

# CENLA ECONOMIC DASHBOARD

*May 18, 2020*

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# KEY TAKEAWAYS

*May 18, 2020 CENLA Economic Dashboard*

- Social distancing indicators show increased mobility throughout Rapides and Cenla.
- Economic research firm, Chmura, ranks the Alexandria MSA as one of the least economically vulnerable metro areas in U.S.
- Rapides hit a daily high in new COVID-19 cases.
- Initial unemployment claims in Cenla are down for fourth straight week.
- Rapides job openings reached a 12 month low.
- Sales tax revenue was up in Rapides, Avoyelles, Evangeline, and St. Landry in April, which reflects increased March sales activity over February.
- Vehicles sales tax revenue was up in Rapides, Avoyelles, Evangeline, and St. Landry in April, which reflects increased March sales activity over February,
- Active listings in the Alexandria MSA housing market were at the lowest level in past year.
- Rig count in Louisiana is down 40% since January 1 and 57% nationwide.
- 38.5% of Louisiana small businesses believe the economy will be restored within three months compared to 28% nationwide.

# COVID-19

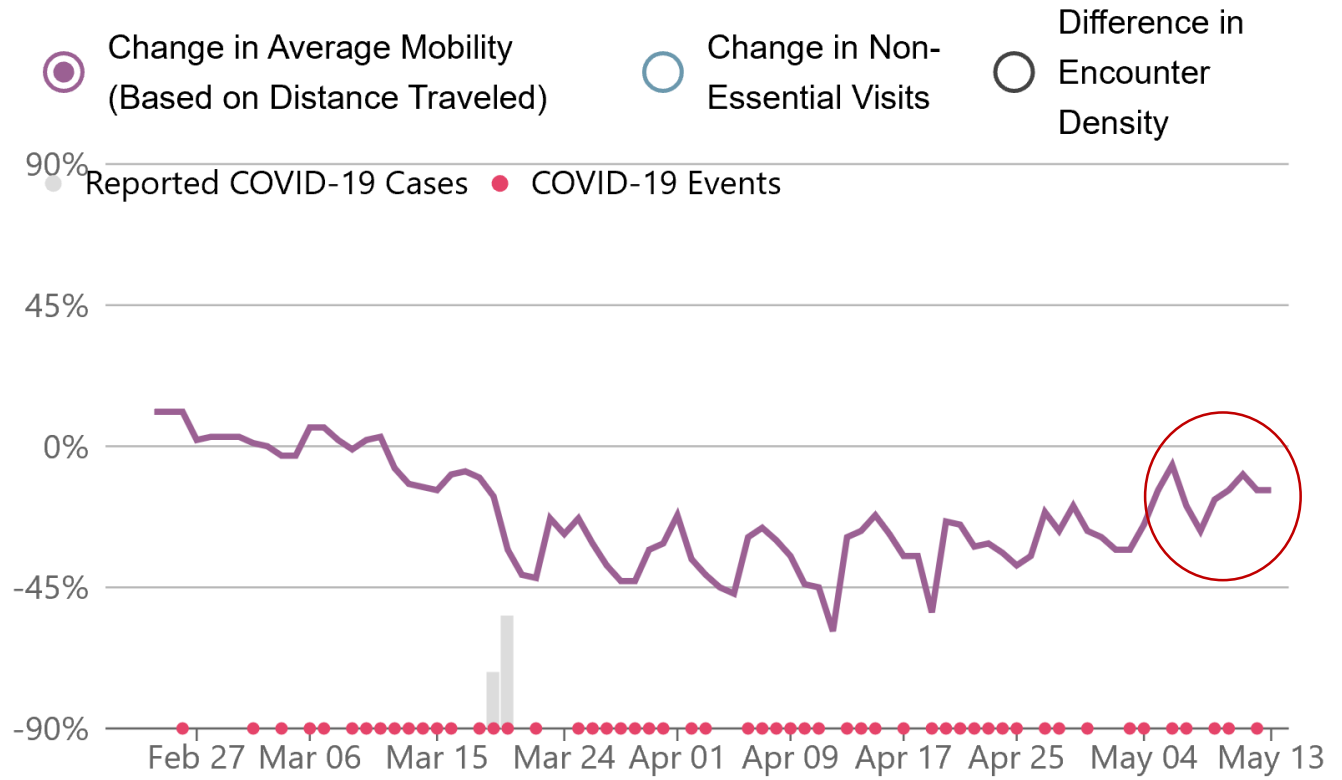
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# SOCIAL DISTANCING SCOREBOARD

*Represents the change in the number of potential human encounters. Higher grades represent less mobility, while lower grades represent increased mobility.*

	4-Apr	16-Apr	26-Apr	15-May
Louisiana	C	D	D	F
Allen	D	C-	C	D
Avoyelles	D	D	D+	D
Catahoula	C	C-	C	C
Concordia	D	D	D+	D
Evangeline	D	D+	D+	D
Grant	B	B-	B-	C
LaSalle	D	D	D	D
Rapides	B	D	F	F
St. Landry	D	D-	D	F
Vernon	C	D	D+	D

*Rapides Parish*  
Feb. 25 – May 15, 2020



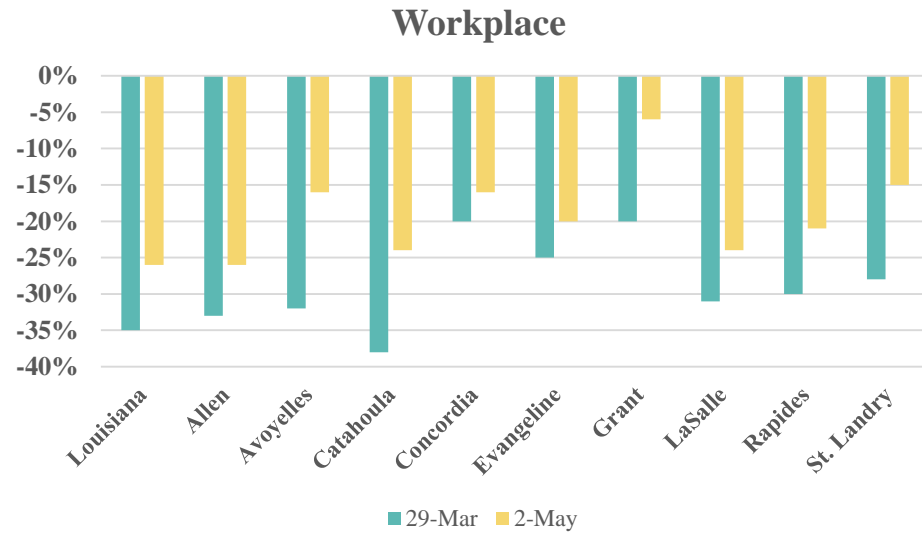
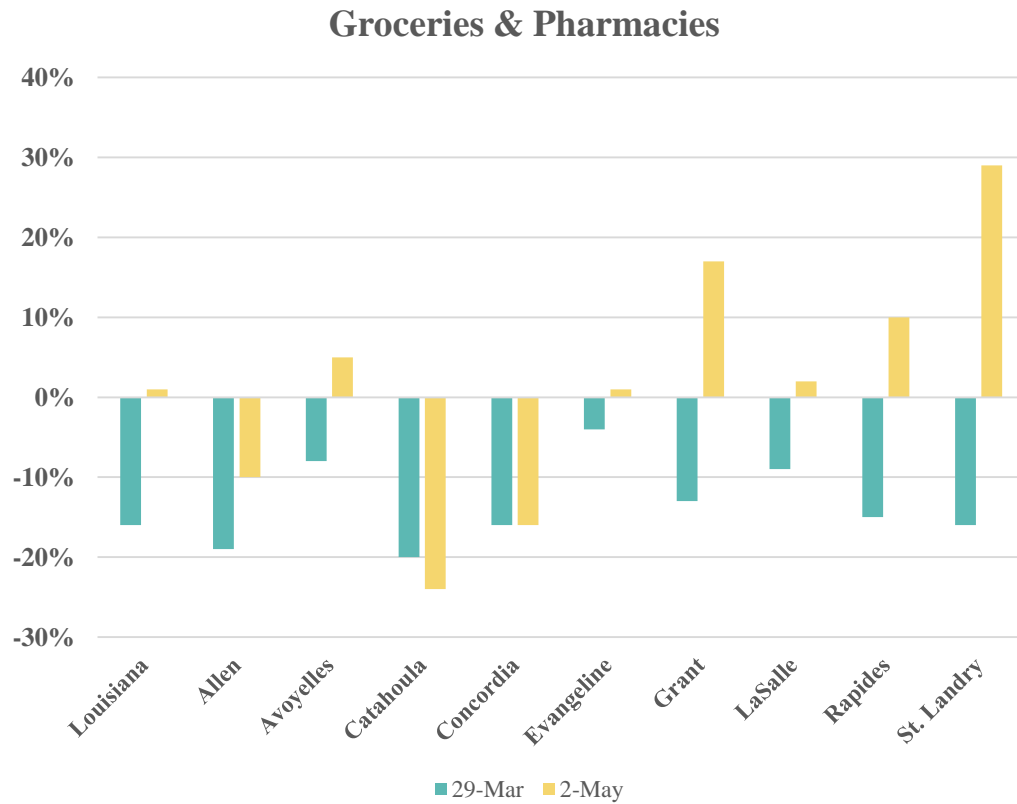
# COVID-19 COMMUNITY MOBILITY REPORT

