year		-5.7%	-3.6%	0.3%
YTD	\$ 4,436,852	\$ 4,256,582	\$ 4,100,477	\$ 3,799,423
% Chg over Prev YTD		-4.1%	-3.7%	-7.3%

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

✓ August 2024 online sales tax collections, which represents online sales activity in July, increased by 4% from a month earlier and 24% YTD.

	Aug-24	Jul-24	Aug-23	M/M	Y/Y	YTD
Allen	\$ 100,100	\$ 95,630	\$ 84,830	5%	18%	21%
Avoyelles	\$ 139,897	\$ 130,100	\$ 115,730	8%	21%	18%
Catahoula	\$ 53,440	\$ 80,094	\$ 45,829	-33%	17%	28%
Concordia	\$ 70,228	\$ 70,867	\$ 60,799	-1%	16%	24%
Evangeline	\$ 161,151	\$ 150,531	\$ 145,136	7%	11%	14%
Grant	\$ 81,101	\$ 81,557	\$ 65,917	-1%	23%	27%
LaSalle	\$ 52,446	\$ 70,574	\$ 45,129	-26%	16%	4%
Natchitoches	\$ 181,849	\$ 165,913	\$ 145,855	10%	25%	26%
Rapides	\$ 688,400	\$ 603,273	\$ 547,120	14%	26%	29%
St Landry	\$ 430,695	\$ 406,204	\$ 361,782	6%	19%	23%
Vernon	\$ 252,700	\$ 277,157	\$ 249,540	-9%	1%	25%
Total (Cenla)	\$ 2,212,007	\$ 2,131,900	\$ 1,867,667	4%	18%	24%

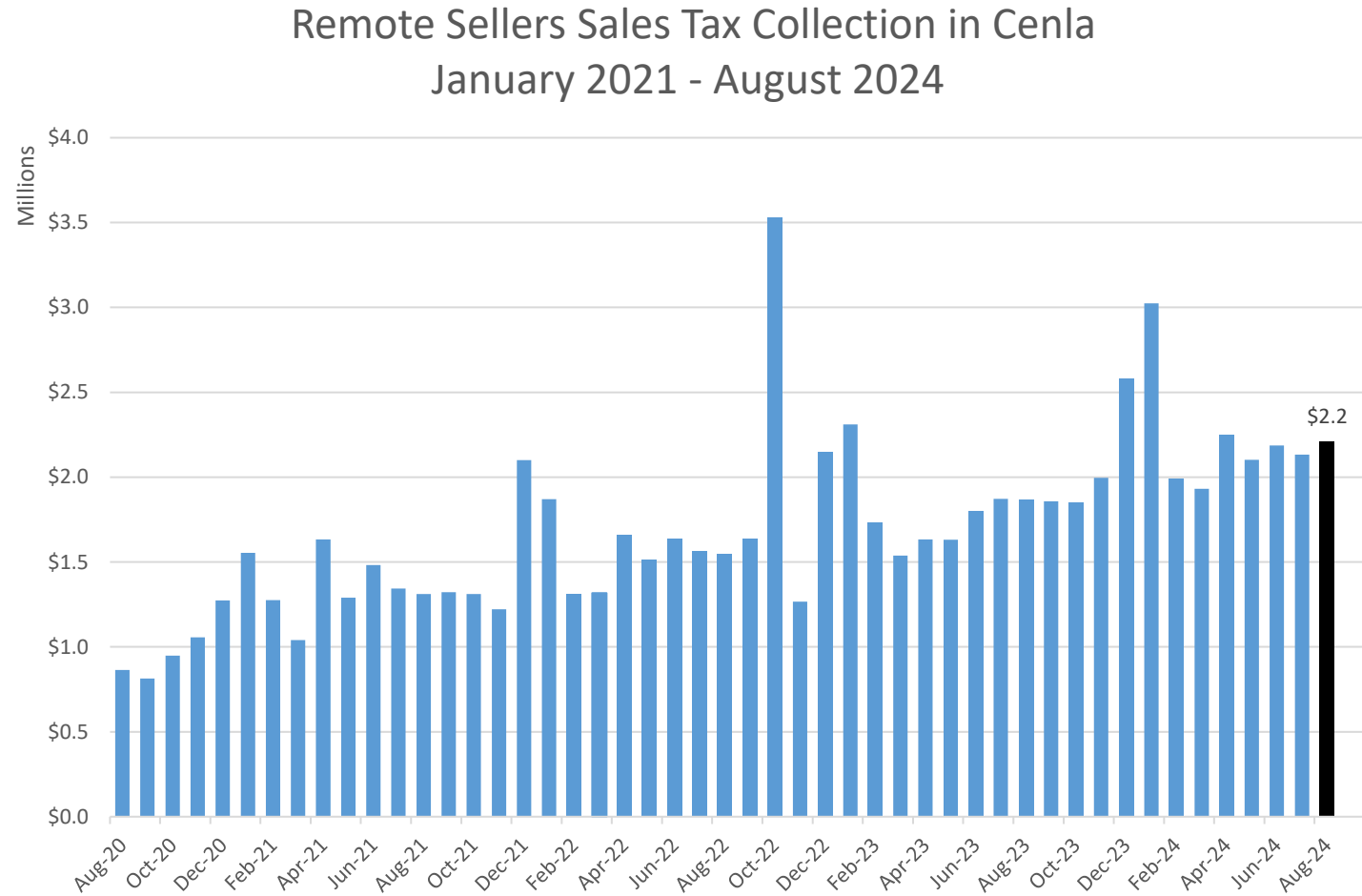
Note: Sales tax revenue collected in the current month reflects sales activity in the prior month.

Data Source: Louisiana Sales and Use Tax Commission for Remote Sellers. August 2020 – September 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 \$55.3 million in August, up \$2.9 million or 8.4% from July, compared to a increase of 3.8% in CenLA.
- ✓ Since August 2020 when remote sellers tax revenue collection started, \$83 million in sales tax revenue have been collected from online sales in central Louisiana of which \$26.1 million were in the last 12 months.



