

# CENLA ECONOMIC DASHBOARD

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*June 2, 2020*

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# KEY TAKEAWAYS

*June 2, 2020 CENLA Economic Dashboard*

- All measures of social distancing point to increasing mobility in central Louisiana.
- COVID-19 cases in Cenla increased from 270 on May 1<sup>st</sup> to 800 on May 31<sup>st</sup> and is the only region of the state with both increasing cases and increasing hospitalizations.
- In April, Alexandria had the lowest unemployment rate among Louisiana's metro areas at 9.9%. The state unemployment rate stands at 14.5%.
- Initial unemployment claims in central Louisiana have decreased for five weeks straight while continued claims have plateaued.
- YTD tax revenue for Rapides in 2020 is running equal to the same period in 2019, while YTD revenues for the City of Alexandria are 4.5% below 2019 and up 11% for the City of Pineville.
- The valuation of building permits in Rapides in May was up 40% over April and up 1.2% for the year. Pineville building permits valuations were up 3.4% YTD .
- AEX passenger traffic in April and May was 14% of 2019 traffic, but still twice the national average.
- Louisiana small businesses were more optimistic on recovery time than the national average with 24% expecting a recovery in three months or less compared to 16% nationwide.

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# COVID-19

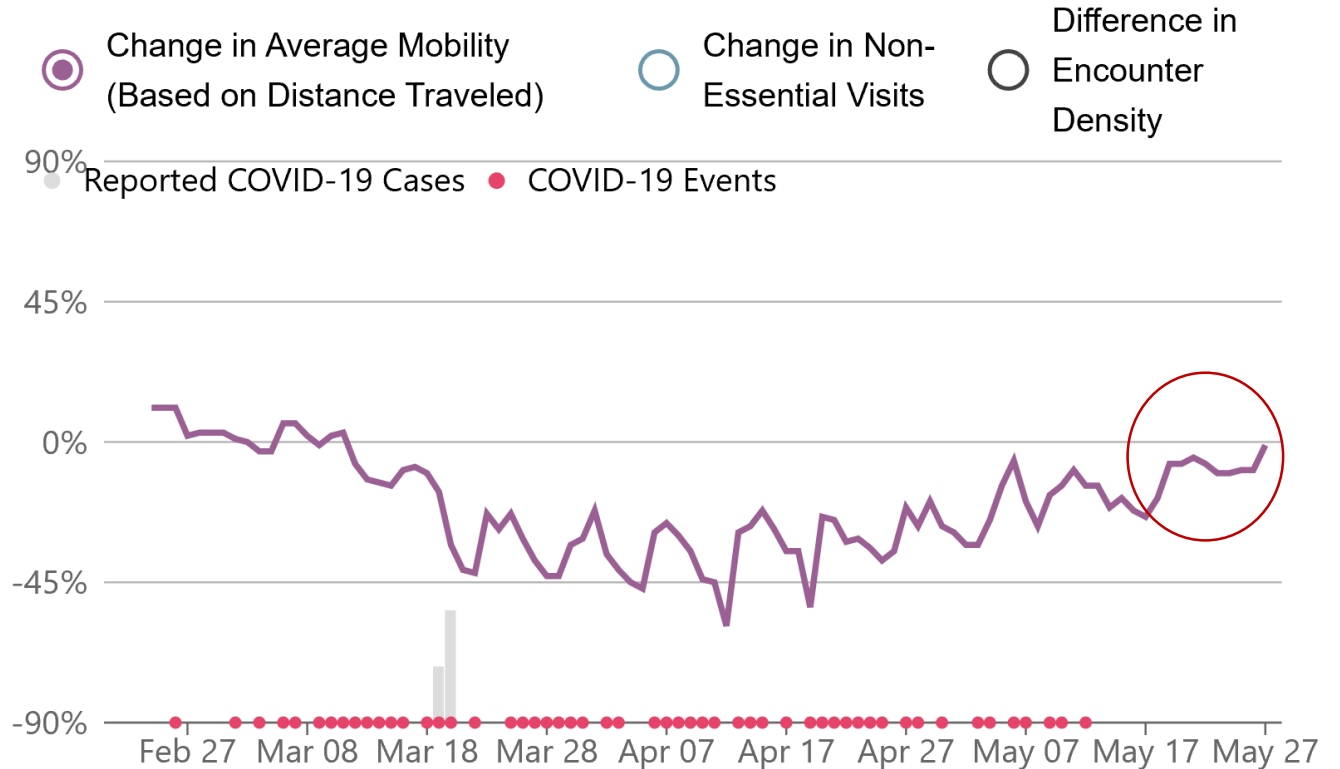
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# SOCIAL DISTANCING SCOREBOARD

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

*Rapides Parish  
Feb. 25 – May 29, 2020*

	4-Apr	16-Apr	26-Apr	8-May	29-May
U.S.	C	D	C	D	F
Louisiana	C	D	D	F	F
Allen	D	C-	C	D	D
Avoyelles	D	D	D+	D	D
Catahoula	C	C-	C	C	C
Concordia	D	D	D+	D-	D
Evangeline	D	D+	D+	D	D
Grant	B	B-	B-	D	D
LaSalle	D	D	D	D	D
Rapides	B	D	F	F	F
St. Landry	D	D-	D	F	F
Vernon	C	D	D+	F	D-



# COVID-19 COMMUNITY MOBILITY REPORT

*Represents how visits and length of stay at different places changed on April 11, May 2, May 13, & May 29 relative to a February 16, 2020 baseline.*

	Retail				Grocery				Workplaces			
	11-Apr	2-May	13-May	29-May	11-Apr	2-May	13-May	29-May	11-Apr	2-May	13-May	29-May
Louisiana	-45%	-30%	-18%	-26%	-2%	1%	2%	-9%	-36%	-26%	-35%	-60%
Allen	-35%	-35%	-35%	*	-10%	-10%	-10%	*	-38%	-26%	-32%	-56%
Avoyelles	-16%	-16%	-16%	*	5%	5%	1%	*	-27%	-16%	-23%	48%
Catahoula	-64%	-64%		*	-24%	-24%	-24%	*	-44%	-24%	-23%	-51%
Concordia	-24%	-24%	-24%	*	-16%	-16%	-16%	*	-30%	-16%	-24%	-53%
Evangeline	-36%	-36%	-36%	*	1%	1%	1%	*	-28%	-20%	-20%	-51%
Grant				*	17%	17%	17%	*	-20%	-6%	-27%	-58%
LaSalle	-36%	-36%	-36%	*	2%	2%	2%	*	-41%	-24%	-13%	-52%
Rapides	-39%	-21%	-9%	-24%	0%	10%	7%	-6%	-27%	-21%	-31%	-58%
St. Landry	-38%	-19%	2%	-14%	20%	29%	21%	3%	-26%	-15%	-25%	-52%

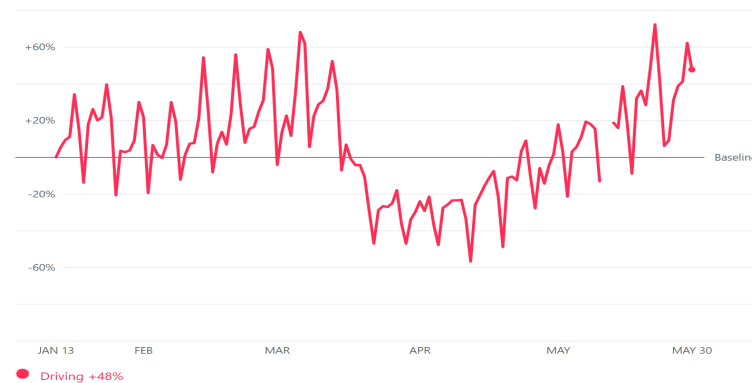
Note: \* Not enough data for this date: Currently, there is not enough data to provide a complete analysis.