*Represents how visits and length of stay at different places changed on March 29, April 11, and May 2 relative to a February 16, 2020 baseline.*

	Retail			Grocery & Pharmacies			Workplaces		
	29-Mar	11-Apr	2-May	29-Mar	11-Apr	2-May	29-Mar	11-Apr	2-May
Louisiana	-45%	-45%	-30%	-16%	-2%	1%	-35%	-36%	-26%
Allen	-34%	-35%	-35%	-19%	-10%	-10%	-33%	-38%	-26%
Avoyelles	-24%	-16%	-16%	-8%	5%	5%	-32%	-27%	-16%
Catahoula	-64%	-64%	-64%	-20%	-24%	-24%	-38%	-44%	-24%
Concordia	-23%	-24%	-24%	-16%	-16%	-16%	-20%	-30%	-16%
Evangeline	-16%	-36%	-36%	-4%	1%	1%	-25%	-28%	-20%
Grant	-	-		-13%	17%	17%	-20%	-20%	-6%
LaSalle	-27%	-36%	-36%	-9%	2%	2%	-31%	-41%	-24%
Rapides	-40%	-39%	-21%	-15%	0%	10%	-30%	-27%	-21%
St. Landry	-28%	38%	-19%	-16%	20%	29%	-28%	-26%	-15%

# COVID-19 COMMUNITY MOBILITY GRAPHS

Graphical representation of changes in Google's Mobility Report for March 29 and May 2 relative to a February 16, 2020 baseline.

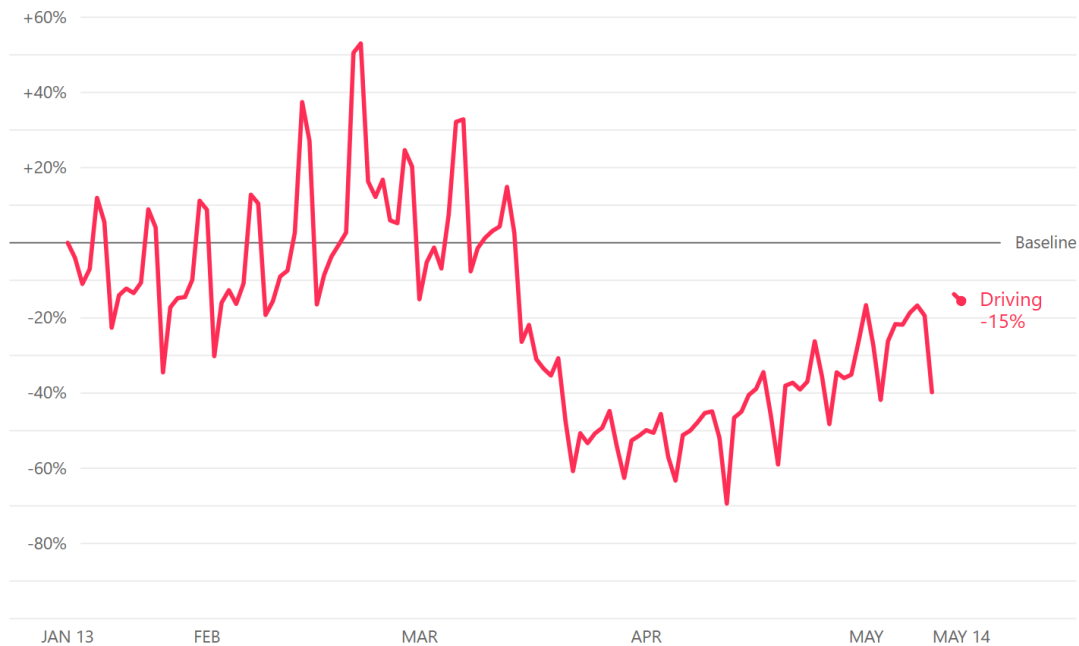


Source: Google Mobility Change Report as of March 29, April 11, and May 2, 2020

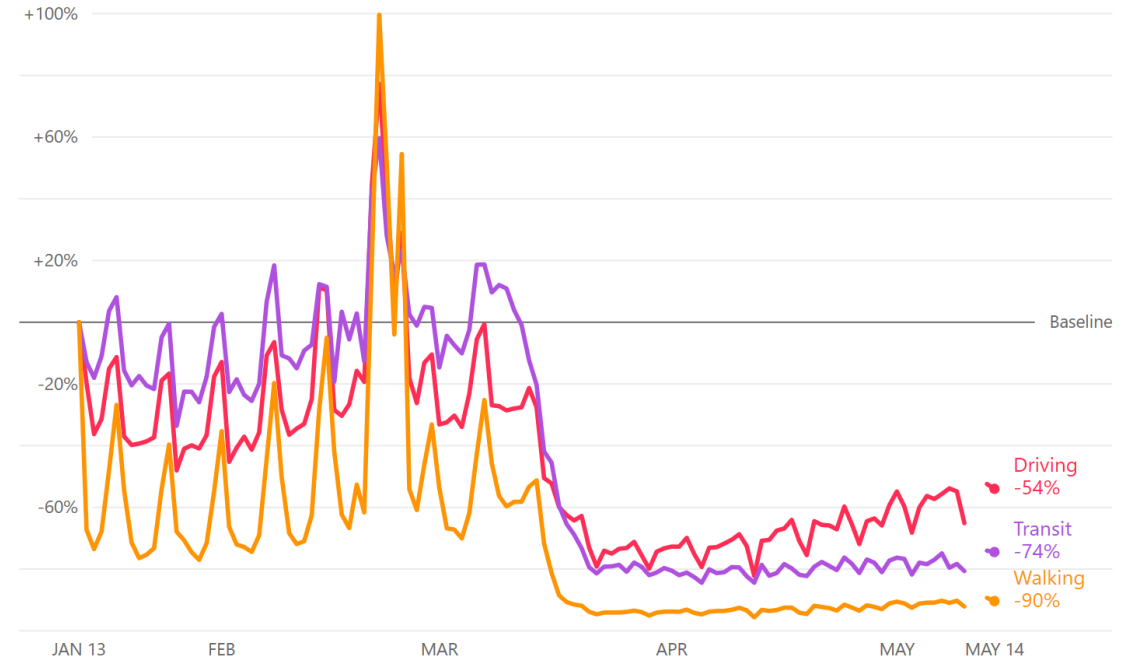
# APPLE MOBILITY TRENDS

*Apple's Mobility Trends Report tracks aggregate changes in mobility from January 13 to May 14, 2020.*