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 – September 2024

REMOTE SELLERS TAX REVENUE IN RAPIDES

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

August

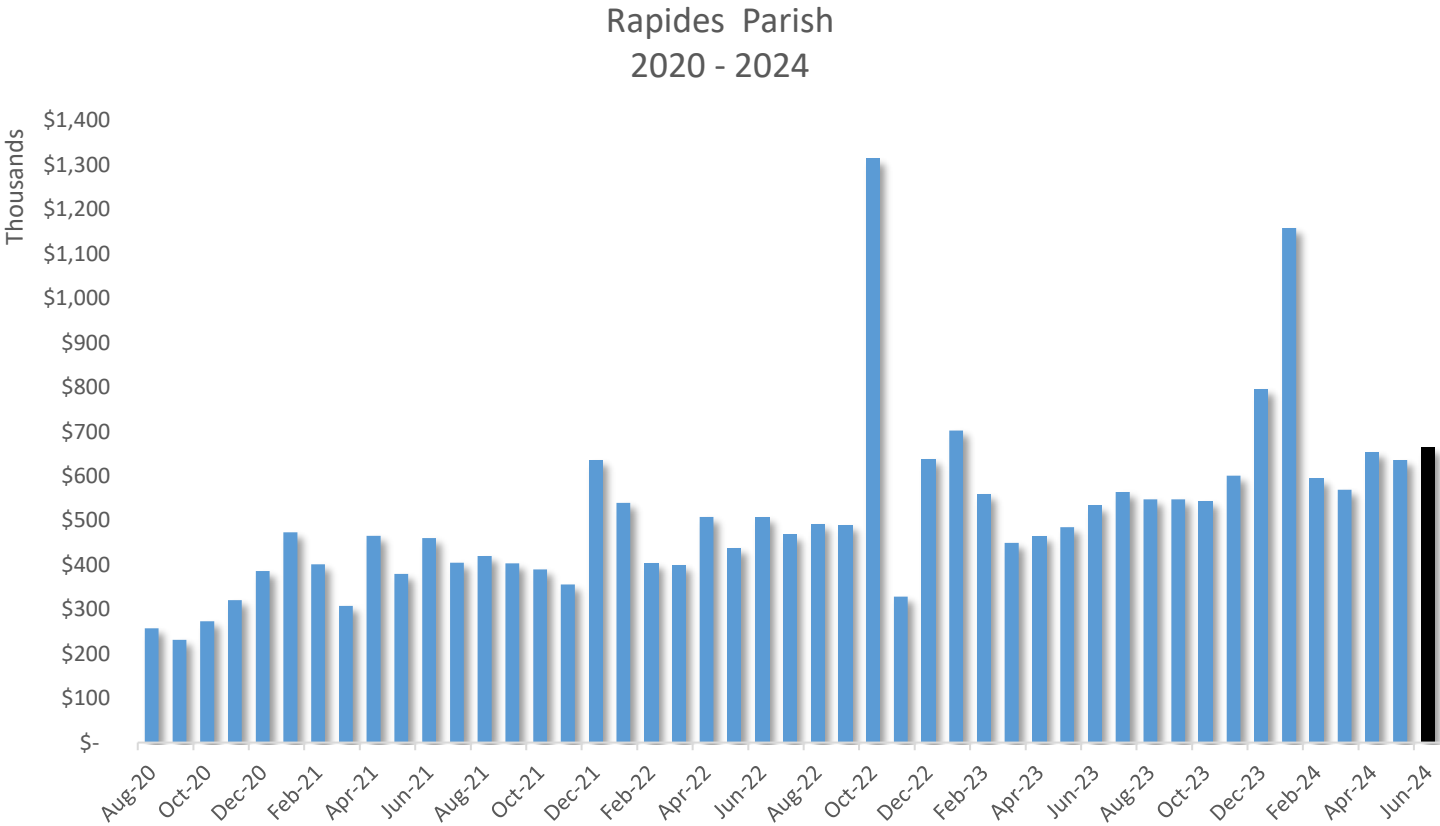
↑
14%

Aug YoY

↑
26%

Aug YTD

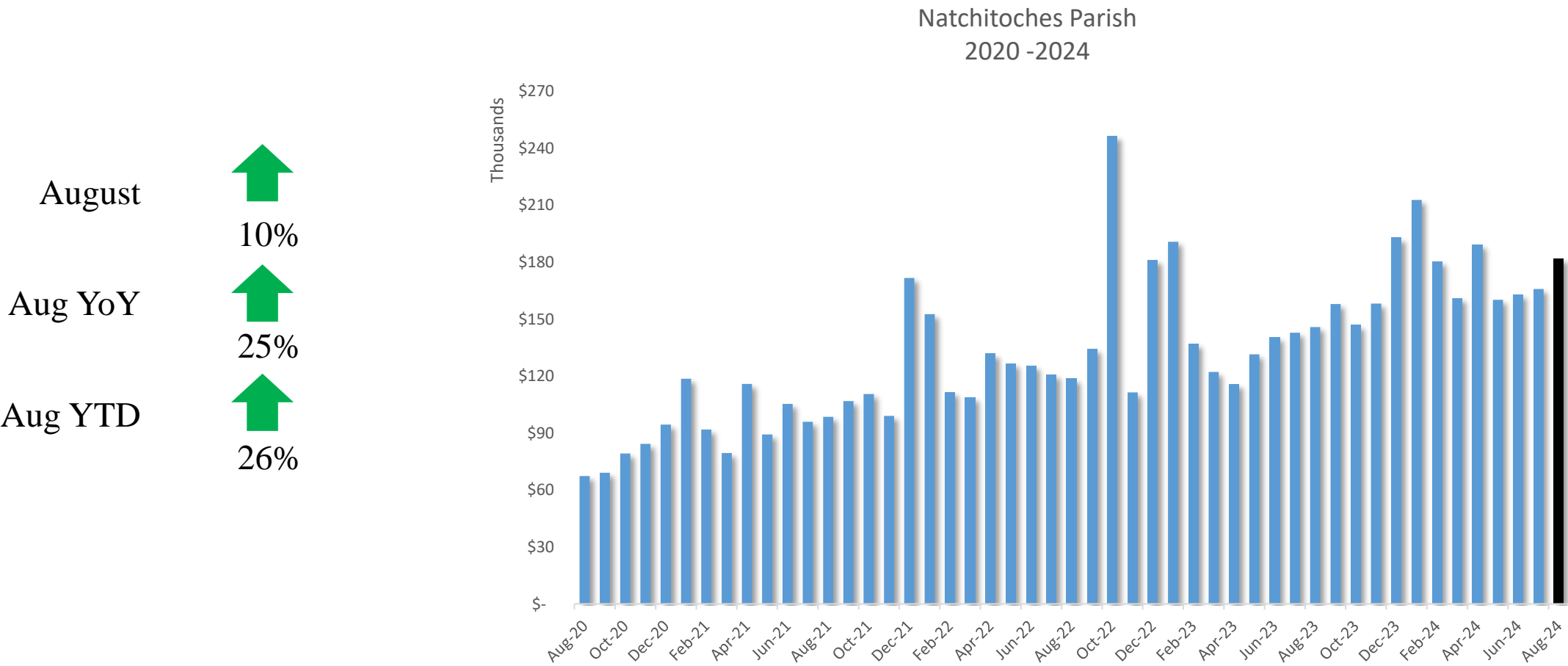
↑
29%



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 – September 2024

REMOTE SELLERS TAX REVENUE IN NATCHITOCHES

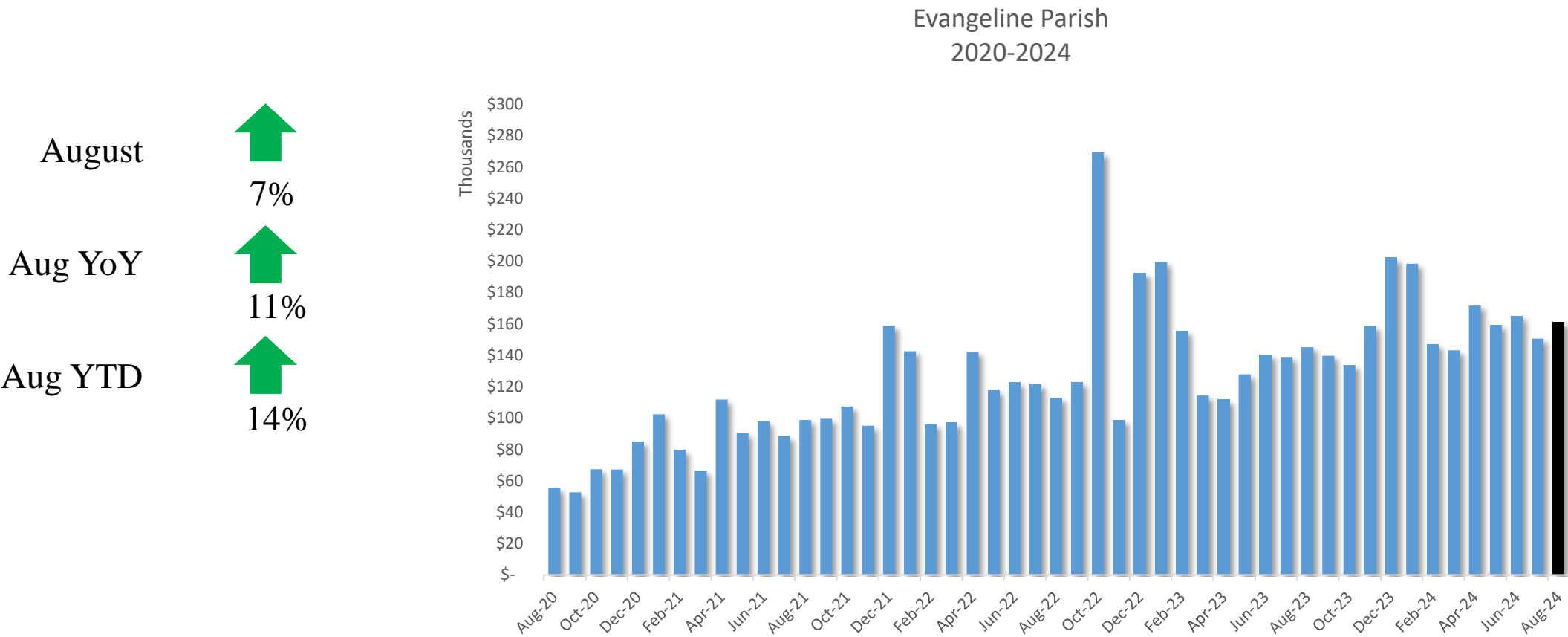
Remote sellers tax revenue from online sales in Natchitoches Parish from August 2020 – August 2024.