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

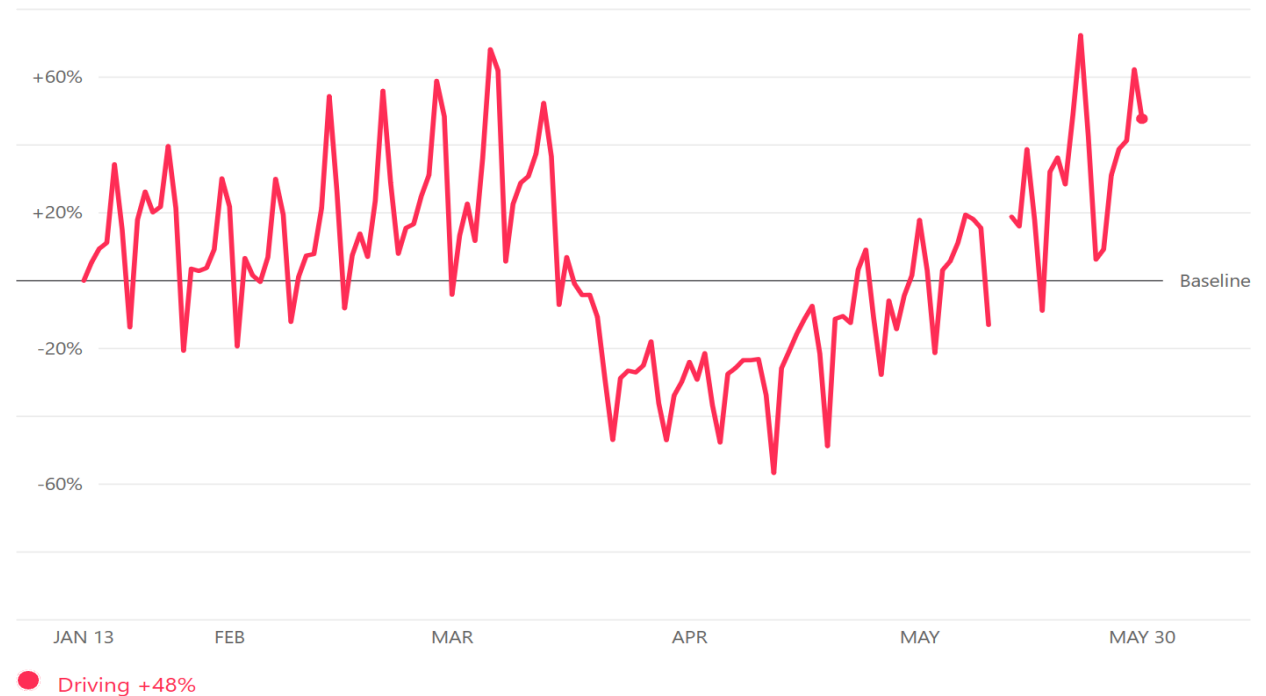
# COVID-19 APPLE MOBILITY TRENDS

*Apple's Mobility Trends Report tracks aggregate changes in mobility from January 13 to May 30, 2020.*

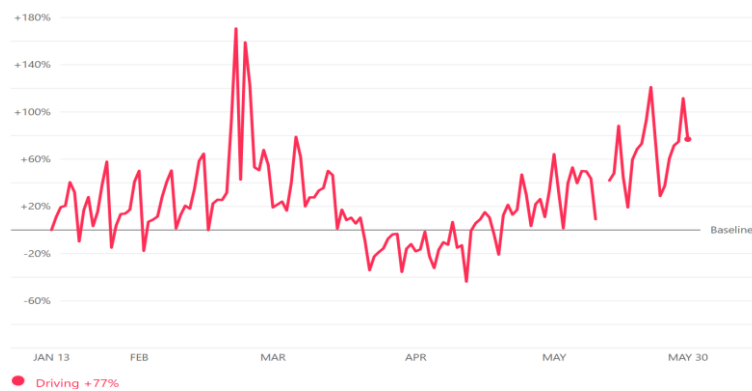
*Avoyelles*



*Rapides*



*Evangeline*



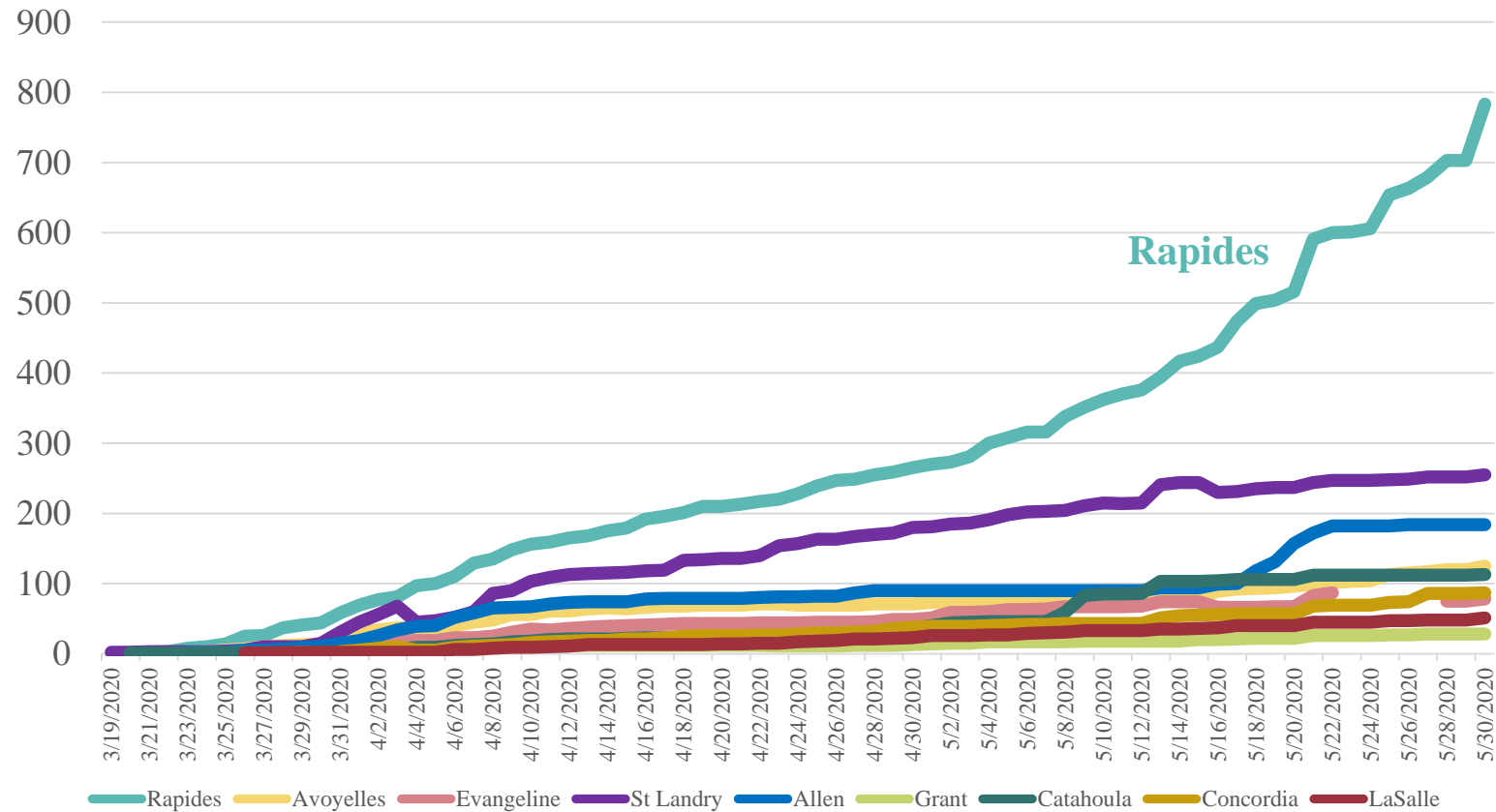
# COVID-19 CASES IN CENLA

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

(R) Cumulative cases by parish

Parish	Cases / 1000
Allen	7.18
Avoyelles	3.11
Catahoula	11.90
Concordia	4.52
Evangeline	2.34
Grant	1.25
LaSalle	3.42
Rapides	6.04
St Landry	3.08