## Louisiana



## New Orleans





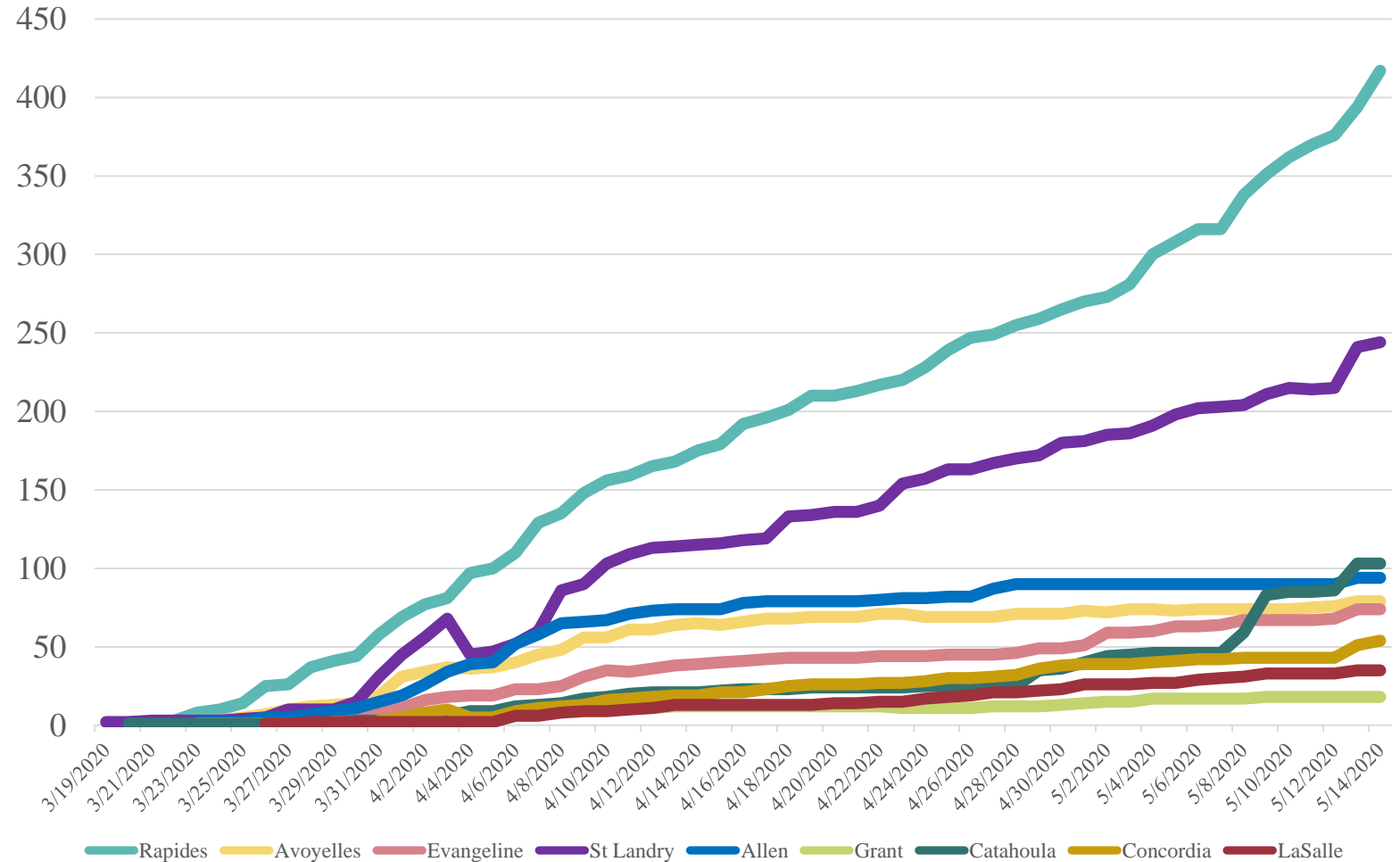
# COVID-19 CASES IN CENLA

(L) Cases per 1,000 population as of May 14.

(R) Cumulative cases by parish

Parish	Cases / 1000
Allen	3.67
Avoyelles	1.97
Catahoula	10.85
Concordia	2.80
Evangeline	2.22
Grant	0.80
LaSalle	2.35
Rapides	3.22
St Landry	2.95

COVID-19 Cases by Parish  
March 19 – May 14, 2020



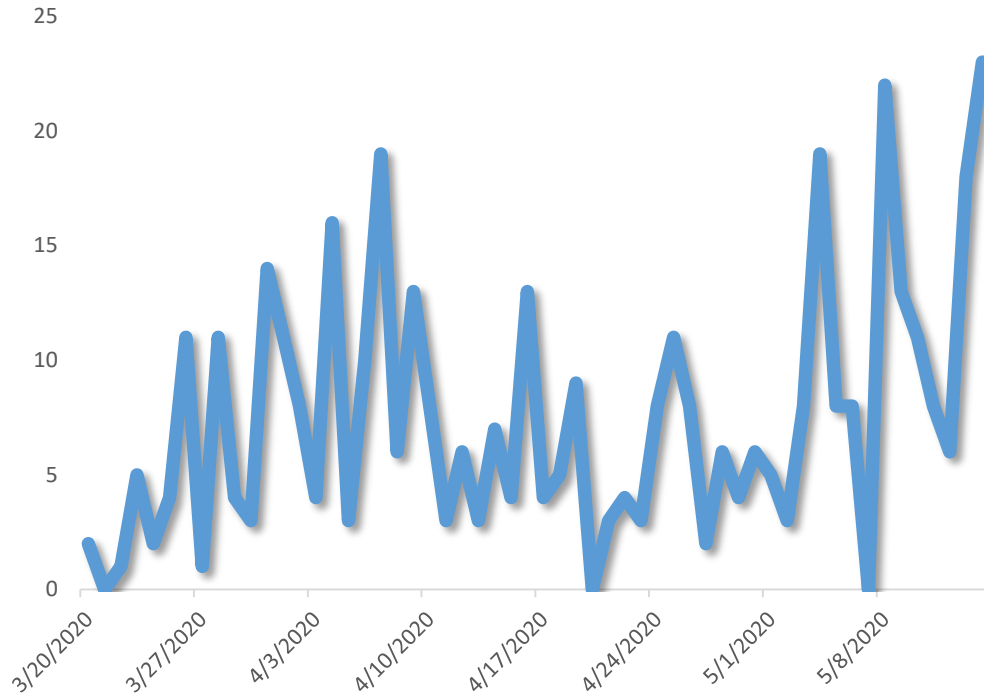
Source: Data from [New York Times](#) and US Census [2019 Population Estimate](#)

# COVID-19 CASES IN RAPIDES & LOUISIANA

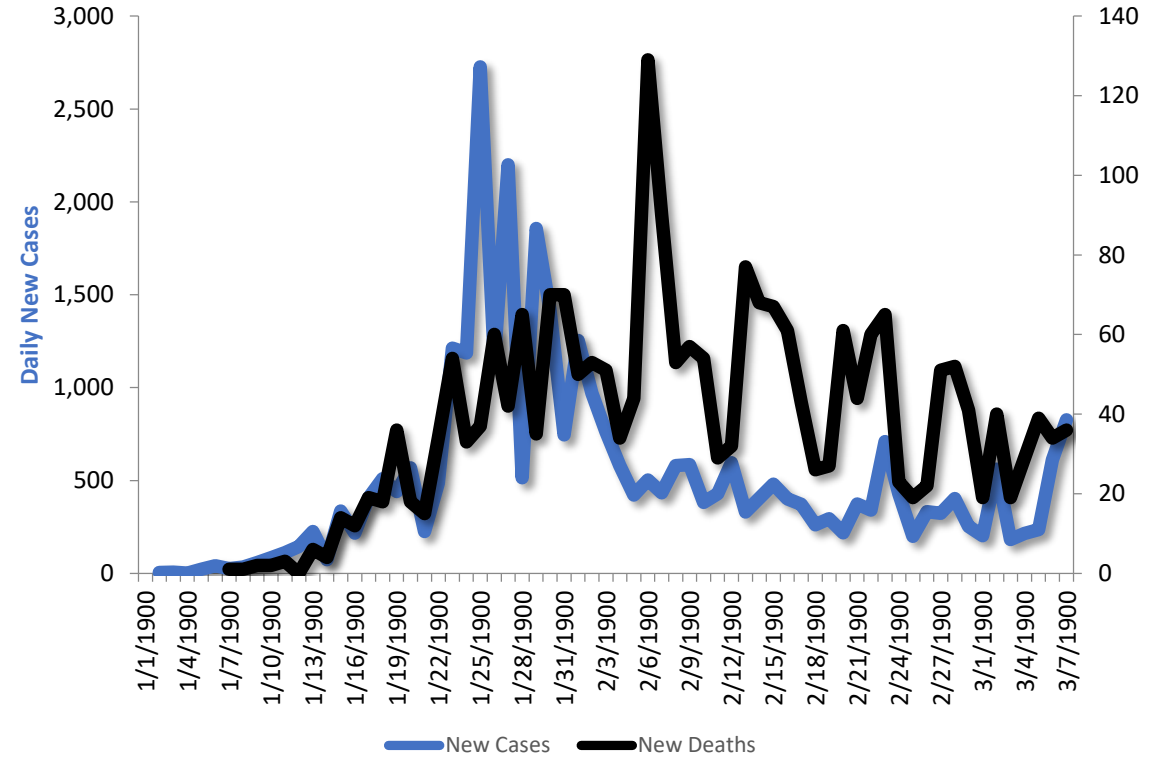
(L) Daily new cases in Rapides.

(R) Daily new cases and deaths in Louisiana.

Daily New Cases in Rapides Parish  
March 20 - May 14, 2020



Daily New Cases & Deaths in Louisiana  
March 9 - May 14, 2020



# EMPLOYMENT

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# COVID-19 ECONOMIC VULNERABILITY INDEX

*The Economic Vulnerability Index is a measurement of the negative impact that the coronavirus crisis can have on employment based upon a region's mix of industries. The average Vulnerability Index score is 100, representing the average job loss expected in the United States.*

*Higher scores indicate the degree to which job losses may be greater—an index of 200, for example, means the rate of job loss can be twice as large as the national average. Conversely, an index of 50 would mean a possible job loss of half the national average.*

## *Metro Area Vulnerability Index (Rank out of 384 Cities)*

	Index	Rank
Alexandria	88	335
Baton Rouge	95	249
Hammond	107	75
Houma-Thibodaux	100	170
Lafayette	98	201
Lake Charles	100	171
Monroe	96	227
New Orleans-Metairie	126	25
Shreveport-Bossier	106	88