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 – September 2024

REMOTE SELLERS TAX REVENUE IN EVANGELINE

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

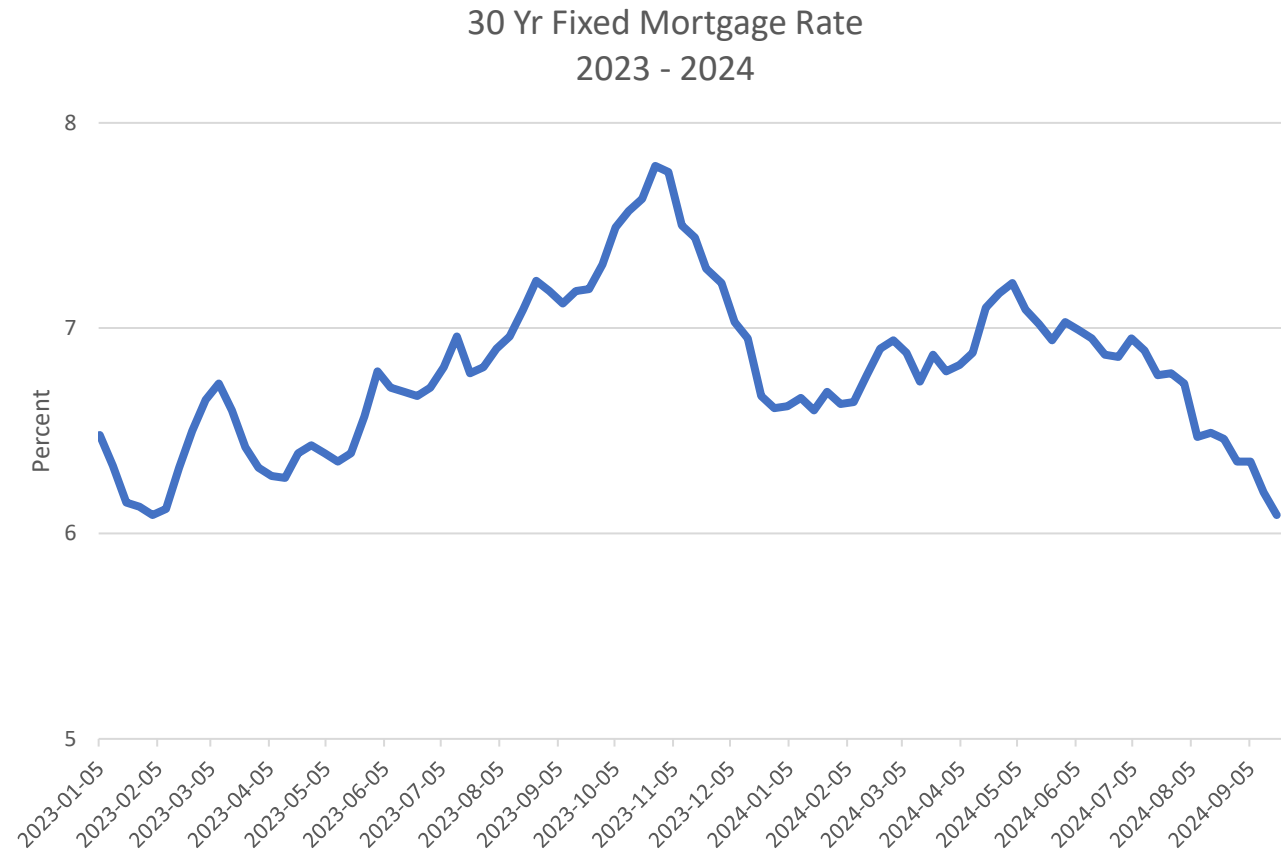
Housing

Central Louisiana Economic Dashboard

30 YEAR FIXED MORTGAGE RATE

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

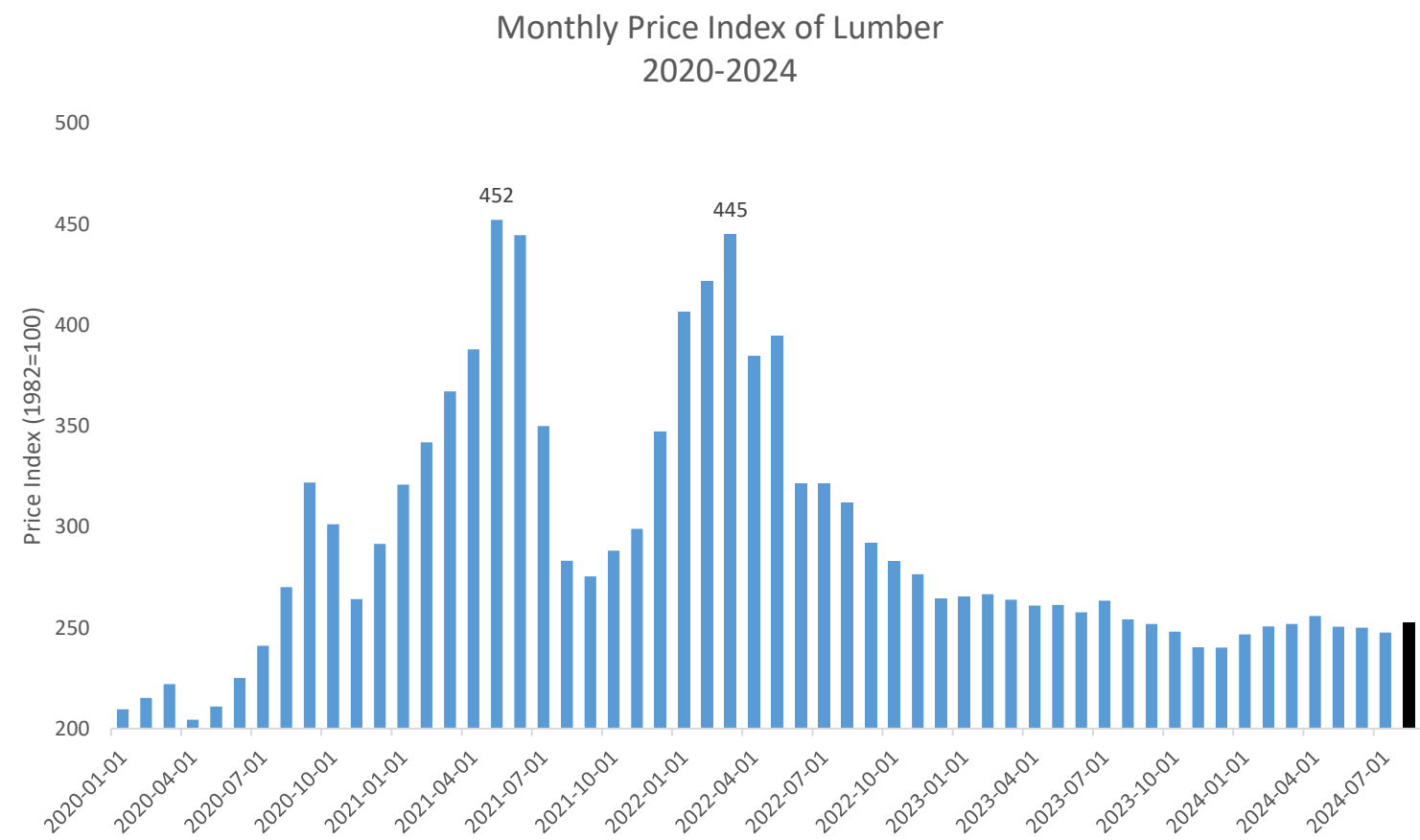
- On September 19, the 30-year fixed mortgage rate was 6.09%, while the 15-year mortgage rate stood at 5.15%.
- The 30 year rate stood as high as 7.03% in November 2023 and as low as 2.10% in August 2021.