COVID-19 Cases by Parish  
March 19 - May 30, 2020



Source: Data from New York Times Github and US Census 2019 Population Estimate

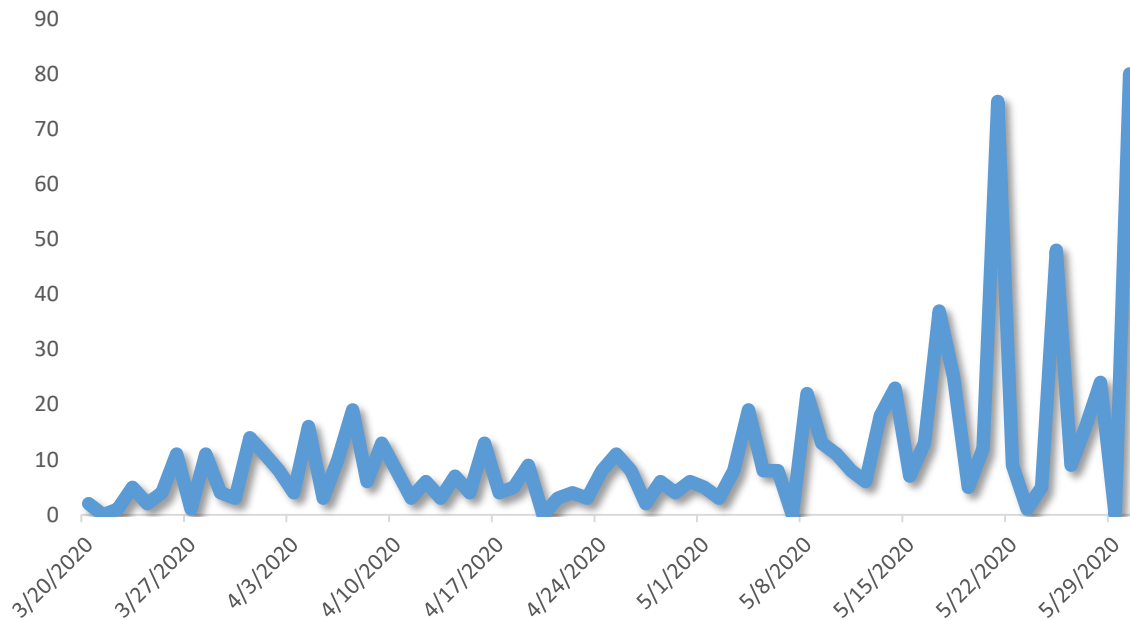


# COVID-19 CASES IN RAPIDES & LOUISIANA

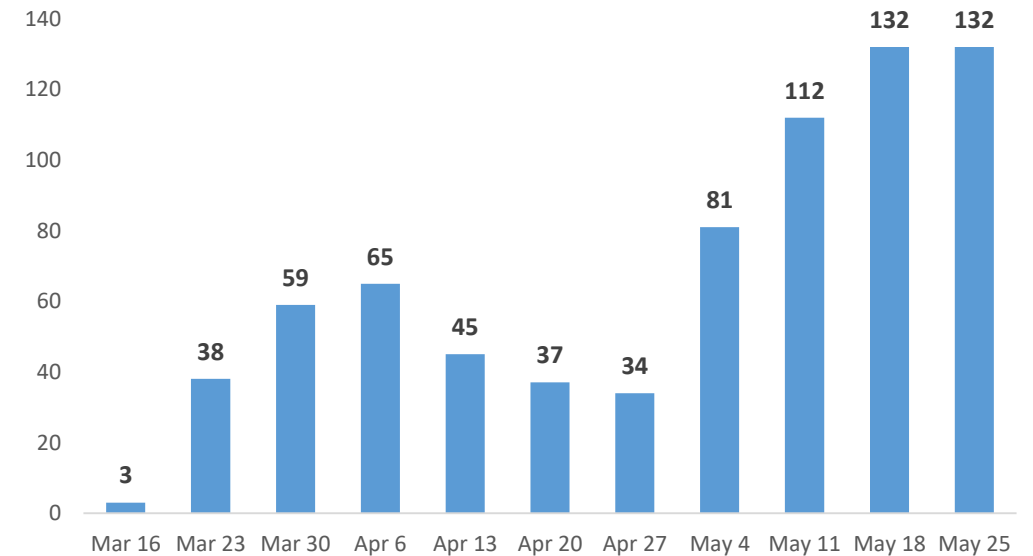
*(L) Daily new cases in Rapides Parish.*

*(R) Daily new cases per week in Rapides Parish.*

Daily New Cases in Rapides Parish  
March 20 - May 30, 2020



New Cases Each Week in Rapides Parish  
March 16 - May 25, 2020



# EMPLOYMENT

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# UNEMPLOYMENT RATE AMONG LA METRO AREAS

*The table below shows April 2020 preliminary unemployment rate, labor force, and employment data for Metropolitan Statistical Areas in Louisiana.*

At 9.9%, the Alexandria MSA had the lowest unemployment rate in the state among all major metro areas, well below the state's 14.5% rate.

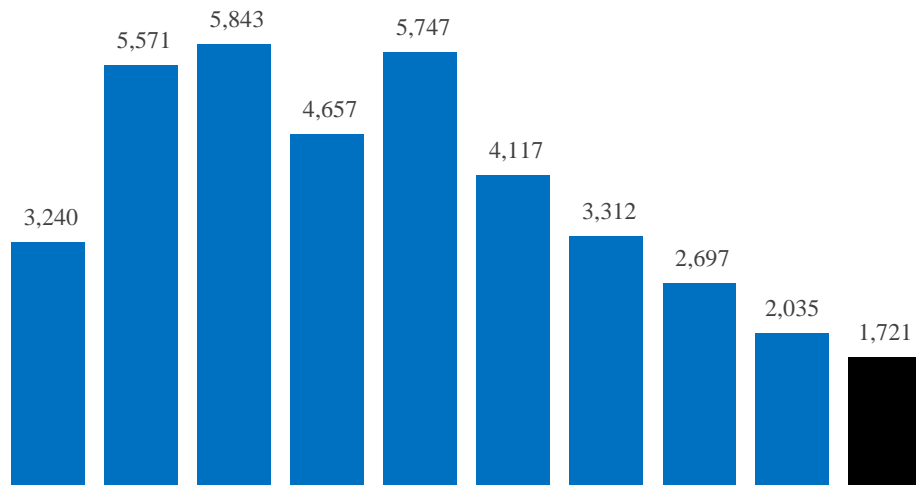
Area	Unemployment Rate	Labor Force	Employed	Unemployed
Louisiana	14.5%	1,928,325	1,648,092	280,233
Alexandria	9.9%	57,680	51,981	5,699
Baton Rouge	13.0%	385,848	335,523	50,325
Hammond	17.1%	52,028	43,131	8,897
Houma-Thibodaux	12.3%	83,118	72,886	10,232
Lafayette	13.1%	193,218	167,844	25,374
Lake Charles	14.5%	96,205	82,268	13,937
Monroe	11.6%	72,903	64,467	8,436
New Orleans-Metairie	18.8%	560,644	455,138	105,506
Shreveport-Bossier City	13.0%	171,447	149,084	22,363