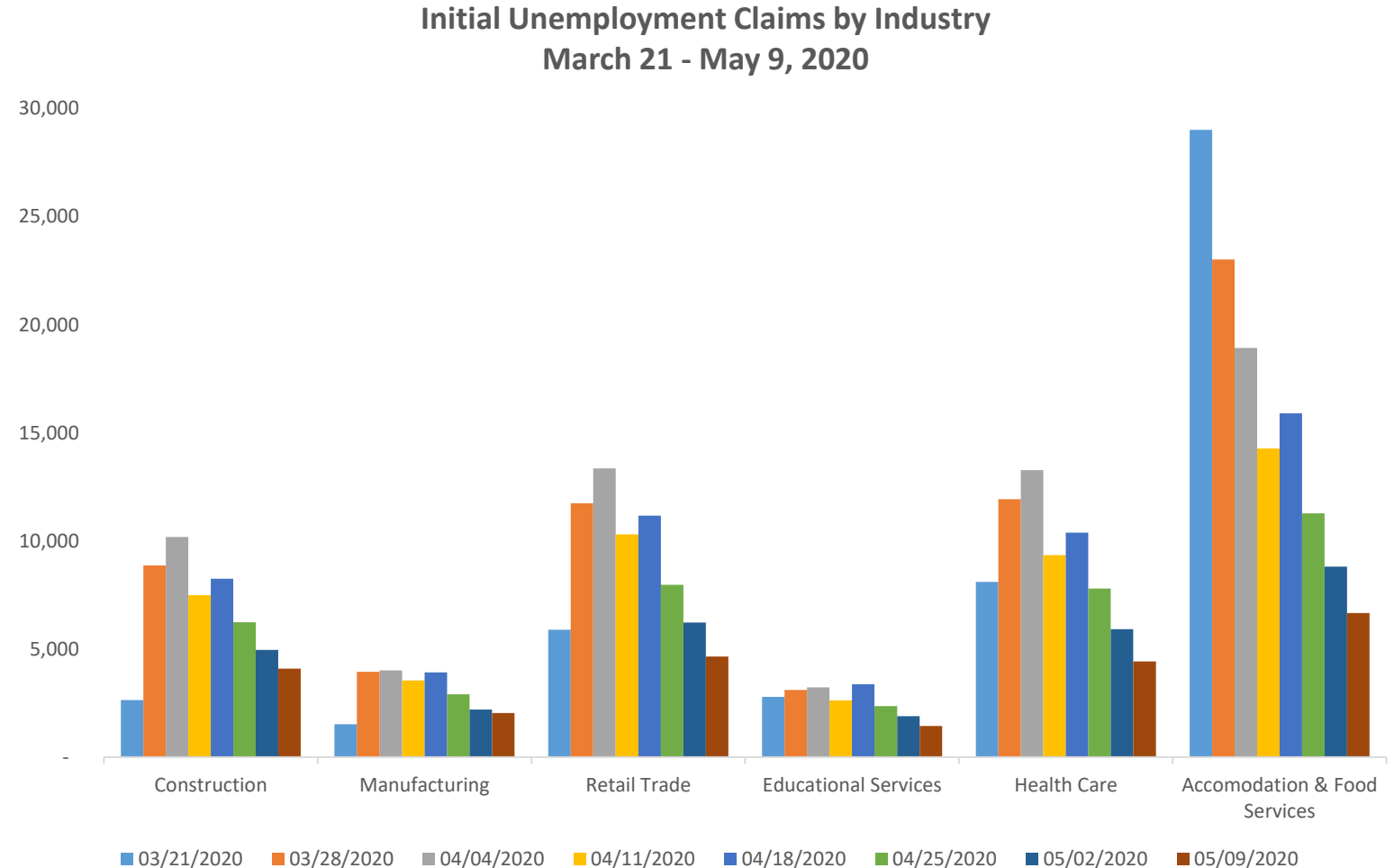
## *Cenla Parish Vulnerability Index (Rank out of 3141 Counties)*

	Index	Rank
Allen	164	56
Avoyelles	107	504
Catahoula	57	2836
Concordia	99	838
Evangeline	54	2898
Grant	99	841
La Salle	61	2694
Rapides	87	1500
St. Landry	86	1589
Vernon	59	2772

# INITIAL UNEMPLOYMENT CLAIMS BY INDUSTRY

*Statewide initial unemployment claims by industry and week of filing.*

Statewide initial unemployment claims are trending down in construction, manufacturing, retail trade, education, health care, and accommodation and food services.

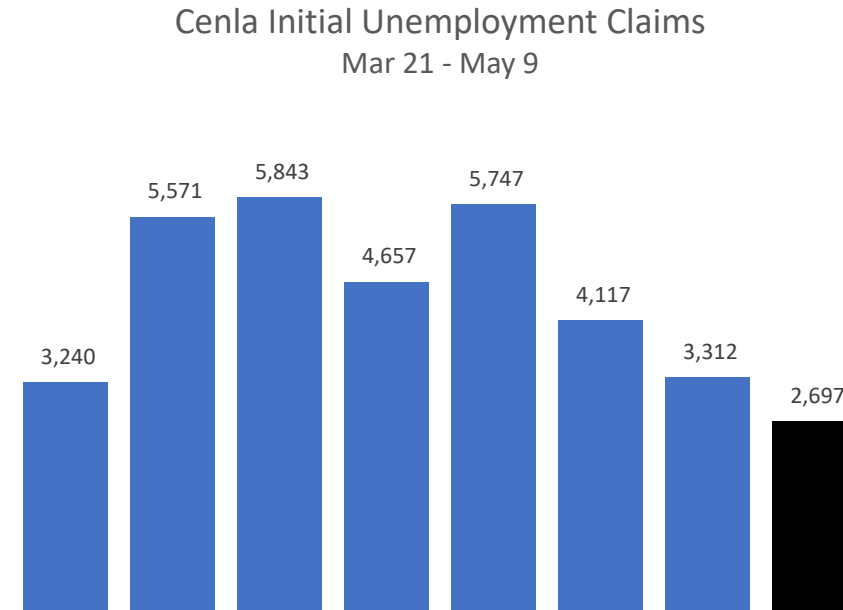


# INITIAL UNEMPLOYMENT CLAIMS IN CENLA

*(L) Initial unemployment claims by parish and week*

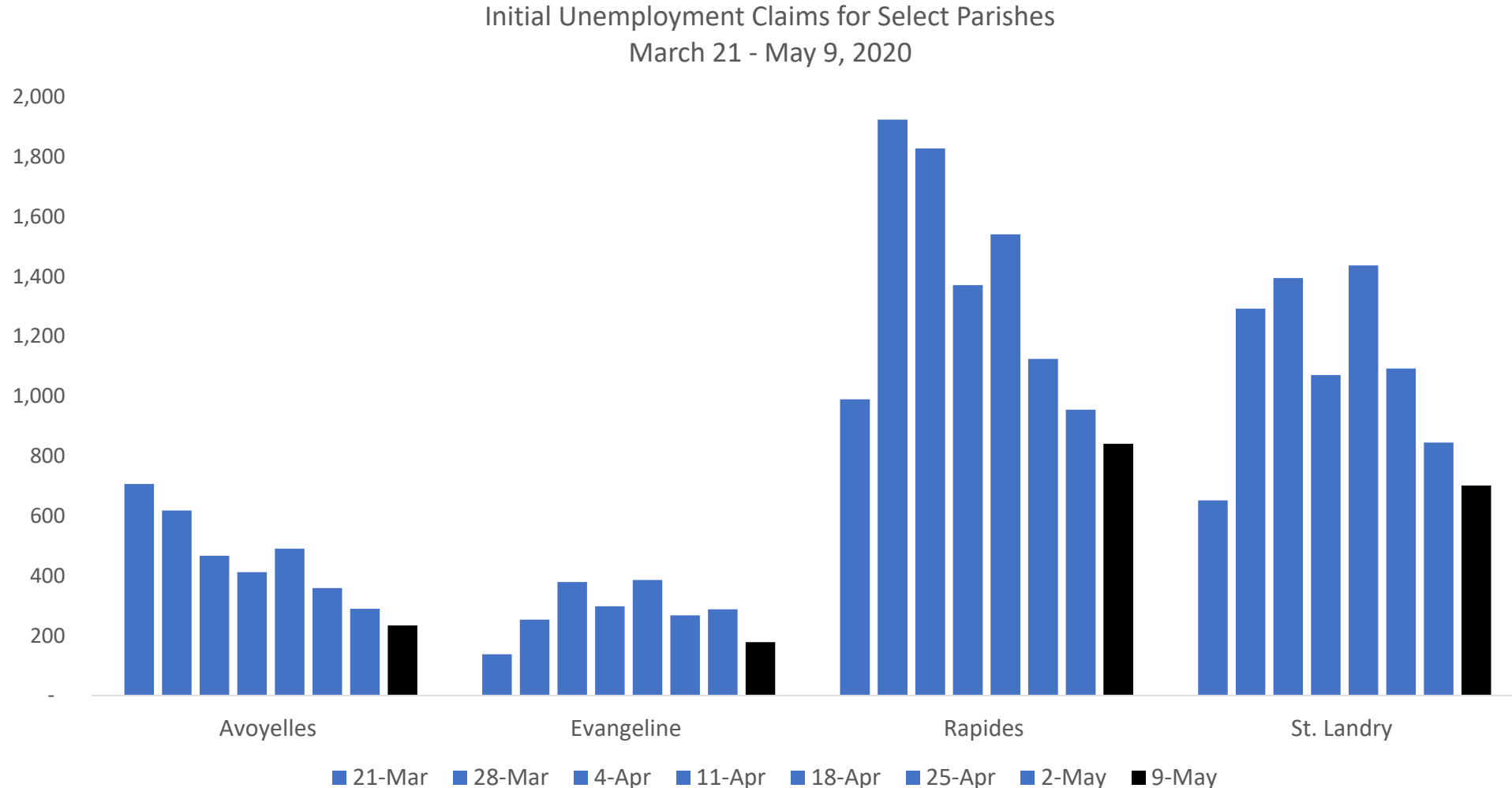
*(R) Total initial unemployment claims in Cenla.*