LUMBER PRICES

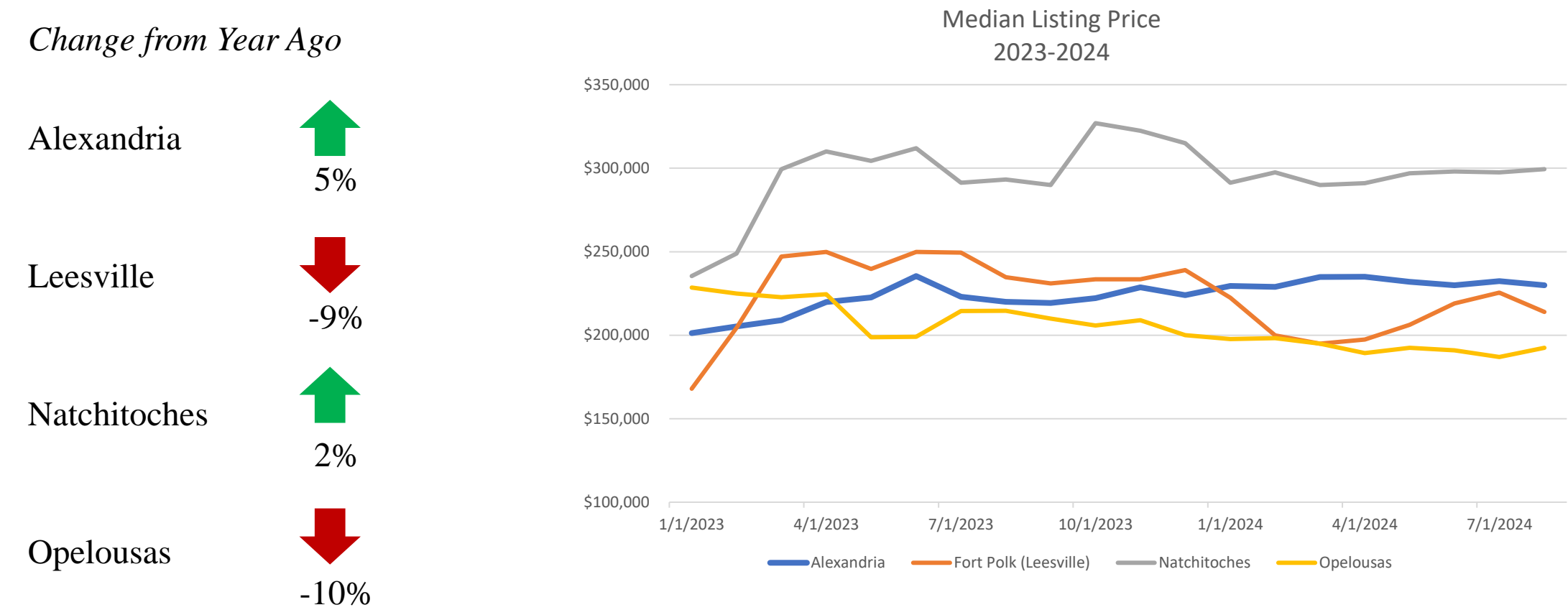
The chart represents the Lumber Price Index in the U.S. from January 2020 – August 2024.

- In August 2024, the US Lumber Price Index rose to 252, up 1.9% from July.
- Currently, the Lumber Index stands -1% below a year ago.



MEDIAN LISTING PRICE BY MSA

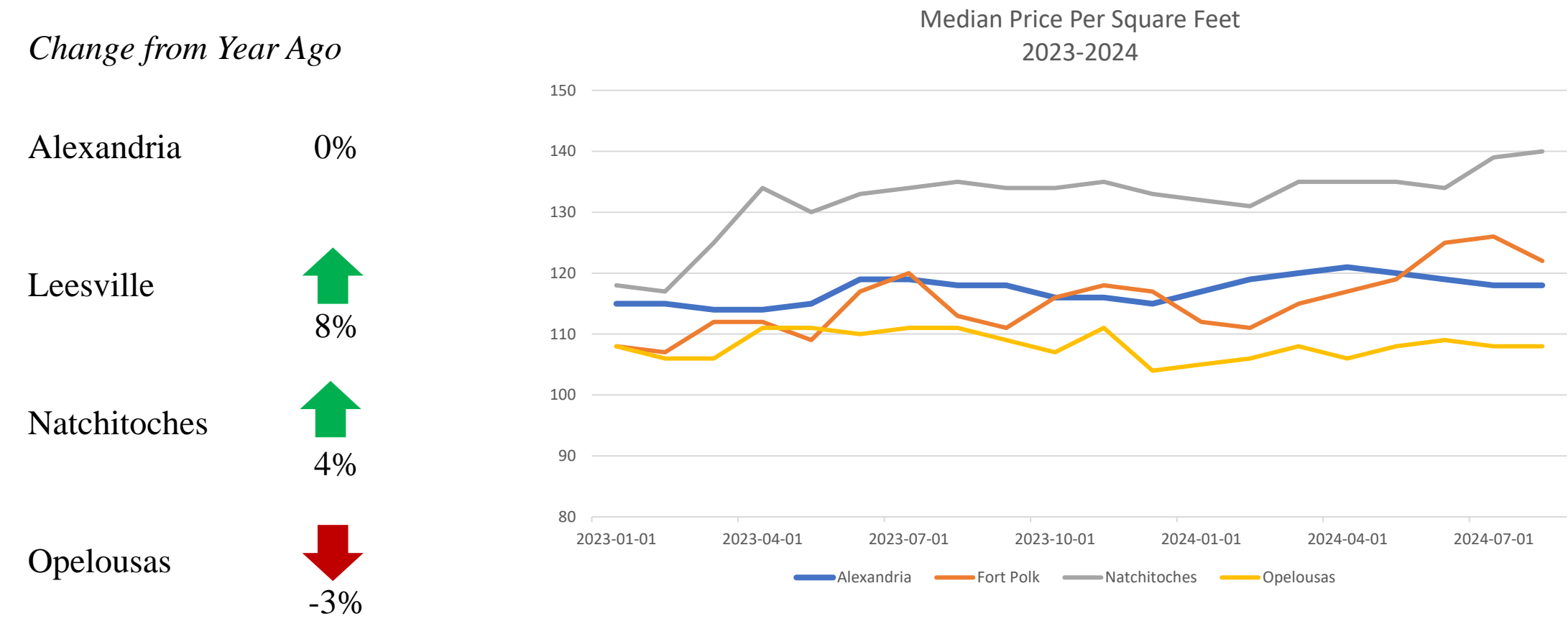
The graphic shows the median listing price of houses from January 2023 - August 2024 for Alexandria, Leesville, Natchitoches, and Opelousas.



Data Source: Realtor.com. Retrieved from FRED, Federal Reserve Bank of St. Louis. Sept 26, 2024; n/a = not available