# UNEMPLOYMENT CLAIMS IN CENLA

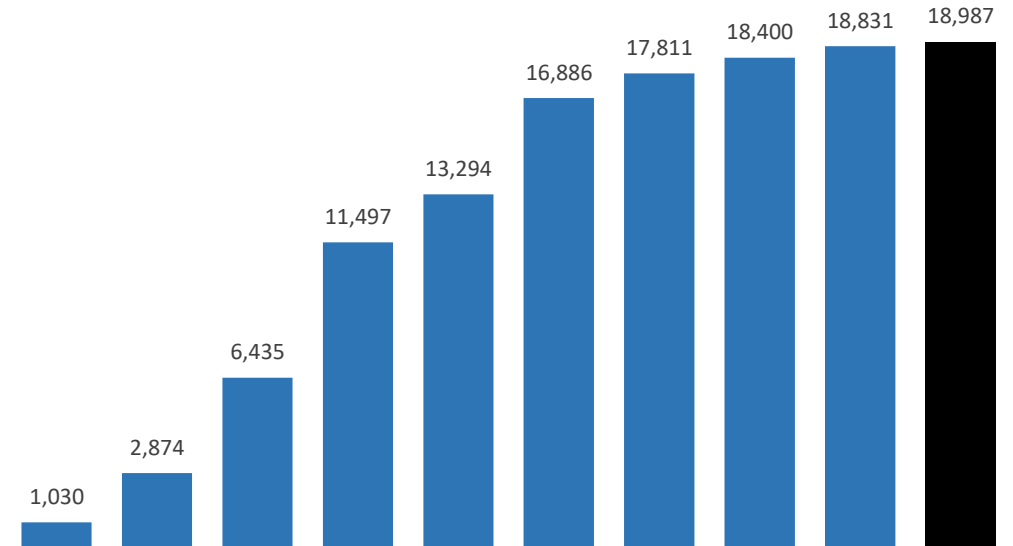
*(L) Initial unemployment claims in Cenla March 21 – May 23*

*(R) Continued unemployment claims in Cenla March 21 – May 23*

**Cenla Initial Unemployment Claims**  
Mar 21 - May 23

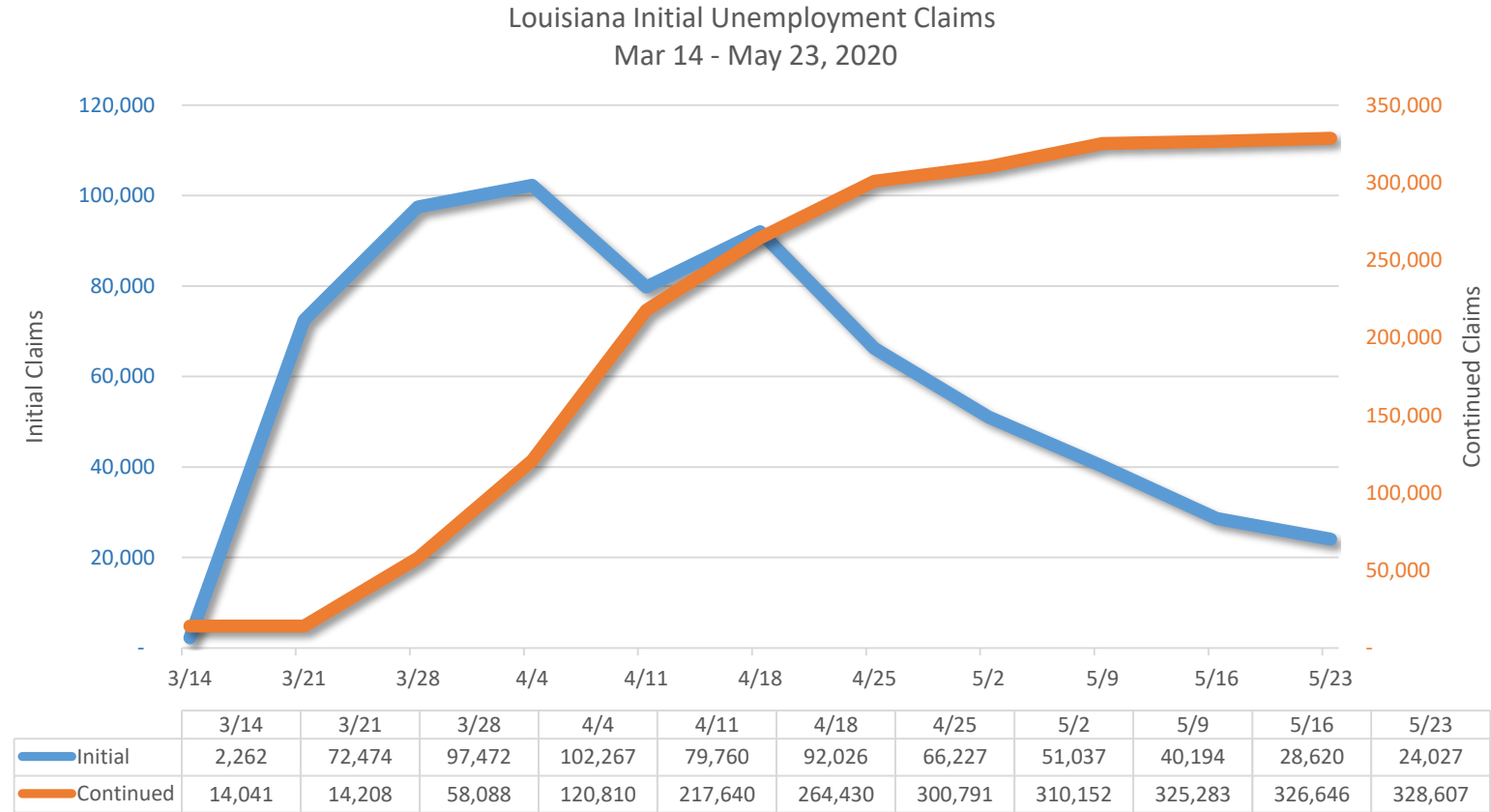


**Cenla Continued Unemployment Claims**  
Mar 21 - May 23



# TOTAL UNEMPLOYMENT CLAIMS IN LOUISIANA

*Initial and continued unemployment claims in Louisiana.*



# HOW MANY JOBS CAN BE DONE AT HOME?

*Researchers at the Becker Friedman Institute for Economics at The University of Chicago classified the feasibility of working at home for all metro areas. “Approximately 32 percent of all U.S. jobs, accounting for 42 percent of overall wages, can be performed almost entirely at home.”*

*(Right) According to the study, approximately 30% of the jobs in Alexandria can be done from home and those jobs account for 33% of total local wages.*