	28-Mar	4-Apr	11-Apr	18-Apr	25-Apr	2-May	9-May
Allen	205	421	431	683	233	181	119
Avoyelles	618	467	412	491	359	290	234
Catahoula	87	95	83	135	88	69	52
Concordia	161	175	133	190	177	125	127
Evangeline	253	379	298	386	268	288	178
Grant	213	209	172	177	141	115	98
La Salle	329	351	293	339	243	178	142
Rapides	1,924	1,828	1,371	1,541	1,125	955	841
St. Landry	1,293	1,395	1,071	1,437	1,093	845	702
Vernon	488	523	393	368	390	266	204
<b>Total</b>	<b>5,571</b>	<b>5,843</b>	<b>4,657</b>	<b>5,747</b>	<b>4,117</b>	<b>3,312</b>	<b>2,697</b>



# INITIAL UNEMPLOYMENT CLAIMS BY PARISH

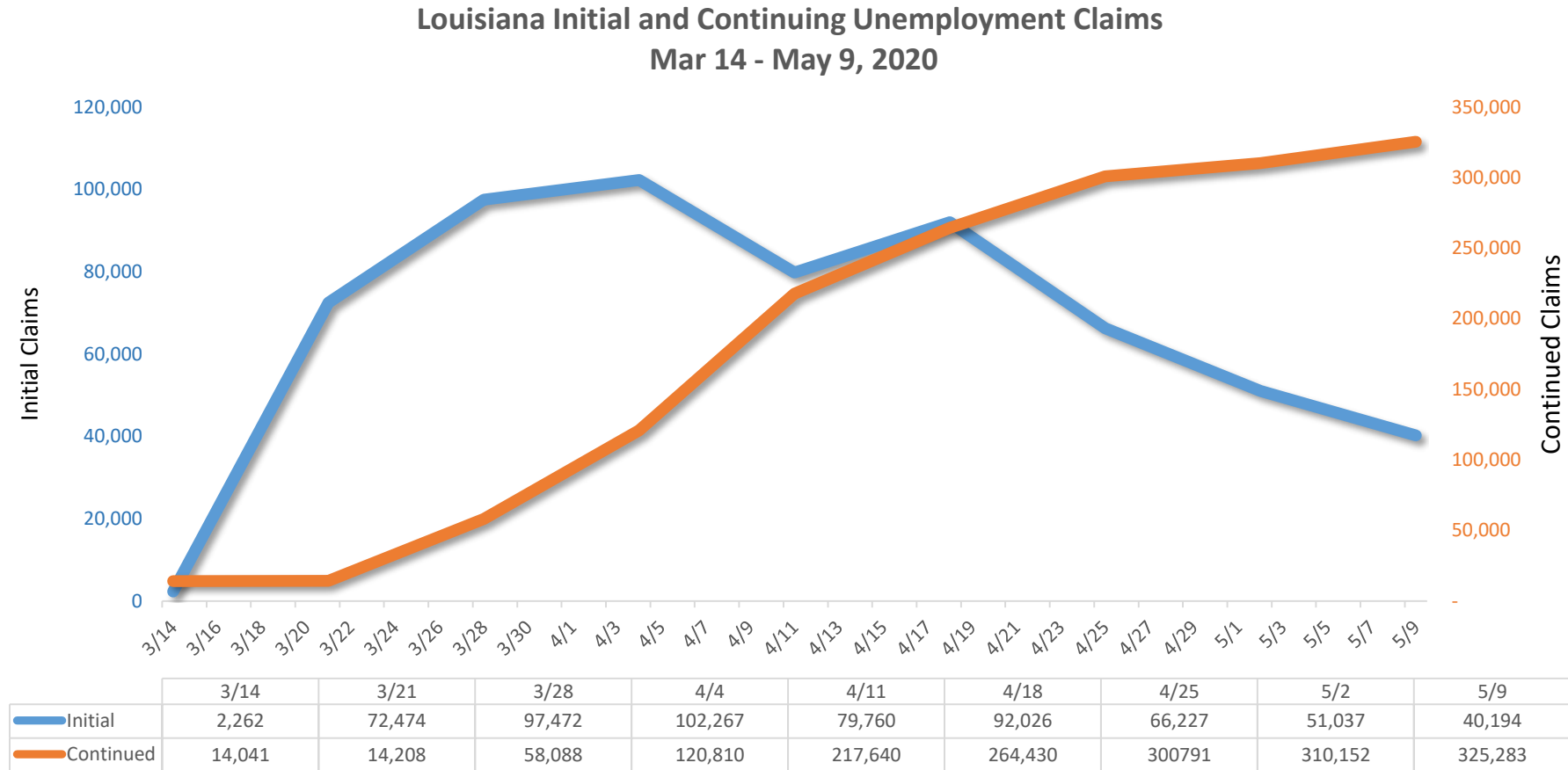
*Snapshot of weekly initial claims filed March 21 through May 9, 2020..*



Source: Louisiana Workforce Commission, May 15, 2020

# TOTAL UNEMPLOYMENT CLAIMS IN LOUISIANA

*Initial and continued unemployment claims in Louisiana*



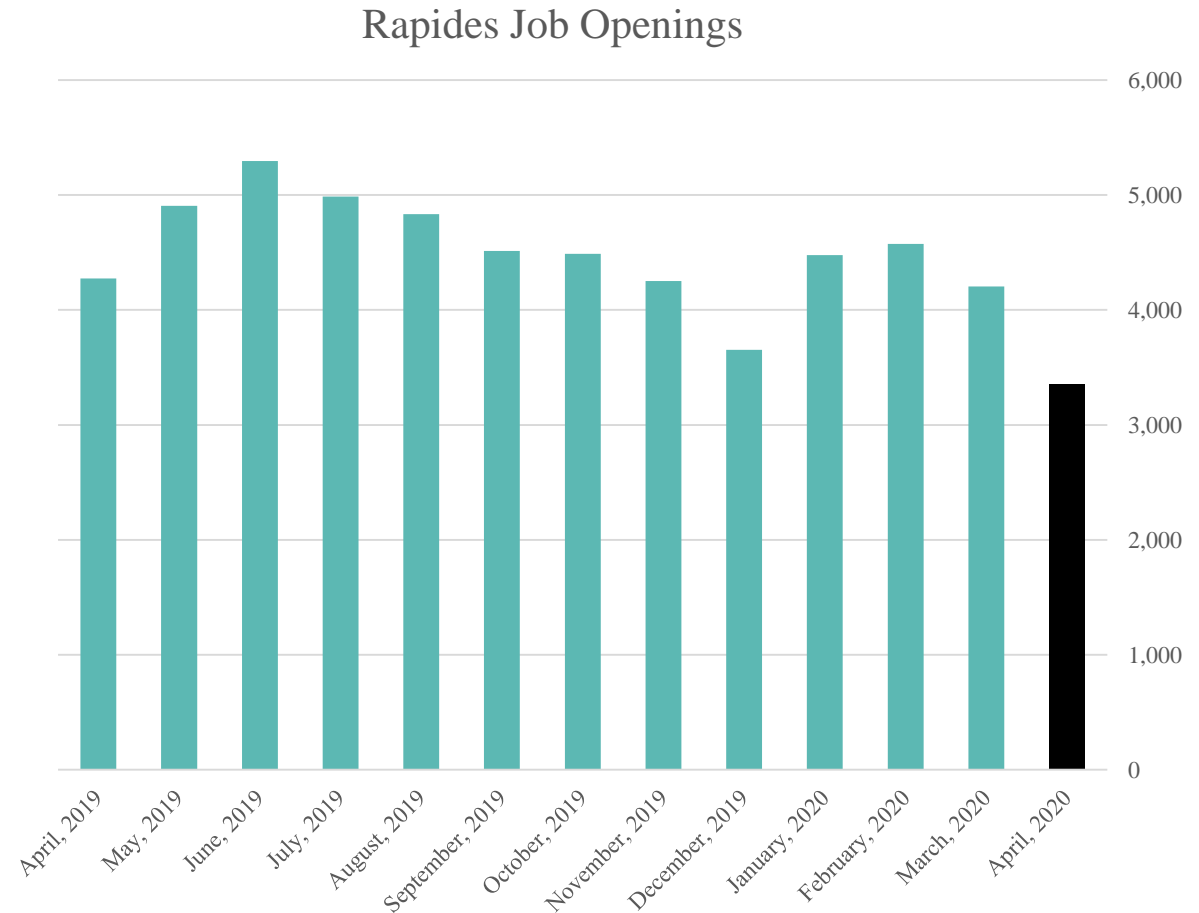
Source: Louisiana Workforce Commission, May 15, 2020



# JOB OPENINGS

*(L) The number of job openings advertised online in Cenla on May 15, 2020 and (R) job openings in Rapides parish since April 2019*

Area	Job Openings
Allen	119
Avoyelles	241
Catahoula	30
Concordia	131
Evangeline	152
Grant	38
La Salle	72
Rapides	3356
St. Landry	464



# TOP EMPLOYERS

*The tables below shows employers with the highest number of job openings advertised online on May 15, 2020.*

## Alexandria MSA

Employer	Job Openings
CHRISTUS Health	354
Rapides Parish School Dist	119
Army National Guard	63
DoorDash, Inc.	54
Pizza Hut, Inc.	27
Veterans Health Admin	26
Encompass Health Corp	25
HCA Healthcare, Inc.	21
Walgreen Company	19
SONIC Corp.	18