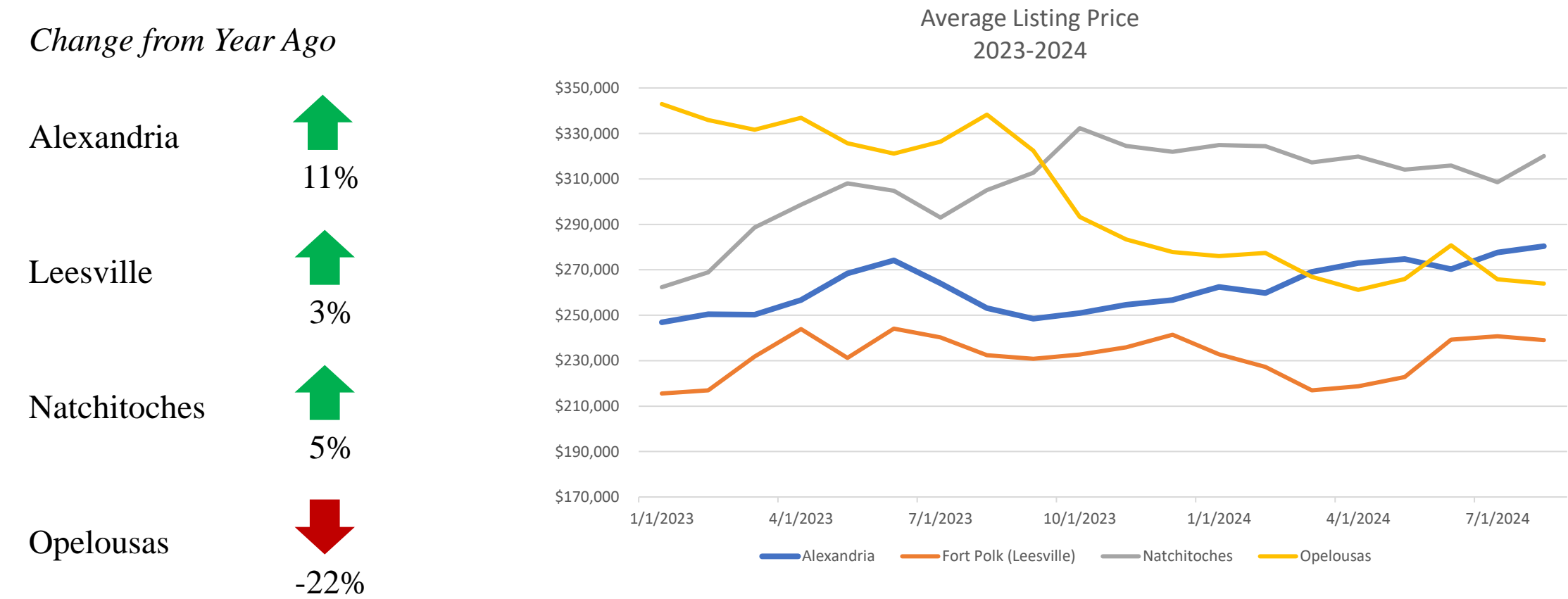
MEDIAN LISTING PRICE PER SQ FT BY MSA

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



AVERAGE LISTING PRICE BY MSA

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



Data Source: Realtor.com. Retrieved from FRED, Federal Reserve Bank of St. Louis. Sept 26, 2024; n/a = data not available

ACTIVE LISTINGS BY MSA

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

Change from Year Ago

Alexandria



6%

Leesville



18%

Natchitoches

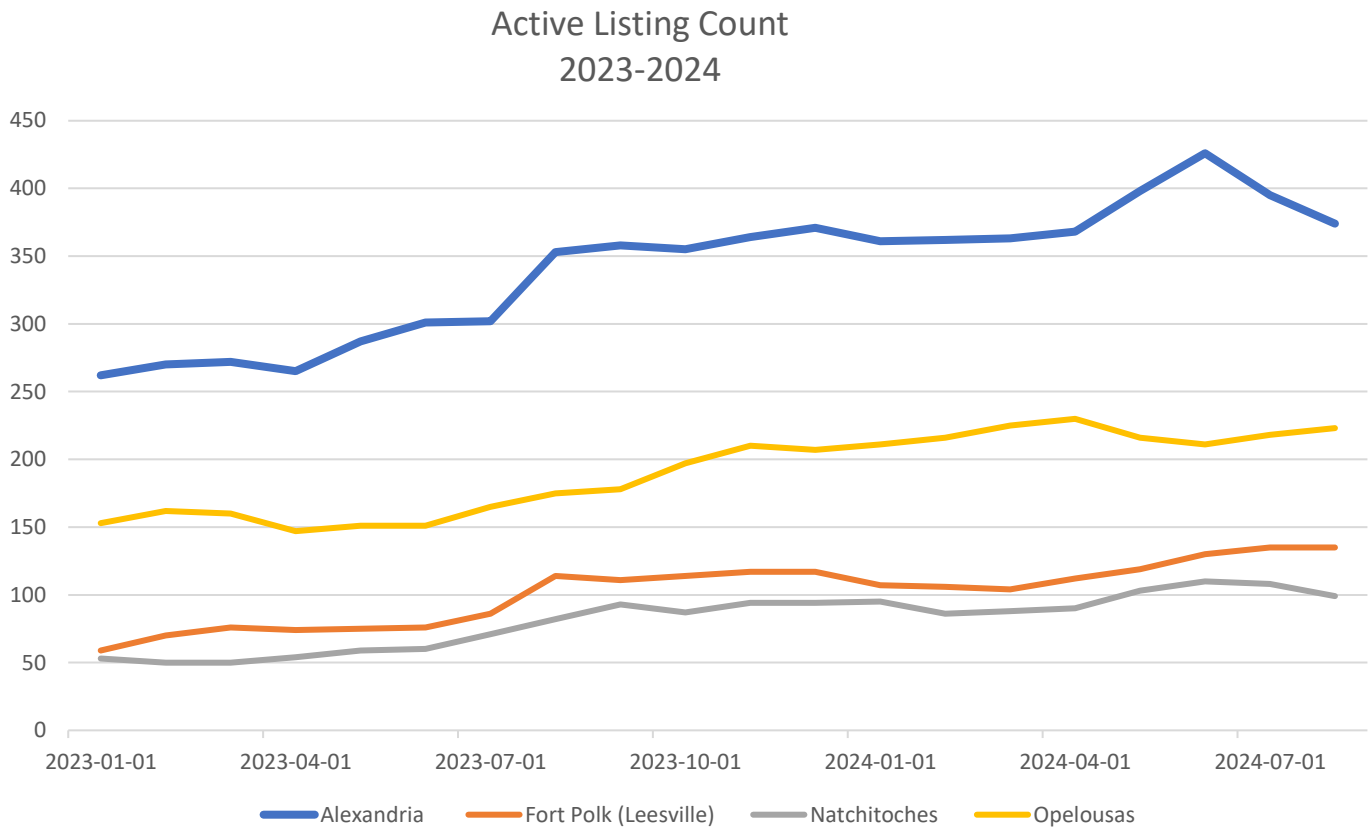


21%

Opelousas

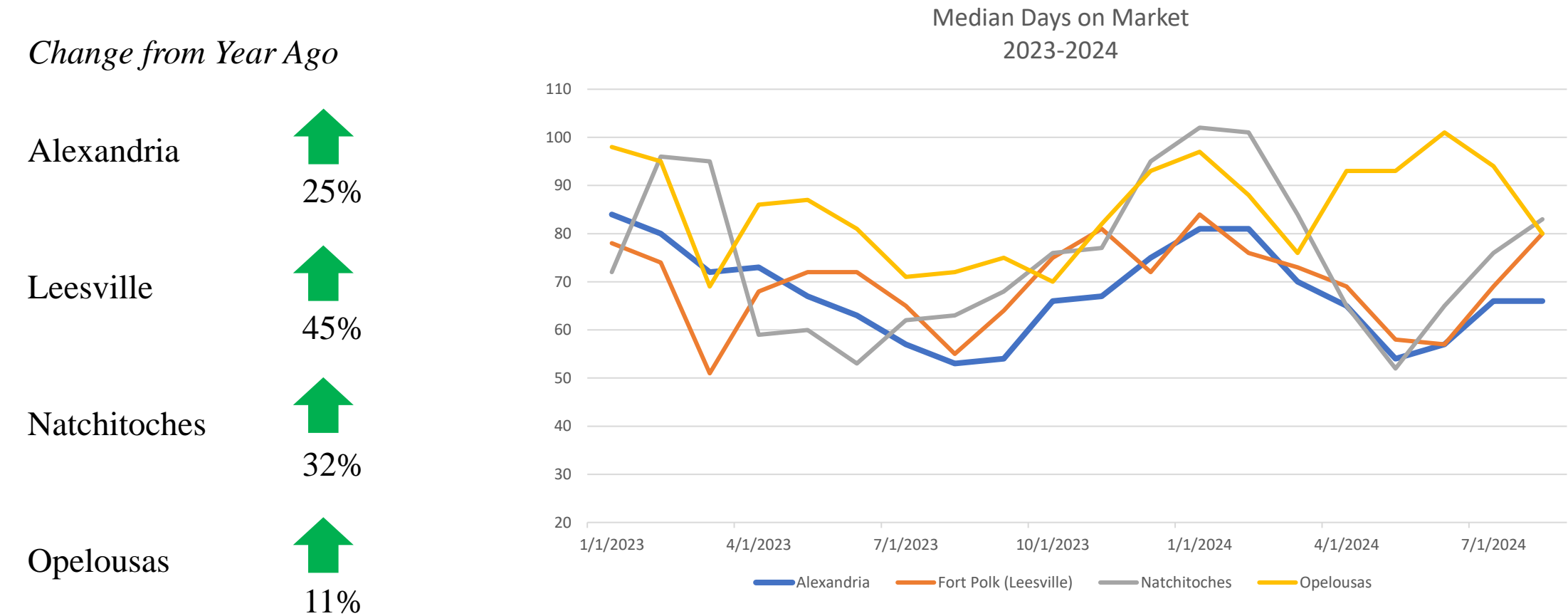


27%



MEDIAN DAYS ON MARKET BY MSA

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



Data Source: Realtor.com. Retrieved from FRED, Federal Reserve Bank of St. Louis. Sept 26, 2024. n/a = data not available