*(Far Right) Approximately 82% of educational jobs and 80% of professional jobs can be done remotely.*

*Potential Share of Remote Jobs by Louisiana Metro*

	<b>Employment</b>	<b>Wages</b>
New Orleans-Metairie	32.0%	40.1%
Monroe	30.7%	36.1%
Baton Rouge	30.5%	35.7%
Lafayette	30.4%	36.8%
Alexandria,	30.1%	33.4%
Shreveport-Bossier City	29.7%	33.9%
Hammond	27.9%	31.6%
Houma-Thibodaux	26.9%	30.3%
Lake Charles	25.7%	32.2%

*Potential Share of Remote Jobs by Industry*

<b>Industry</b>	<b>Share Potentially Virtual</b>
Education	82.6%
Professional	80.3%
Management	79.2%
Finance & Ins	76.2%
Information	71.7%
Wholesale Trade	51.8%
Real Estate	41.8%
Government	41.5%
Utilities	37.0%
Administrative	31.1%
Entertainment	29.7%
Mineral Extraction	25.4%
Health Care	25.3%
Manufacturing	22.5%
Logistics	18.6%
Construction	18.6%
Retail Trade	14.3%
Agriculture	7.6%
Accom & Food	3.5%


# TAX REVENUE


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# RAPIDES SALES TAX

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

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

May  -10.5%

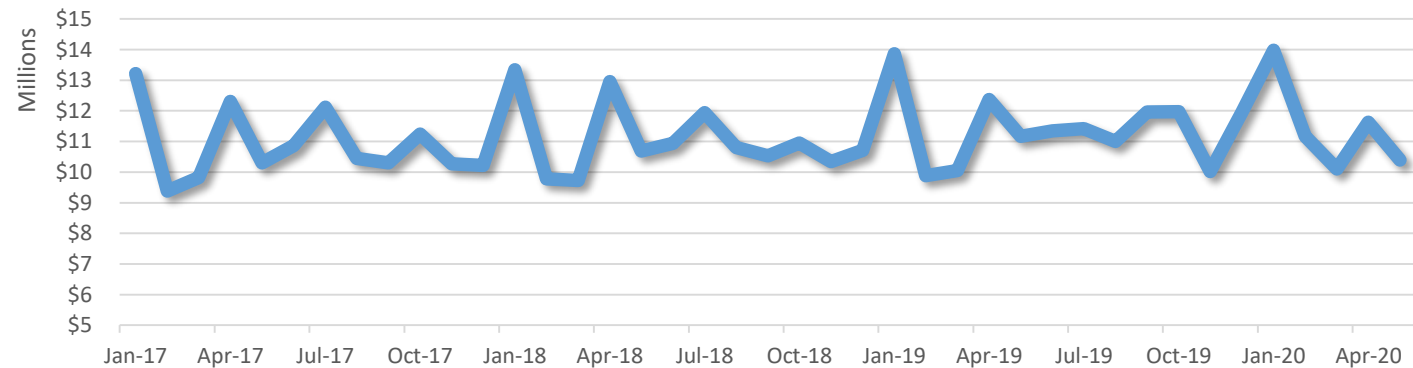
May YoY  -6.9%

May YTD  -0.1%

*May*

	2016	2017	2018	2019	2020
April	\$ 9,367,359	\$10,299,735	\$10,692,749	\$11,165,361	\$10,398,820
March	\$ 11,008,603	\$12,303,146	\$12,957,935	\$12,371,569	\$11,623,165
% Chg over Prev Month		-16.3%	-17.5%	-9.7%	-10.5%
% Chg over Prev Year		10.0%	3.8%	4.4%	-6.9%
YTD (Jan - May)	\$ 51,090,946	\$55,024,101	\$56,493,776	\$57,324,363	\$57,269,543
% Chg over Prev YTD		7.7%	2.7%	1.5%	-0.1%

Rapides Parish Total Sales Tax Collections  
2017 - 2020




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





# RAPIDES VEHICLE SALES TAX

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

*May*

May   
-48.0%

May YoY   
-33.2%

May YTD   
7.5%

	2016	2017	2018	2019	2020
May	\$ 985,718	\$1,062,090	\$1,208,480	\$1,181,110	\$ 789,052
April	\$ 976,751	\$1,196,510	\$1,169,513	\$1,102,630	\$1,516,978
% Chg over Prev Month		-11.2%	3.3%	7.1%	-48.0%
% Chg over Prev Year		7.7%	13.8%	-2.3%	-33.2%
YTD (Jan - May)	\$ 4,610,753	\$5,186,553	\$5,281,665	\$5,175,057	\$5,561,730
% Chg over Prev YTD		12.5%	1.8%	-2.0%	7.5%


Note: May tax revenue reflects sales activity in April.


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


# ALEXANDRIA SALES TAX

*(TR) Alexandria sales tax revenue for May with previous month, year, and YTD comparisons.*

*(BR) Alexandria monthly sales tax revenue from 2017 to present.*

May  -7.1%

May YoY  -9.7%

May YTD  -4.5%

*May*

	2017	2018	2019	2020
May	\$ 3,009,347	\$ 3,080,692	\$ 3,160,255	\$ 2,853,830
April	\$ 3,530,570	\$ 3,753,388	\$ 3,652,420	\$ 3,071,113
% Chg over Prev Month	-14.8%	-17.9%	-13.5%	-7.1%
% Chg over Prev Year		2.4%	2.6%	-9.7%
YTD (Jan - Apr)	\$16,157,485	\$16,503,982	\$16,747,112	\$15,994,357
% Chg over Prev YTD		2.1%	1.5%	-4.5%

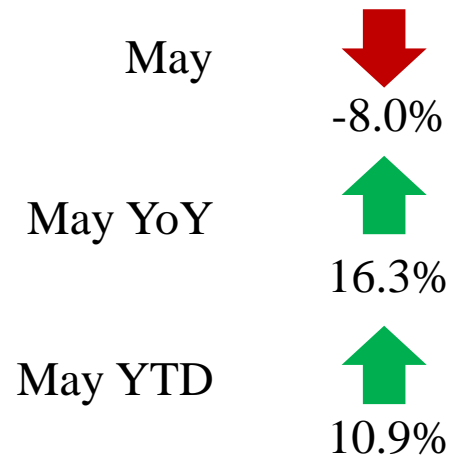


Note: May sales tax revenue reflects sales activity in April.  
Data Source: Rapides Parish Police Jury Treasurer's Reports.