## Louisiana

Employer Name	Job Openings
Ochsner Clinic Foundation	1,452
Pizza Hut, Inc.	862
Christus Health	853
DoorDash, Inc.	782
Ochsner Health System	781
Dollar Tree, Inc.	601
SONIC Corp.	589
Army National Guard	522
Lafayette General Health	493
Burger King Corporation	430

# TOP OCCUPATIONS

*The tables below shows occupations with the highest number of job openings advertised online in Louisiana on May 15, 2020.*

## Alexandria MSA

Occupation	Job Openings
Registered Nurses	248
Physicians and Surgeons	46
Retail Salespersons	36
Customer Service Reps	36
Supervisors of Food Workers	35
Food Preparation Workers	34
Driver/Sales Workers	32
Respiratory Therapists	31
Heavy Truck Drivers	25
Supv of Retail Sales Workers	21

## Louisiana


Occupation	Job Openings
Registered Nurses	3,011
Supervisors of Food Workers	1,129
Customer Service Reps	960
Food Preparation Workers	924
Retail Salespersons	905
General & Operations Mgrs	742
Physicians and Surgeons	726
Supv of Retail Sales Workers	713
Driver/Sales Workers	656
Licensed Practical Nurses	560


# TAX REVENUE

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# AVOYELLES SALES TAX

*Avoyelles Parish total sales tax revenue for April with previous month and year comparisons.*

April   
41.4%

April YoY   
-6.8%

*April*


	2016	2017	2018	2019	2020
April	\$ 1,525,874	\$ 1,961,650	\$ 1,942,351	\$ 1,695,869	\$ 1,580,351
March	\$ 1,251,136	\$ 1,282,540	\$ 1,202,024	\$ 1,293,507	\$ 1,117,939
% Chg over Prev Month		53.0%	61.6%	31.1%	41.4%
% Chg over Prev Year		28.6%	-1.0%	-12.7%	-6.8%


Note: April sales tax revenue reflects sales activity in March.

Data Source: Avoyelles Parish School Board.

# AVOYELLES VEHICLE SALES TAX

*Avoyelles Parish vehicle sales tax revenue for April with previous month and year comparisons.*

April   
21.4%

April YoY   
-3.9%

*April*


	2016	2017	2018	2019	2020
April	\$ 280,701	\$ 362,274	\$ 320,682	\$ 308,022	\$ 296,018
March	\$ 268,752	\$ 220,232	\$ 224,927	\$ 236,649	\$ 243,753
% Chg over Prev Month		64.5%	42.6%	30.2%	21.4%
% Chg over Prev Year		29.1%	-11.5%	-3.9%	-3.9%


Note: April sales tax revenue reflects sales activity in March.

Data Source: Avoyelles Parish School Board.

# AVOYELLES HOTEL OCCUPANCY TAX

*Avoyelles Parish hotel occupancy tax revenue for April with previous month and year comparisons.*

April   
282%

April YoY   
5.1%

*April*


	2016	2017	2018	2019	2020
March	\$ 9,669	\$ 11,290	\$ 11,448	\$ 12,256	\$ 12,880
February	\$ 9,465	\$ 10,853	\$ 9,566	\$ 8,137	\$ 3,369
% Chg over Prev Month		4.0%	19.7%	50.6%	282.2%
% Chg over Prev Year		16.8%	1.4%	7.1%	5.1%


Note: April sales tax revenue reflects sales activity in March.


Data Source: Avoyelles Parish School Board.

# EVANGELINE SALES TAX

*Evangeline Parish total sales tax revenue for April with previous month, year and YTD comparisons.*

April   
33.1%

April YoY   
-1.7%

April YTD   
-0.8%

## April


	2016	2017	2018	2019	2020
April	\$ 1,910,432	\$ 1,950,371	\$ 1,724,796	\$ 1,790,920	\$ 1,760,760
March	\$ 1,355,963	\$ 1,273,408	\$ 1,295,041	\$ 1,371,683	\$ 1,323,124
% Chg over Prev Month		53.2%	33.2%	30.6%	33.1%
% Chg over Prev Year		2.1%	-11.6%	-3.8%	-1.7%
YTD (Jan - Apr)	\$ 6,188,839	\$ 6,401,094	\$ 6,050,906	\$ 6,269,136	\$ 6,217,033
% Chg over Prev YTD		3.4%	-5.5%	3.6%	-0.8%


Note: April sales tax revenue reflects sales activity in March.  
Data Source: Evangeline Parish Sales Tax Commissioner.




# EVANGELINE VEHICLE SALES TAX

*Evangeline Parish vehicle sales tax revenue for April with previous month, year, and YTD comparisons.*

April   
16.2%

April YoY   
-2.1%

April YTD   
-3.1%

*April*


	2016	2017	2018	2019	2020
April	\$ 266,901	\$ 390,369	\$ 303,078	\$ 310,254	\$ 303,815
March	\$ 318,894	\$ 258,717	\$ 255,084	\$ 259,766	\$ 261,498
% Chg over Prev Month		50.9%	18.8%	19.4%	16.2%
% Chg over Prev Year		46.3%	-22.4%	2.4%	-2.1%
YTD (Jan - Apr)	\$ 1,118,653	\$ 1,228,726	\$ 1,090,004	\$ 1,210,092	\$ 1,173,015
% Chg over Prev YTD		9.8%	-11.3%	11.0%	-3.1%


Note: April sales tax revenue reflects sales activity in March.  
Data Source: Evangeline Parish Sales Tax Commissioner.


# ST. LANDRY SALES TAX

*St. Landry Parish sales tax revenue for April with previous month, year, and YTD comparisons.*

*April*

April   
25.8%

April YoY   
3.3%

April YTD   
6.2%

	2016	2017	2018	2019	2020
April	\$6,277,911	\$6,452,453	\$6,783,548	\$6,311,664	\$6,518,801
March	\$4,790,526	\$4,851,629	\$4,901,561	\$5,088,409	\$5,181,543
% Chg over Prev Month		33.0%	38.4%	24.0%	25.8%
% Chg over Prev Year		2.8%	5.1%	-7.0%	3.3%
YTD (Jan - Apr)	\$22,276,152	\$23,246,777	\$22,965,497	\$23,610,202	\$25,072,196
% Chg over Prev YTD		4.4%	-1.2%	2.8%	6.2%


Note: April tax revenue reflects sales activity in March.


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


# ST. LANDRY VEHICLE SALES TAX

*St. Landry Parish vehicle sales tax revenue for April with previous month, year, and YTD comparisons.*

*April*

April   
19.2%

April YoY   
11.4%

April YTD   
12.4%

	2016	2017	2018	2019	2020
April	\$891,016	\$1,049,020	\$879,480	\$757,072	\$843,064
March	\$663,730	\$667,677	\$730,772	\$728,865	\$706,995
% Chg over Prev Month		57.1%	20.3%	3.9%	19.2%
% Chg over Prev Year		17.7%	-16.2%	-13.9%	11.4%
YTD (Jan - Apr)	\$2,956,835	\$3,321,499	\$3,005,518	\$2,977,610	\$3,346,860
% Chg over Prev YTD		12.33%	-9.51%	-0.93%	12.40%

Note: April tax revenue reflects sales activity in March.

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


# RAPIDES SALES TAX

*(TR) Rapides Parish total sales tax revenue for April with previous month, year, and YTD comparisons.*

*(BR) Rapides Parish total monthly sales tax revenue from 2017 to present.*

*April*

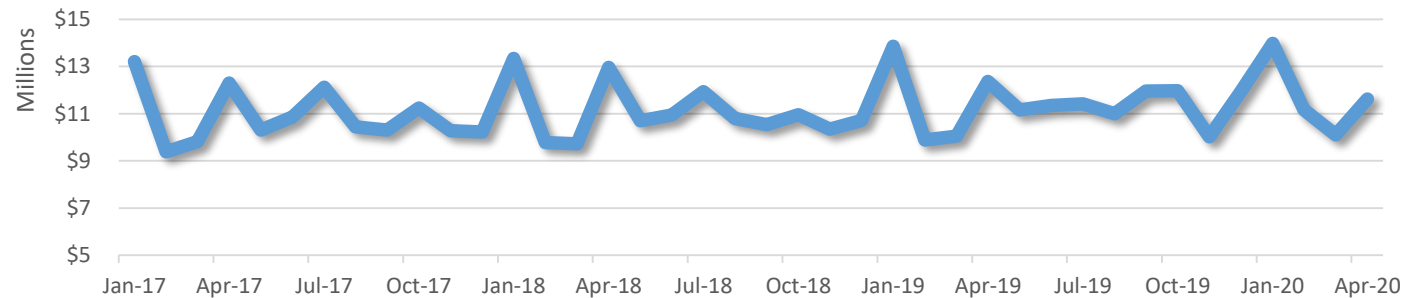
	2016	2017	2018	2019	2020
April	\$ 11,008,603	\$12,303,146	\$12,957,935	\$12,371,569	\$11,623,165
March	\$ 9,851,816	\$ 9,821,434	\$ 9,721,868	\$10,050,046	\$10,102,202
% Chg over Prev Month		25.3%	33.3%	23.1%	15.1%
% Chg over Prev Year		11.8%	5.3%	-4.5%	-6.0%
YTD (Jan - Apr)	\$ 41,723,587	\$44,724,366	\$45,801,027	\$46,158,981	\$46,870,723
% Chg over Prev YTD		7.2%	2.4%	0.8%	1.5%

April   
15.1%

April YoY   
-6.0%

April YTD   
1.5%

Rapides Parish Total Sales Tax Collections  
2017 - 2020





Note: April sales tax revenue reflects sales activity in March.  
Data Source: Rapides Parish Police Jury Treasurer's Reports.