Travel


Central Louisiana Economic Dashboard

AVOYELLES HOTEL OCCUPANCY TAX


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

August


August


1%

Aug YoY


2%

Aug YTD


4%

	2020	2021	2022	2023	2024
August	\$ 13,383	\$ 18,012	\$ 15,964	\$ 15,676	\$ 15,893
July	\$ 11,955	\$ 15,904	\$ 17,530	\$ 15,646	\$ 15,748
% Chg over Prev Month	12.0%	13.3%	-8.9%	0.2%	0.9%
% Chg over Prev Year		34.6%	-11.4%	-1.8%	1.4%
YTD	\$ 70,272	\$ 95,569	\$ 93,230	\$ 87,087	\$ 90,829
% Chg over Prev YTD		36.0%	-2.4%	-6.6%	4.3%

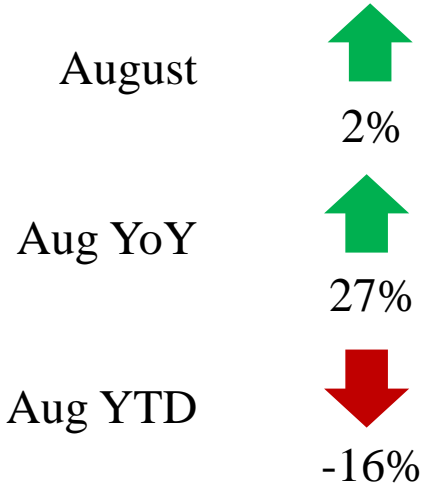
Note: Current tax revenue reflects hotel occupancy activity in the prior month. Hotel occupancy tax revenue is used as a proxy for hotel occupancy rate.
Data Source: Avoyelles Parish School Board. September 2024.

NATCHITOCHES HOTEL OCCUPANCY TAX

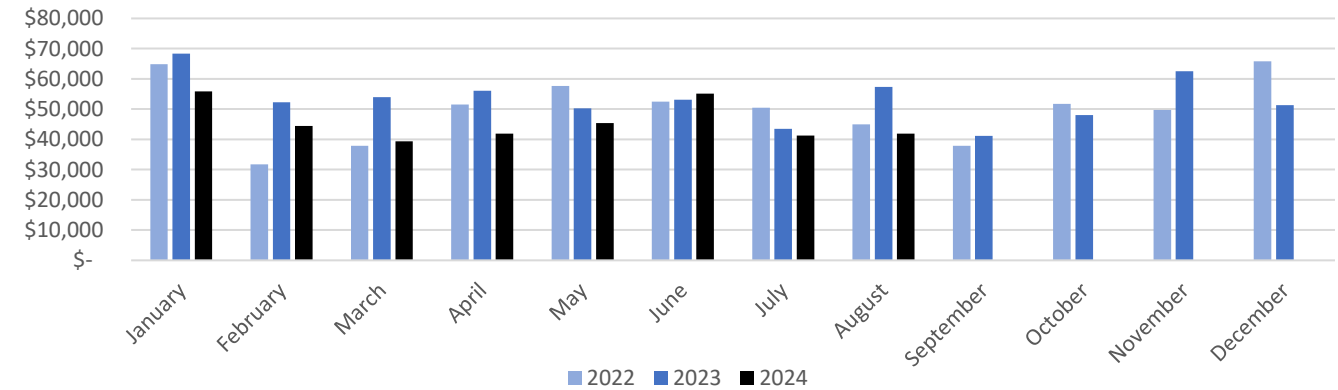
Natchitoches Parish hotel occupancy tax revenue with previous month, year, and YTD comparisons.

August

	2021	2022	2023	2024
August	\$ 42,488	\$ 44,956	\$ 57,380	\$ 41,941
July	\$ 40,297	\$ 50,487	\$ 43,449	\$ 41,244
% Chg over Prev Month	5.4%	-11.0%	32.1%	1.7%
% Chg over Prev Year		5.8%	27.6%	-26.9%
YTD	\$ 310,110	\$ 391,550	\$ 434,881	\$ 365,323
% Chg over Prev YTD		26.3%	11.1%	-16.0%



Natchitoches Hotel Sales Tax Revenue
2022-2024



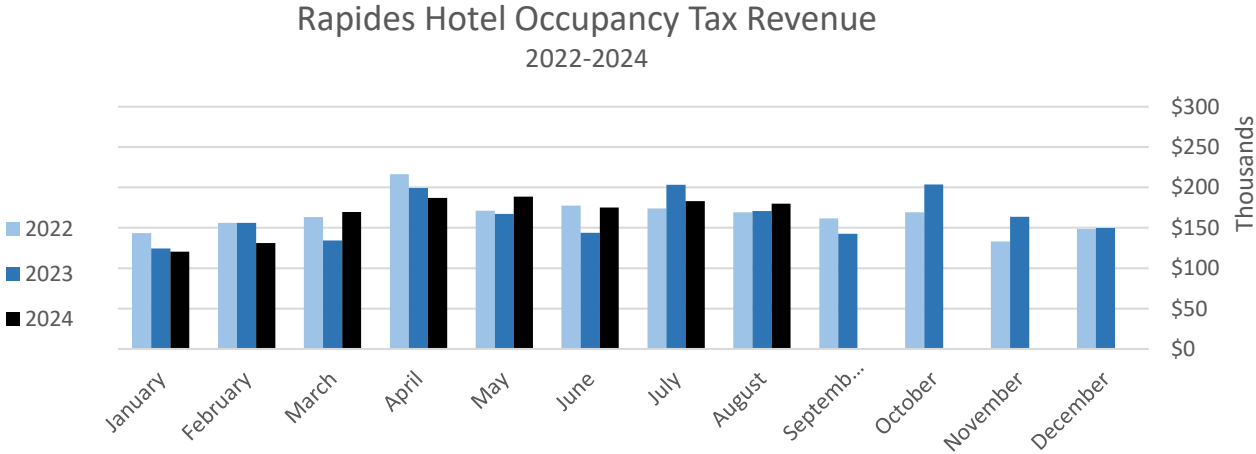
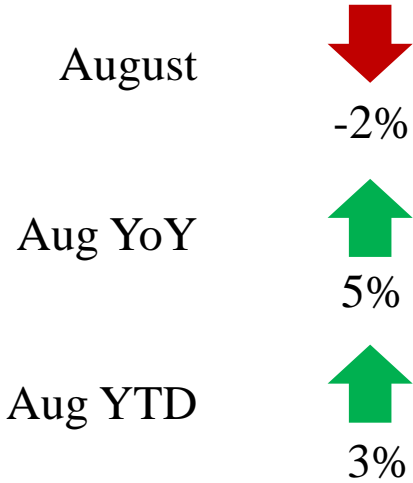
Note: Current tax revenue reflects hotel occupancy activity in the prior month. Hotel occupancy tax revenue is used as a proxy for hotel occupancy rate.
Data Source: Natchitoches Parish Tax Administrator, September 2024.

RAPIDES HOTEL OCCUPANCY TAX

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

August

	2021	2022	2023	2024
August	\$ 208,193	\$ 169,181	\$ 170,596	\$ 179,681
July	\$ 201,180	\$ 173,838	\$ 203,144	\$ 182,823
% Chg over Prev Month	3.5%	-2.7%	-16.0%	-1.7%
% Chg over Prev Year		-18.7%	0.8%	5.3%
YTD	\$ 1,361,754	\$ 1,370,683	\$ 1,298,058	\$ 1,334,493
% Chg over Prev YTD		0.7%	-5.3%	2.8%






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, September 2024.