# PINEVILLE SALES TAX

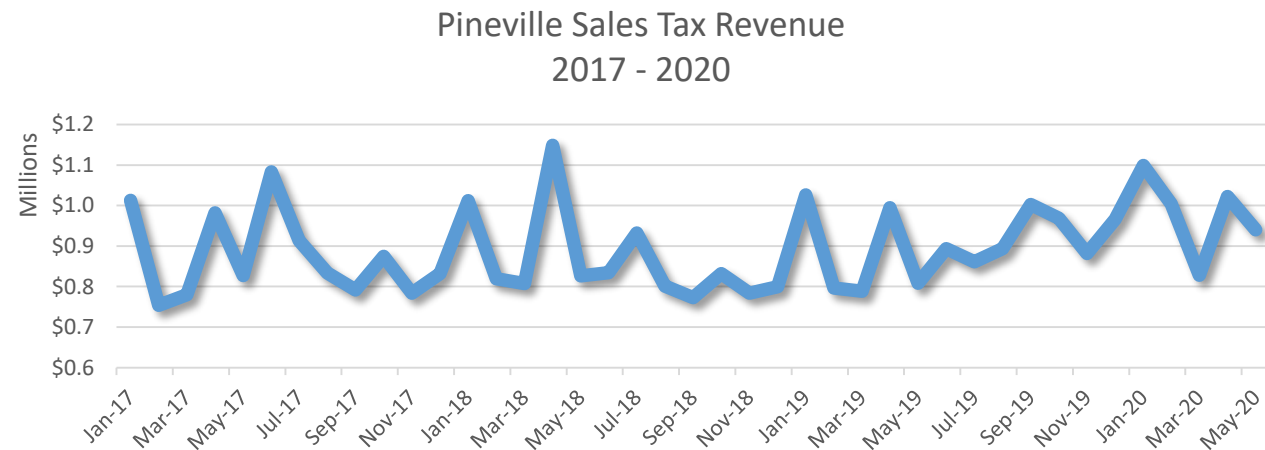
*(TR) Pineville sales tax revenue for May with previous month, year, and YTD comparisons.*

*(BR) Pineville monthly sales tax revenue from 2017 to present.*



*May*

	2017	2018	2019	2020
May	\$ 827,267	\$ 826,492	\$ 808,227	\$ 940,342
April	\$ 981,715	\$ 1,148,478	\$ 994,888	\$ 1,022,196
% Chg over Prev Month	-15.7%	-28.0%	-18.8%	-8.0%
% Chg over Prev Year		-0.1%	-2.2%	16.3%
YTD (Jan - May)	\$ 4,354,825	\$ 4,613,675	\$ 4,414,142	\$ 4,893,157
% Chg over Prev YTD		5.9%	-4.3%	10.9%



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

# BUILDING PERMITS

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# RAPIDES AREA PERMITS ISSUED

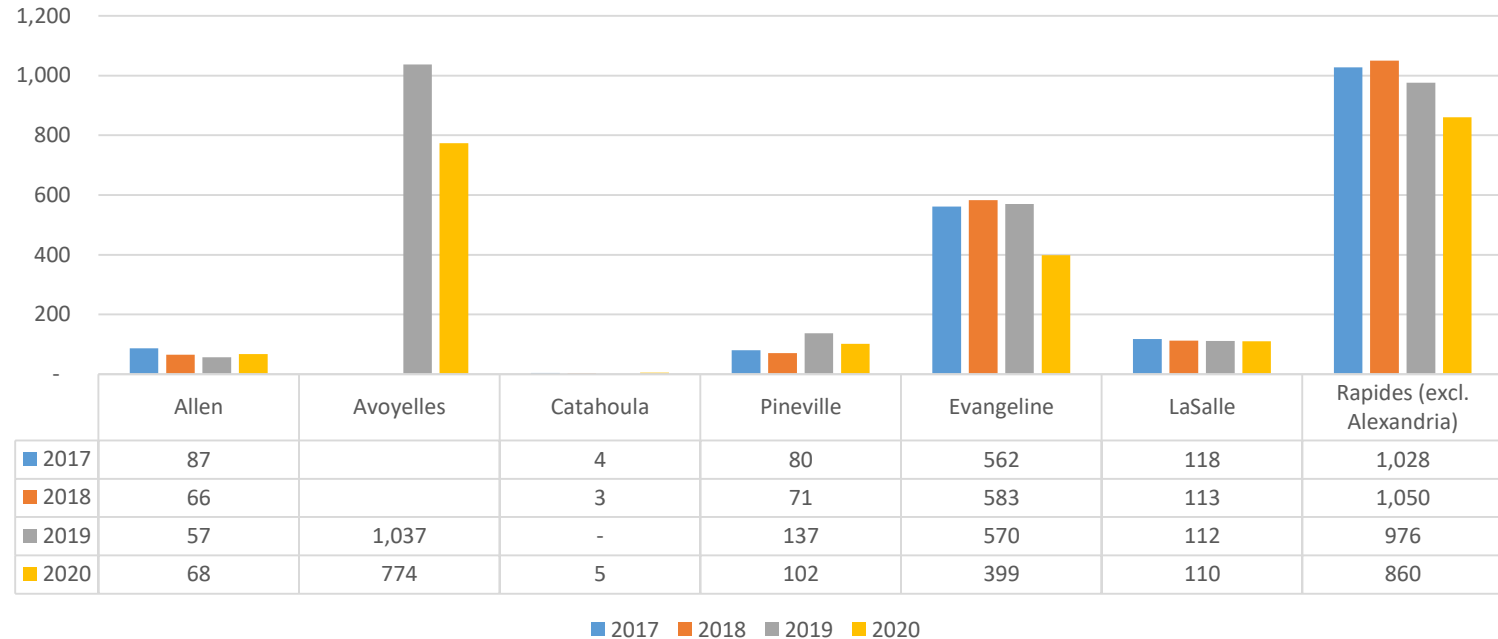
*Number of permits issued by Rapides Area Planning Commission between 2017-2020 year-to-date for major jurisdictions.*

Total number of RPAC permits issued between January - May, 2020 compared to same period in 2019



20%

Number of Permits Issued  
January - May  
2017 - 2020



Note: Avoyelles Parish data not included until 2019. City of Alexandria permits are accounted separately.

Data Source: Rapides Area Planning Commission.

# RAPIDES AREA PERMIT VALUATIONS

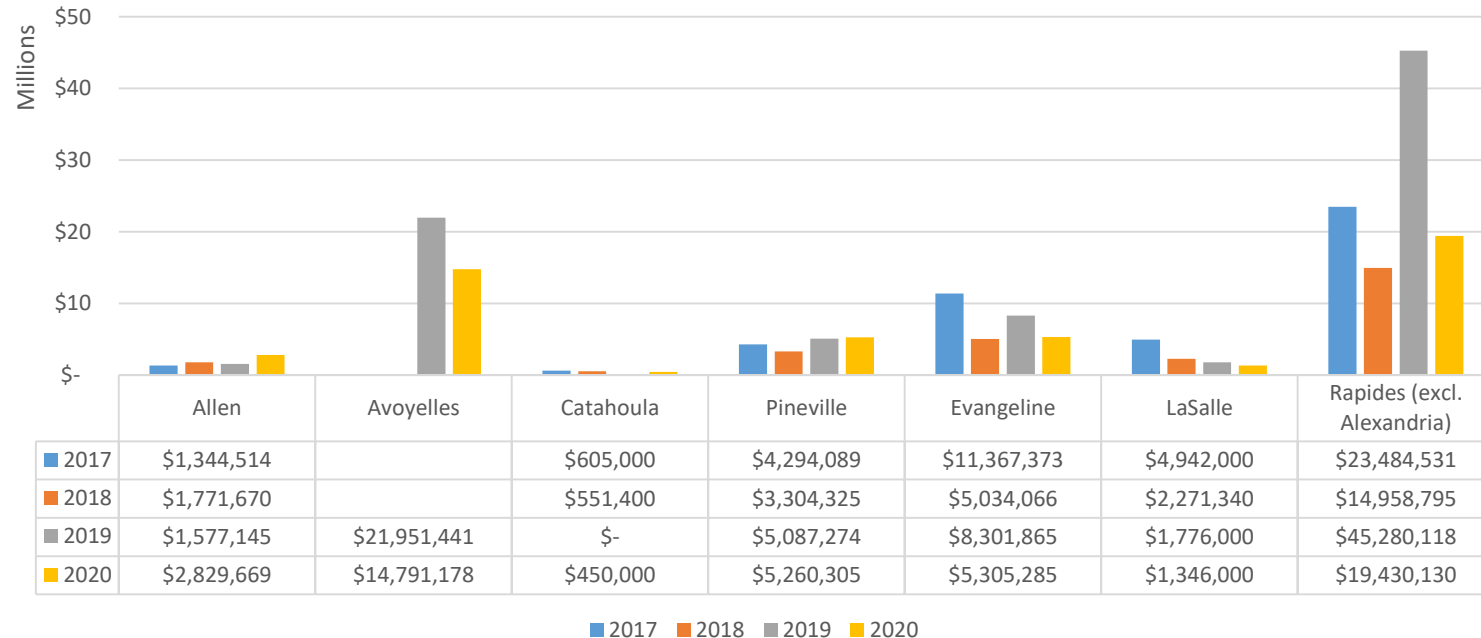
*Valuation of permits issued by Rapides Area Planning Commission between 2017-2020 year-to-date for major jurisdictions.*

Valuation of RPAC permits issued between January - May, 2020 compared to same period in 2019.