# RAPIDES VEHICLE SALES TAX

*(TR) Rapides Parish vehicle sales tax revenue for April with previous month, year, and YTD comparisons.*

*April*

April   
45.3%

April YoY   
37.6%

April YTD   
19.5%

	2016	2017	2018	2019	2020
April	\$ 976,751	\$1,196,510	\$1,169,513	\$1,102,630	\$1,516,978
March	\$ 882,267	\$ 842,791	\$ 901,355	\$ 874,535	\$1,044,076
% Chg over Prev Month		42.0%	29.8%	26.1%	45.3%
% Chg over Prev Year		22.5%	-2.3%	-5.7%	37.6%
YTD (Jan - Apr)	\$ 3,625,035	\$4,124,464	\$4,073,175	\$3,993,946	\$4,772,678
% Chg over Prev YTD		13.8%	-1.2%	-1.9%	19.5%


Note: April tax revenue reflects sales activity in March.


Data Source: Tax revenue data from Rapides Parish Police Jury Treasurer's Reports.


# RAPIDES HOTEL OCCUPANCY TAX

*Rapides Parish hotel occupancy tax revenue for April with previous month, year, and YTD comparisons.*

*April*

April   
-26.9%

April YoY   
-60.8%

April YTD   
-21.1%

	2017	2018	2019	2020
April	\$ 188,207	\$ 196,377	\$ 207,573	\$ 81,343
March	\$ 130,568	\$ 126,383	\$ 146,322	\$ 111,228
% Chg over Prev Month	44.1%	55.4%	41.9%	-26.9%
% Chg over Prev Year		4.3%	5.7%	-60.8%
YTD (Jan - Apr)	\$ 548,500	\$ 579,597	\$ 638,972	\$ 504,102
% Chg over Prev YTD		5.7%	10.2%	-21.1%

Note: April tax revenue reflects hotel occupancy activity in March.

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

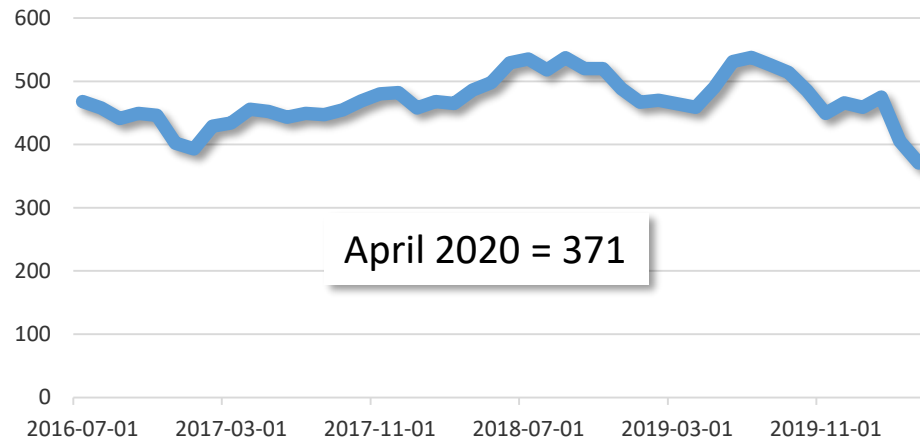
# HOUSING

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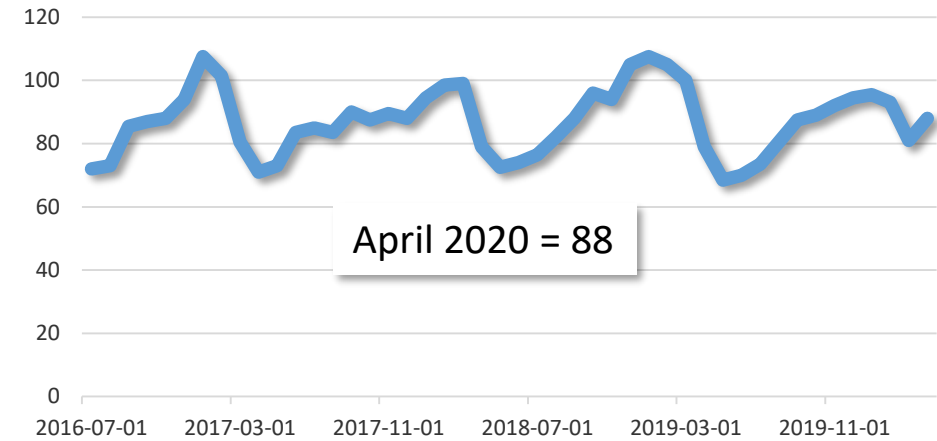
# ALEXANDRIA MSA HOUSING MARKET

*(L) The count of active single-family and condo/townhome listings for Alexandria MSA (excludes pending listings). (TR) The median number of days property listings spend on the market. (BR) The median listing price per square foot.*

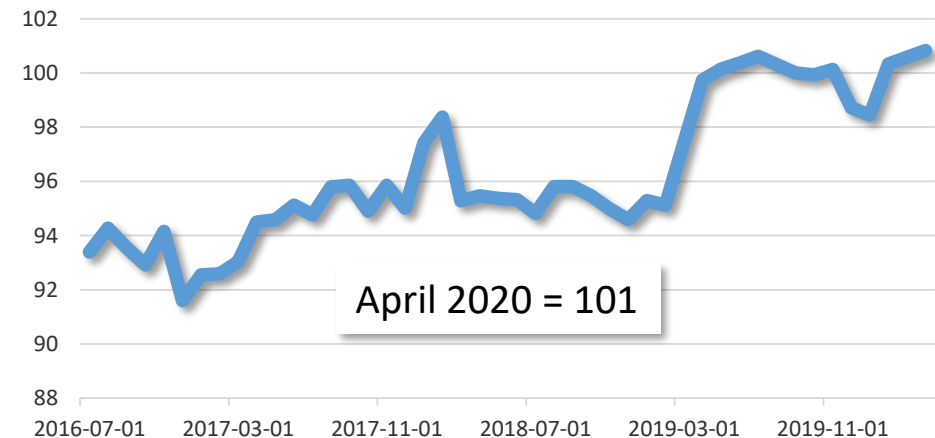
Active Listings Count in Alexandria  
July 2016 - April 2020



Median Days on Market in Alexandria  
July 2016 - April 2020



Median Listing Price/SF in Alexandria  
July 2016 - April 2020





**LOUISIANA**

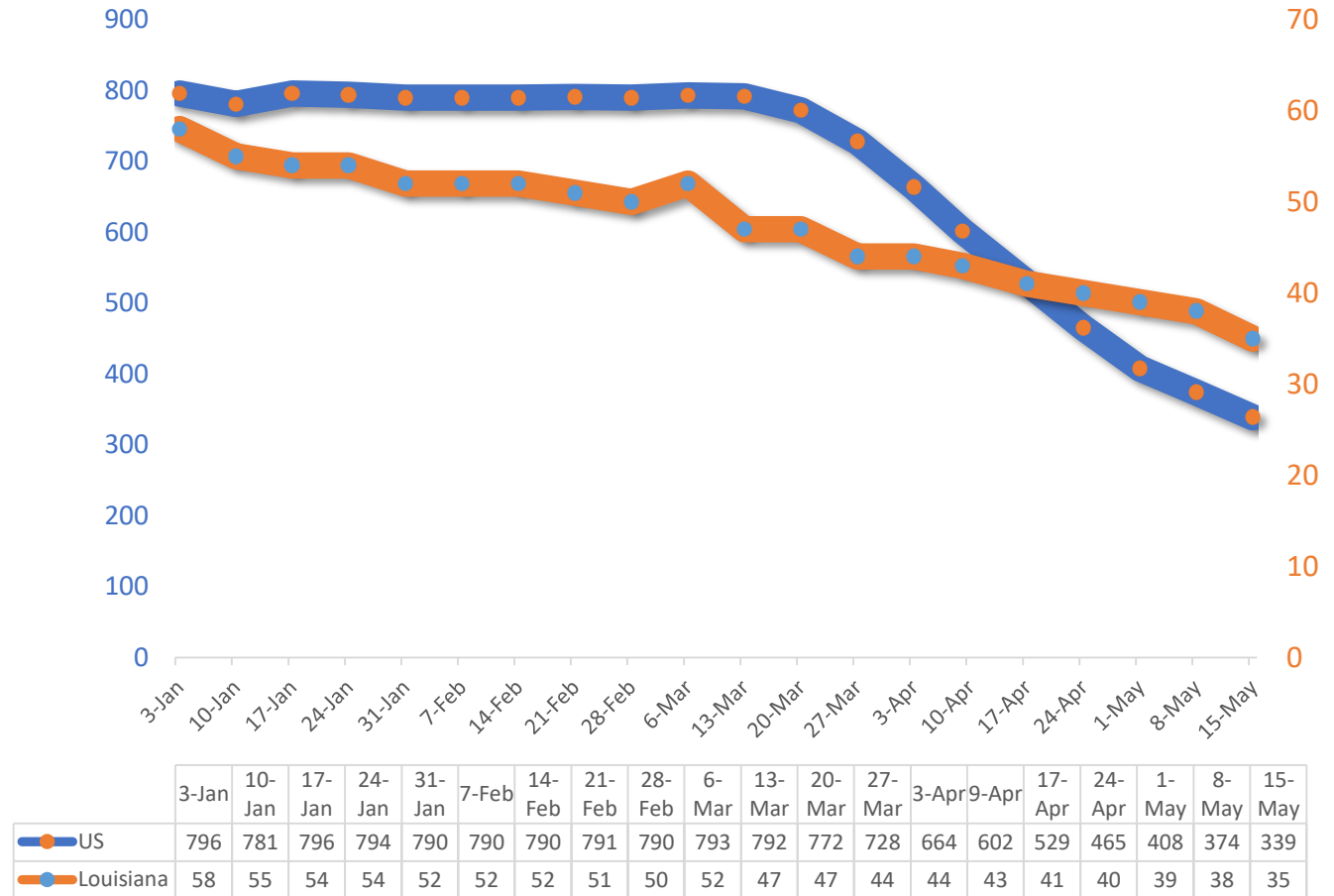
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# BAKER HUGHES RIG COUNT