VERNON HOTEL OCCUPANCY TAX

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

August

August					
	-3%				
Aug YoY					
	1%				
Aug YTD					
	-6%				

	2021	2022	2023	2024
August	\$ 25,572	\$ 30,912	\$ 26,581	\$ 26,855
July	\$ 32,546	\$ 30,576	\$ 30,581	\$ 27,709
% Chg over Prev Month	-21.4%	1.1%	-13.1%	-3.1%
% Chg over Prev Year		20.9%	-14.0%	1.0%
YTD	\$ 222,573	\$ 215,238	\$ 229,797	\$ 216,042
% Chg over Prev YTD		-3.3%	6.8%	-6.0%

Note: Current tax revenue reflects hotel occupancy activity in the prior month. Hotel occupancy tax revenue is used as a proxy for hotel occupancy rate.
Data Source: Vernon Parish Sales Tax Department. September 2024.

GULF COAST RETAIL GASOLINE PRICE

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

August



-4%

Aug YoY



-13%

- In August 2024, the average retail gasoline price in Gulf Coast region was \$2.97/gal., down -3.6% from July.
- Furthermore, the retail gasoline price in August was -13% from a year ago.

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



Local & Louisiana

Central Louisiana Economic Dashboard

NEW BUSINESS APPS IN LOUISIANA

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

August

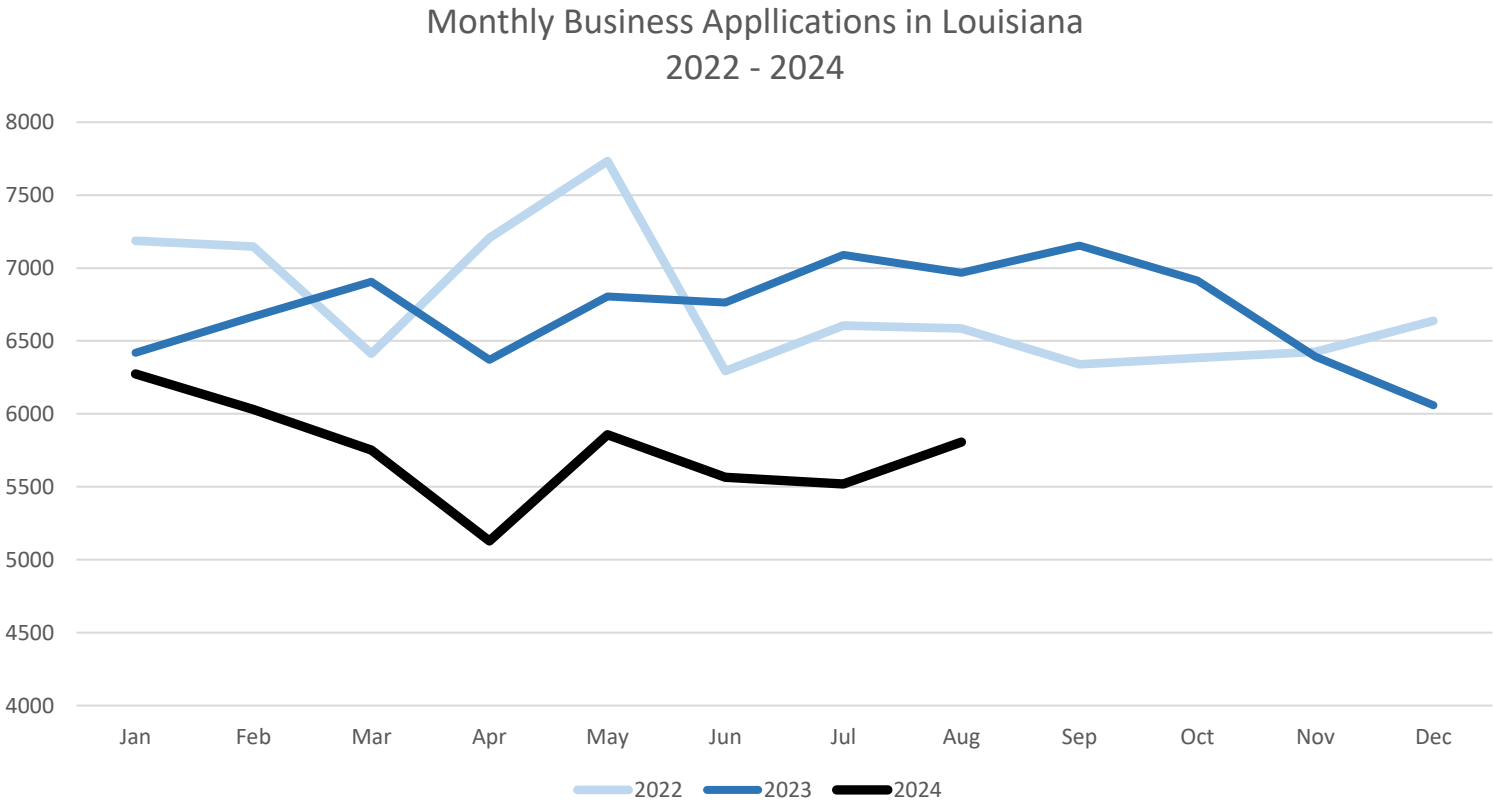
↑5%

Aug YoY

↓-17%

Aug YTD

↓-15%



Note: Data reflects businesses applications, not necessarily business formations.
Data Source: U.S. Census Bureau, Business Formation Statistics, Retrieved September 23, 2024.

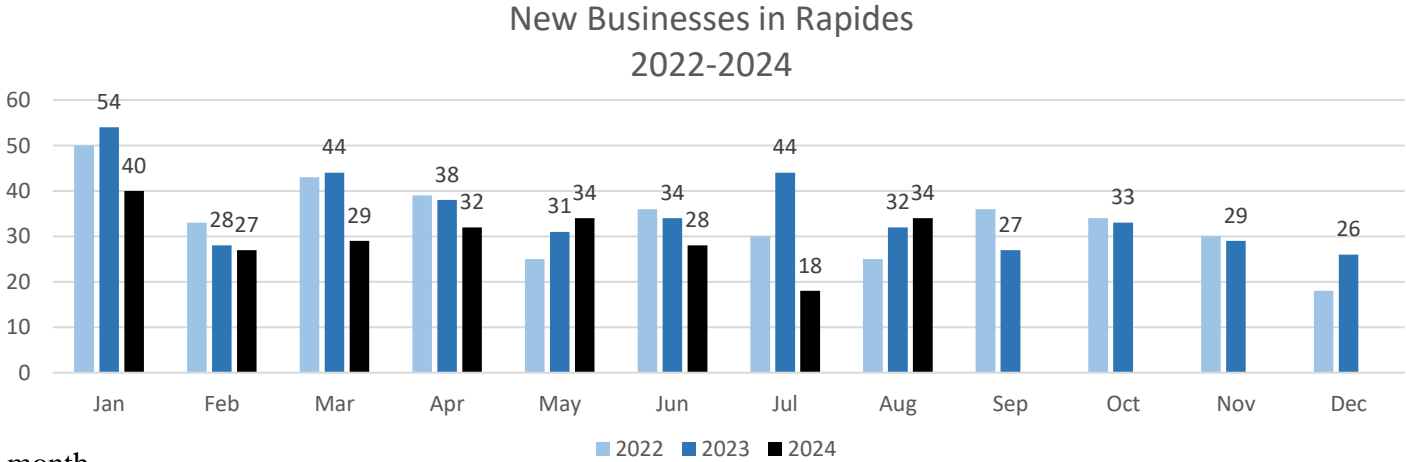
NEW BUSINESSES IN RAPIDES

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

June

- The number of new businesses established in Rapides in the first eight months of 2024 fell -21% compared to the same period in 2023.
- YTD 242 businesses were created in Rapides in 2024, compared to 305 in 2023.