-57%

Valuation of Permits Issued  
January - May  
2017 - 2020



Note: Avoyelles Parish data not included until 2019. City of Alexandria permits are accounted separately. Three projects in Rapides in Feb. 2019 accounted for \$29.8 million. Without these projects, which may be considered an anomaly, YTD for May 2020 compared to YTD for May 2019 increased 25.5%.

Data Source: Rapides Area Planning Commission.

# ALLEN PARISH PERMIT VALUATIONS

*Valuation of permits issued by Rapides Area Planning Commission in Allen Parish between 2017-2020 year-to-date.*

Valuation of RPAC permits issued in Allen Parish between January-May, 2020 compared to same period in 2019



79%

	2017	2018	2019	2020
May	\$ 145,000	\$ 526,000	\$ 565,000	\$ 547,750
April	\$ 290,000	\$ 200,000	\$ -	\$ 21,000
% Chg Prev Month	-50.0%	163.0%	na	2508.3%
% Chg from Prev Year		262.8%	7.4%	-3.1%
YTD (Jan - May)	\$1,344,514	\$1,771,670	\$1,577,145	\$2,829,669
% Chg over Prev YTD		31.8%	-11.0%	79.4%

# AVOYELLES PARISH PERMIT VALUATIONS

*Valuation of permits issued by Rapides Area Planning Commission in Avoyelles Parish between 2017-2020 year-to-date.*

Valuation of  
RPAC permits  
issued in  
Avoyelles  
Parish between  
January-May,  
2020 compared  
to same period  
in 2019

  
-32.6%

	2019	2020
May	\$ 4,345,283	\$ 3,620,241
April	\$ 6,535,582	\$ 3,659,856
% Chg Prev Month	-33.5%	-1.1%
% Chg from Prev Year		-16.7%
		0
YTD (Jan - May)	\$ 21,951,441	\$ 14,791,178
% Chg over Prev YTD		-32.6%



# PINEVILLE PERMIT VALUATIONS

*Valuation of permits issued by Rapides Area Planning Commission in Pineville between 2017-2020 year-to-date.*


Valuation of RPAC permits issued in Pineville between January-May, 2020 compared to same period in 2019


  
3.4%


	2017	2018	2019	2020
May	\$ 201,196	\$ 1,433,171	\$ 1,313,700	\$ 849,400
April	\$ 753,137	\$ 523,000	\$ 75,000	\$ 1,128,650
% Chg Prev Month	-73.3%	174.0%	1651.6%	-24.7%
% Chg from Prev Year		612.3%	-8.3%	-35.3%
YTD (Jan - May)	\$ 4,294,089	\$ 3,304,325	\$ 5,087,274	\$ 5,260,305
% Chg over Prev YTD		-23.0%	54.0%	3.4%

# RAPIDES PARISH PERMIT VALUATIONS

*Valuation of permits issued by Rapides Area Planning Commission in Rapides (excluding Alexandria) between 2017-2020 year-to-date.*

May   
40.1%

May YoY   
1.2%

May YTD   
-57.1%

	2017	2018	2019	2020
May	\$ 2,719,160	\$ 3,492,153	\$ 3,509,213	\$ 3,551,529
April	\$ 5,706,323	\$ 4,948,109	\$ 2,069,867	\$ 2,535,385
% Chg Prev Month	-52.3%	-29.4%	69.5%	40.1%
% Chg from Prev Year		28.4%	0.5%	1.2%
YTD (Jan - May)	\$ 23,484,531	\$ 14,958,795	\$ 45,280,118	\$ 19,430,130
% Chg over Prev YTD		-36.3%	202.7%	-57.1%

Note: Three projects in Rapides in Feb. 2019 accounted for \$29.8 million. Excluding these projects, YTD permit valuations are up 25.5%.

Data Source: Rapides Area Planning Commission.

# RESIDENTIAL CONSTRUCTION PERMITS

*New residential construction permit valuation (estimated development cost) issued by Rapides Area Planning Commission by jurisdiction in May 2019 compared to May 2020.*

*Valuation of New Residential Construction  
May 2019 vs May 2020*

	<b>May-19</b>	<b>May-20</b>	<b>Change</b>	<b>% Change</b>
Allen	\$ 520,000	\$ 220,000	\$ (300,000)	-58%
Avoyelles	\$ 734,789	\$ 1,272,737	\$ 537,948	73%
Pineville	\$ 200,000	\$ 640,000	\$ 440,000	220%
Evangeline	\$ 1,500,000	\$ 973,211	\$ (526,789)	-35%
LaSalle	\$ 899,000	\$ 136,000	\$ (763,000)	-85%
Rapides	\$ 2,559,452	\$ 2,953,541	\$ 394,089	15%


Note: Avoyelles Parish data not included until 2019. City of Alexandria permits are accounted separately.


Data Source: Rapides Area Planning Commission.

# CITY OF ALEXANDRIA PERMITS

*New residential and commercial construction permit valuation (estimated development cost) issued by the City of Alexandria in 2019 compared to 2020.*

*Valuation of New Construction Permits in Alexandria  
May 2019 vs May 2020*

May YoY  
Commercial  4.1%

May YoY  
Residential  43.5%

	2019	2020	Change	% Change
<b>Commercial Construction</b>				
May	\$ 2,659,816	\$ 2,769,813	\$ 109,997	4.1%
April	\$ 1,681,906	\$ 9,295,999	\$7,614,093	452.7%
<b>Residential Construction</b>				
May	\$ 718,439	\$ 1,031,200	\$ 312,761	43.5%
April	\$ 1,853,152	\$ 1,995,043	\$ 141,891	7.7%


**TRAVEL**


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# RAPIDES HOTEL OCCUPANCY TAX

*Rapides Parish hotel occupancy tax revenue for May 2020 with previous month, year, and YTD comparisons.*

*May*

May   
73.6%

May YoY   
-11.7%

May YTD   
-19.2%

	2017	2018	2019	2020
May	\$146,292	\$162,166	\$159,950	\$141,188
April	\$ 188,207	\$ 196,377	\$ 207,573	\$ 81,343
% Chg over Prev Month	-22.3%	-17.4%	-22.9%	73.6%
% Chg over Prev Year		10.9%	-1.4%	-11.7%
YTD (Jan - May)	\$694,792	\$741,764	\$798,923	\$645,290
% Chg over Prev YTD		6.8%	7.7%	-19.2%

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

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

# AEX PASSENGER TRAFFIC

*Shows total passenger throughput at Alexandria International and nationwide from April 3 – May 28, 2020 as a percent of traffic a year ago.*