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

	1-May	8-May	15-May
N. LA-Land	22	22	22
S. LA –Int'l Water	0	0	0
S. LA-Land	1	1	1
S. LA-Offshore	16	15	12
<b>TOTAL LOUISIANA</b>	<b>39</b>	<b>38</b>	<b>35</b>
<b>TOTAL US</b>	<b>408</b>	<b>374</b>	<b>339</b>

**Rig Count**  
January 2020 - Present



# LOUISIANA GAMING REVENUE

*Gaming revenue in Louisiana for March 2020 with previous month and year comparisons. Louisiana casinos closed March 16<sup>th</sup> and will reopen May 18<sup>th</sup>.*

*March 2020*

March   
-51.7%

March YoY   
-57.9%

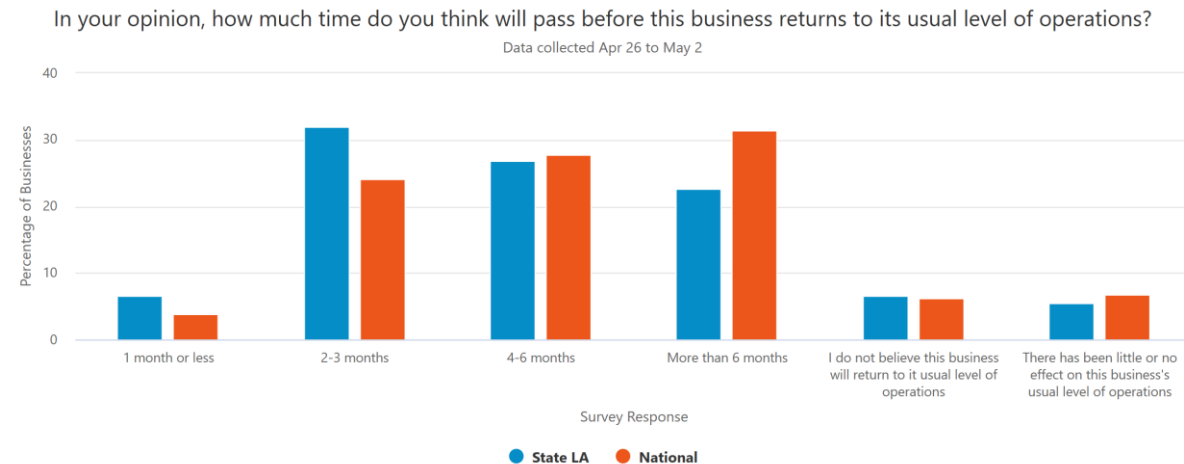
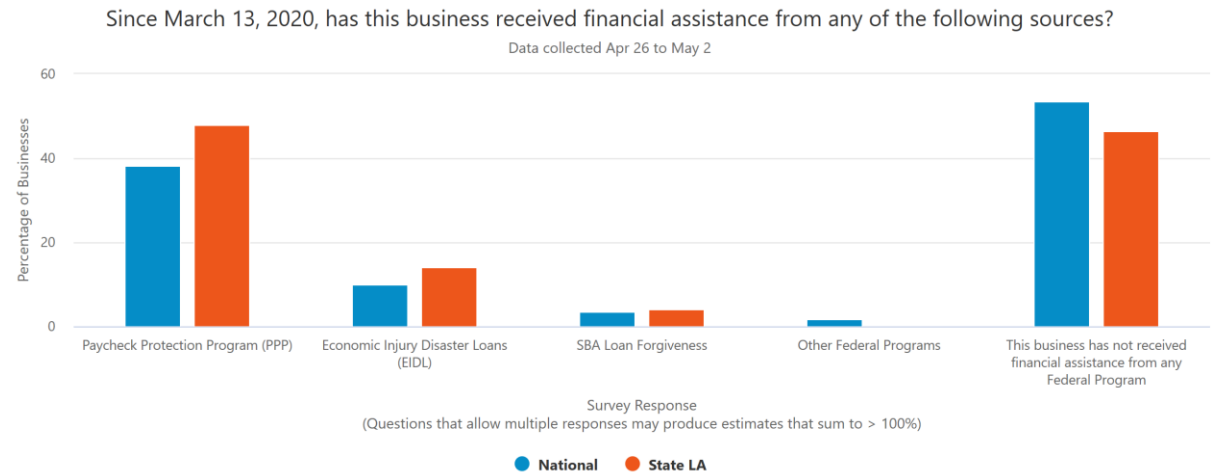
	19-Mar	20-Feb	20-Mar	% Change	% Change YoY
Video Poker	\$60,847,349	\$54,935,653	\$32,189,300	-41.4%	-47.1%
Riverboat	\$181,281,173	\$155,480,786	\$72,075,616	-53.6%	-60.2%
Landbased	\$28,984,153	\$26,588,129	\$10,468,813	-60.6%	-63.9%
Slots	\$36,065,509	\$30,384,134	\$14,545,405	-52.1%	-59.7%
Total	\$307,178,184	\$267,388,702	\$129,279,134	-51.7%	-57.9%

# SMALL BUSINESS PULSE SURVEY

*In April, the US Census initiated a survey to track the pulse of small businesses during the COVID-19 pandemic. Initial results for the April 26 – May 2 period are shown.*

*Forty-five percent of small businesses in Louisiana said COVID-19 had a large negative impact on their business compared to 51% nationwide. Louisiana small businesses were more optimistic on recovery time and received more assistance from the Payroll Projection Program than the national average.*

	<u>LA</u>	<u>US</u>
Recovery time < 1 month	6.6%	3.9%
Recovery time 2-3 months	31.9%	24.1%
Received PPP assistance	47.8%	38.1%





**NATIONAL**


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# NATIONAL ECONOMIC INDICATORS

*Monthly U.S. economic indicators for March 2020.*

Durable  
Goods  -14.4%



















Residential  
Sales  -15.4%

Residential  
Construction  -22.3%

Indicator	Mar-20	Feb-20
Monthly Wholesale Trade	-0.8%	-0.7%
Manufacturers Shipments, Inventories, and Orders	-10.3%	-0.1%
Construction Spending	0.9%	-2.5%
Advance Monthly Wholesale Inventories	-1.0%	-0.6%
Advance Monthly Retail Inventories	0.9%	-0.4%
Advance Durable Goods Manf. Shipments, Inventories, and Orders	-14.4%	1.1%
New Residential Sales	-15.4%	-4.6%
New Residential Construction	-22.3%	-3.4%
Advance Monthly Sales for Retail and Food Services	-8.7%	-0.4%

# ADVANCE MONTHLY RETAIL INDICATORS

*Advance monthly U.S. retail indicators for April 2020.*

April 20 Advance Retail Indicators	Percent Change from Mar-20	Percent Change from Apr-19
Retail & Food Services	 -16%	 -22%
Motor Vehicles & Parts	 -12%	 -33%
Furniture	 -59%	 -67%
Electronics & Appliances	 -61%	 -65%
Building Materials	 -4%	 0.4%
Grocery Stores	 -13%	 13%
Gasoline Stations	 -29%	 -43%
Sporting Goods	 -38%	 -49%
Nonstore Retailers	 8%	 22%

# THANK YOU

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

- Rapides Parish Policy Jury Treasurer
- Rapides Area Planning Commission
- City of Alexandria Planning Division
- Avoyelles Parish School Board
- St. Landry Parish School Board
- Evangeline Parish Sales Tax Commissioner
- Louisiana Workforce Commission

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

- LSUA Foundation
- Central Louisiana Regional Chamber of Commerce
- Marksville Chamber of Commerce

Next Issue: Week of June 1<sup>st</sup>