	2020	2021	2022	2023	2024
August	37	50	25	32	34
July	47	50	30	44	18
% Chg Prev Month	-21.3%	0.0%	-16.7%	-27.3%	88.9%
% Chg from Prev Year		35.1%	-50.0%	28.0%	6.3%
YTD	271	369	281	305	242
% Chg over Prev YTD		36.2%	-23.8%	8.5%	-20.7%

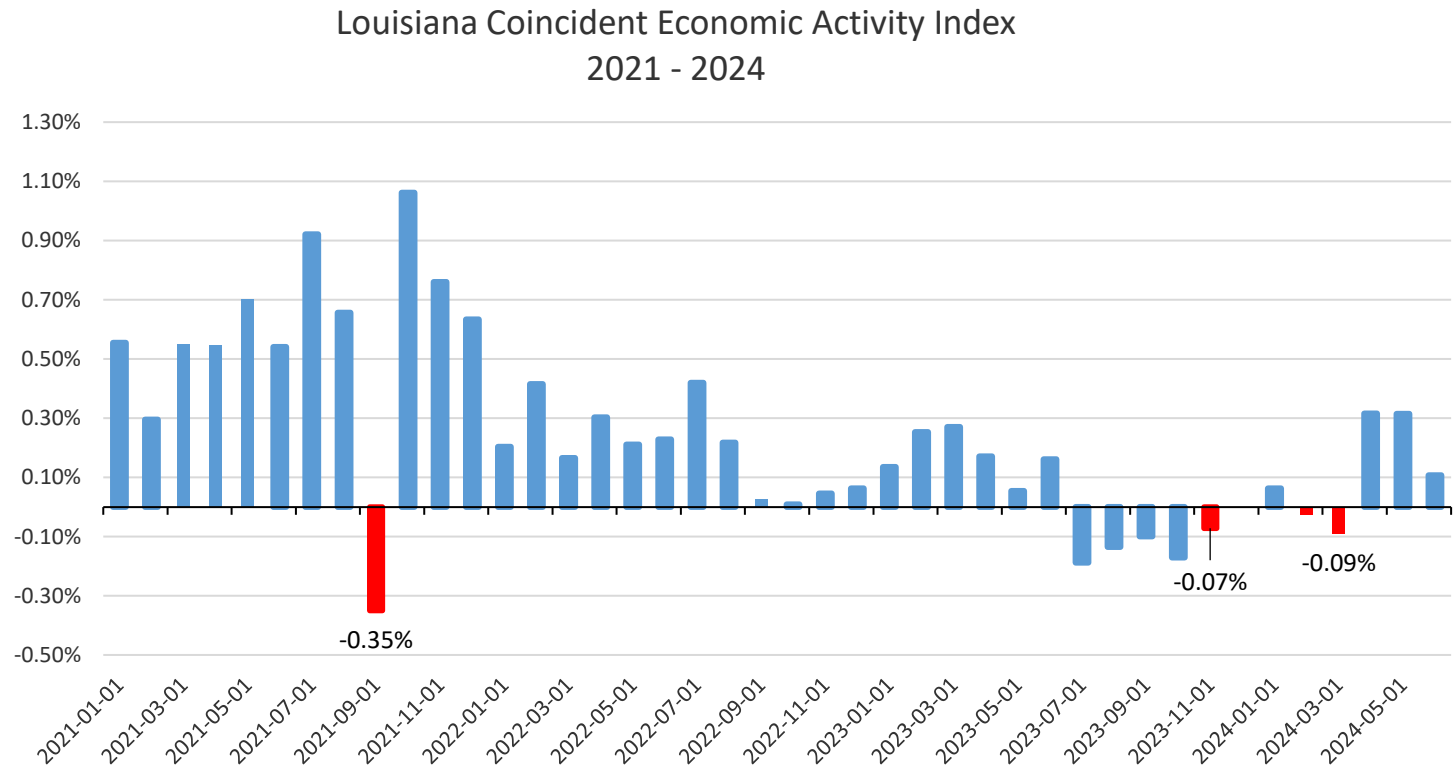


Note: Data reflects businesses established in the current month.
Data Source: Rapides Parish Sales and Use Tax Department, September 2024.

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.

- *Economic activity in Louisiana year-to-date in 2024 increased 0.8% compared to 0.6% a year earlier.*
- *In the last 10 months, the Activity Index has turned negative three times.*

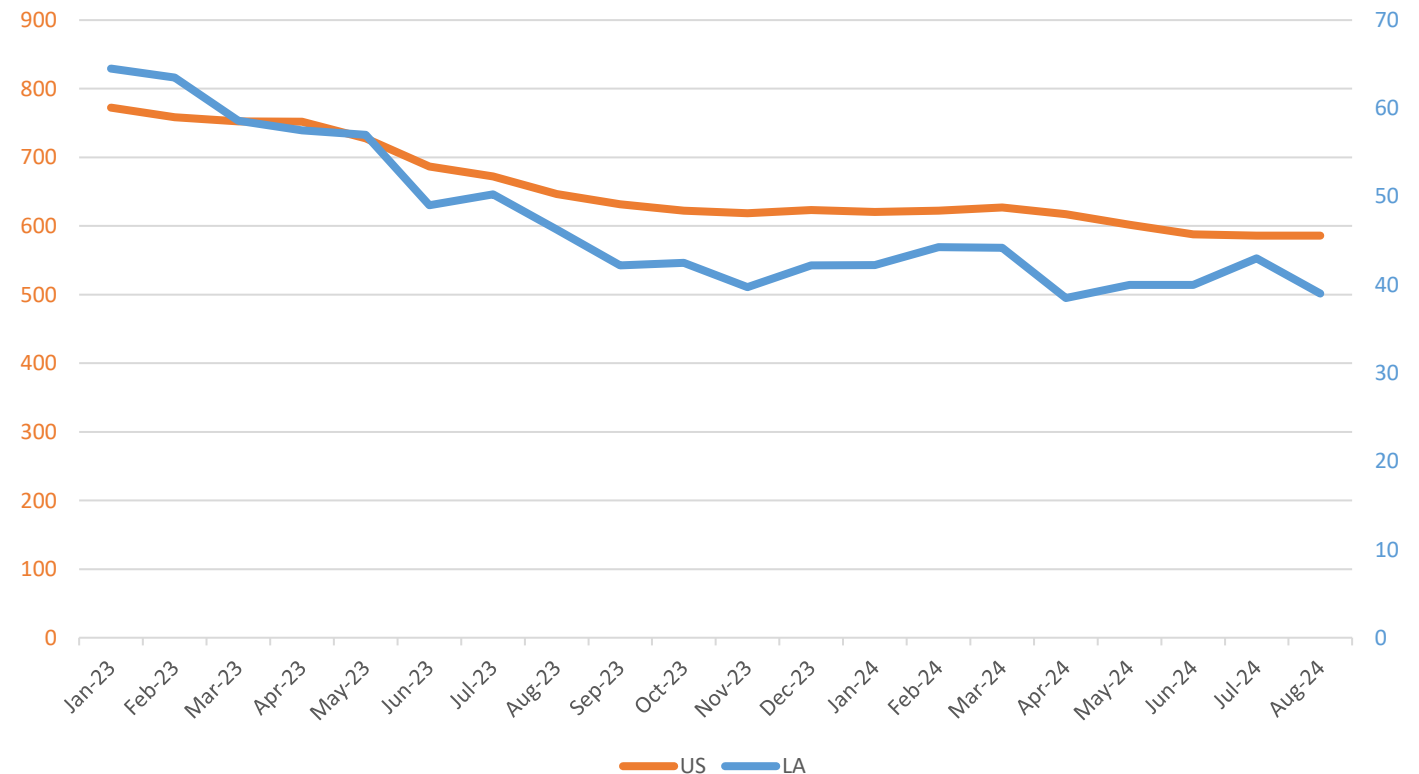


BAKER HUGHES RIG COUNT

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

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

- Average rig count in Louisiana in August 2024 was 49, down 4 rigs from July and 7 rigs from a year ago.
- Nationwide, the rig count in August 2024 was unchanged from July and down 61 rigs from a year ago.




LOUISIANA GAMING REVENUE

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


August 2024

August




6%

Aug YoY



6%

Aug YTD



-2%

	Aug-24	Jul-24	Aug-23	M/M	Y/Y	YTD
Video Poker	\$ 62,159,168	\$ 60,514,308	\$ 61,600,667	2.7%	0.9%	-2.4%
Riverboat	\$ 147,258,964	\$ 138,079,530	\$ 136,071,837	6.6%	8.2%	-2.6%
Landbased	\$ 18,886,071	\$ 17,703,451	\$ 17,958,566	6.7%	5.2%	-3.9%
Slots	\$ 26,505,790	\$ 25,062,832	\$ 25,036,305	5.8%	5.9%	1.8%
Total	\$ 254,809,993	\$ 241,360,121	\$ 240,667,375	5.6%	5.9%	-2.2%

* Note: Year-to-Date percentage reflects calendar year.
Data Source: Louisiana Gaming Control Board, Sept. 23, 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 November 25, 2024*

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