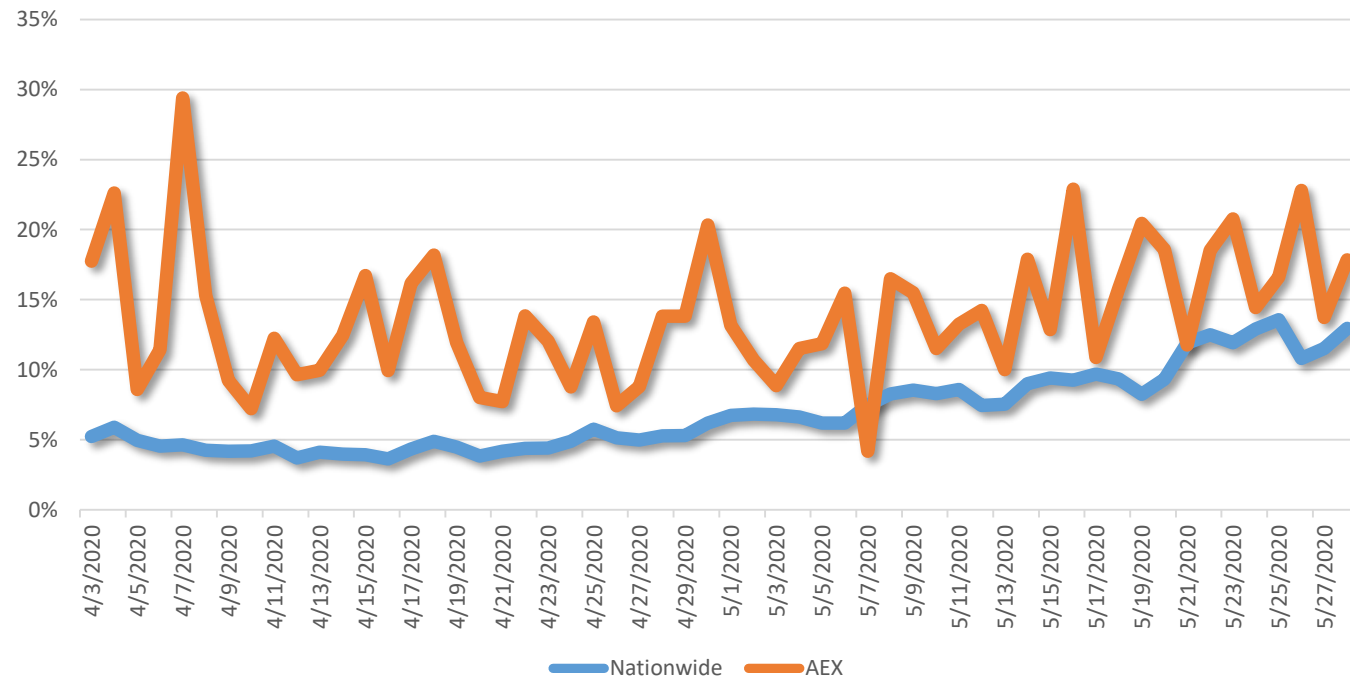
Average percent travelers at AEX in April & May compared to a year ago

14%

Average percent travelers nationwide in April & May compared to a year ago

7%

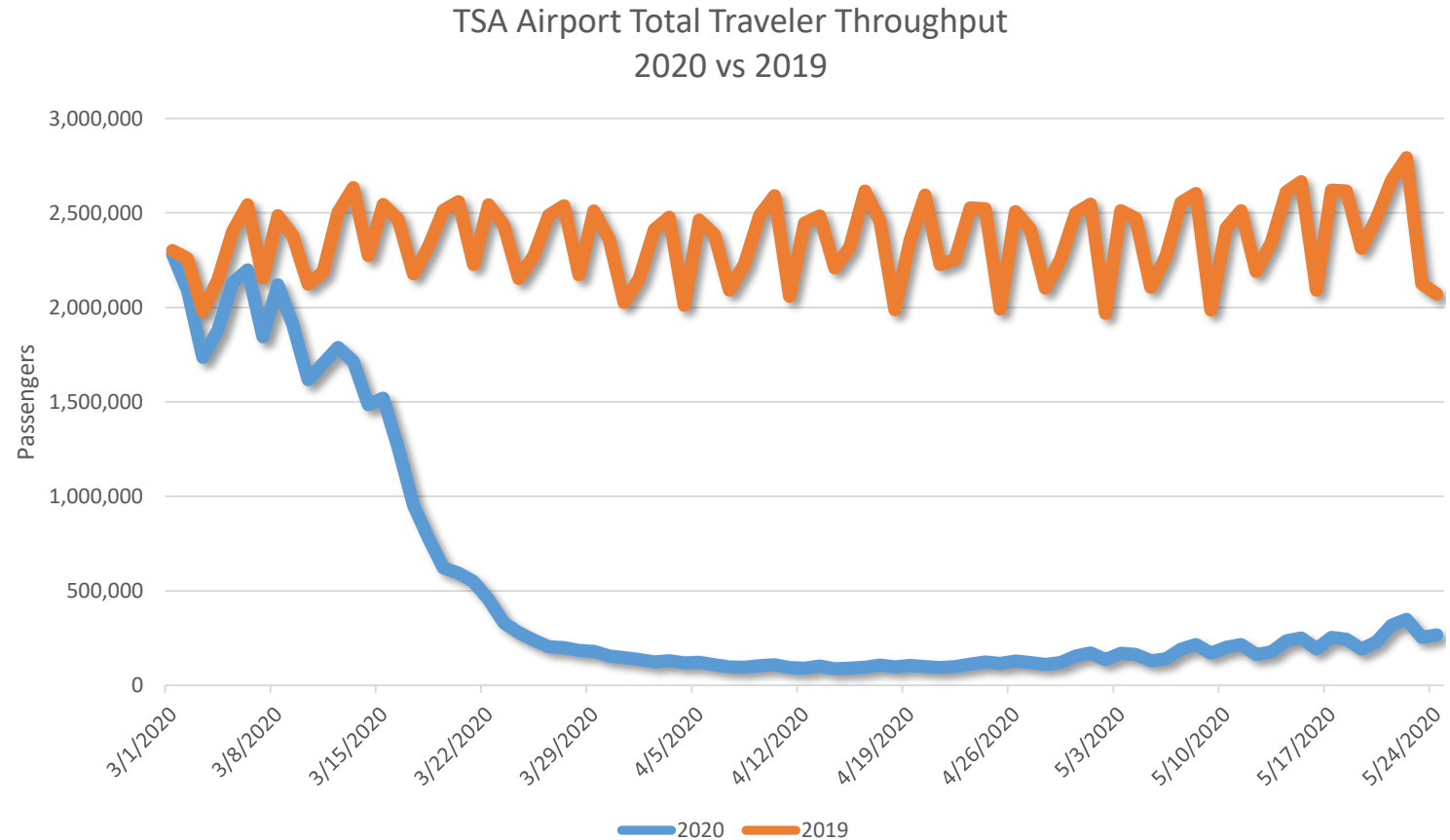
Passenger Throughput as a Percent a Year Ago  
AEX vs Nationwide



# AIR TRAVELER STATS

*(R) Nationwide daily number of passengers passing through TSA checkpoints in 2020 vs 2019. (L) Passenger traffic for American, Delta, and United for March 2020 compared to March 2019.*




American March YoY	↓ -51.2%
Delta March YoY	↓ -53.6%
United March YoY	↓ -54.5%

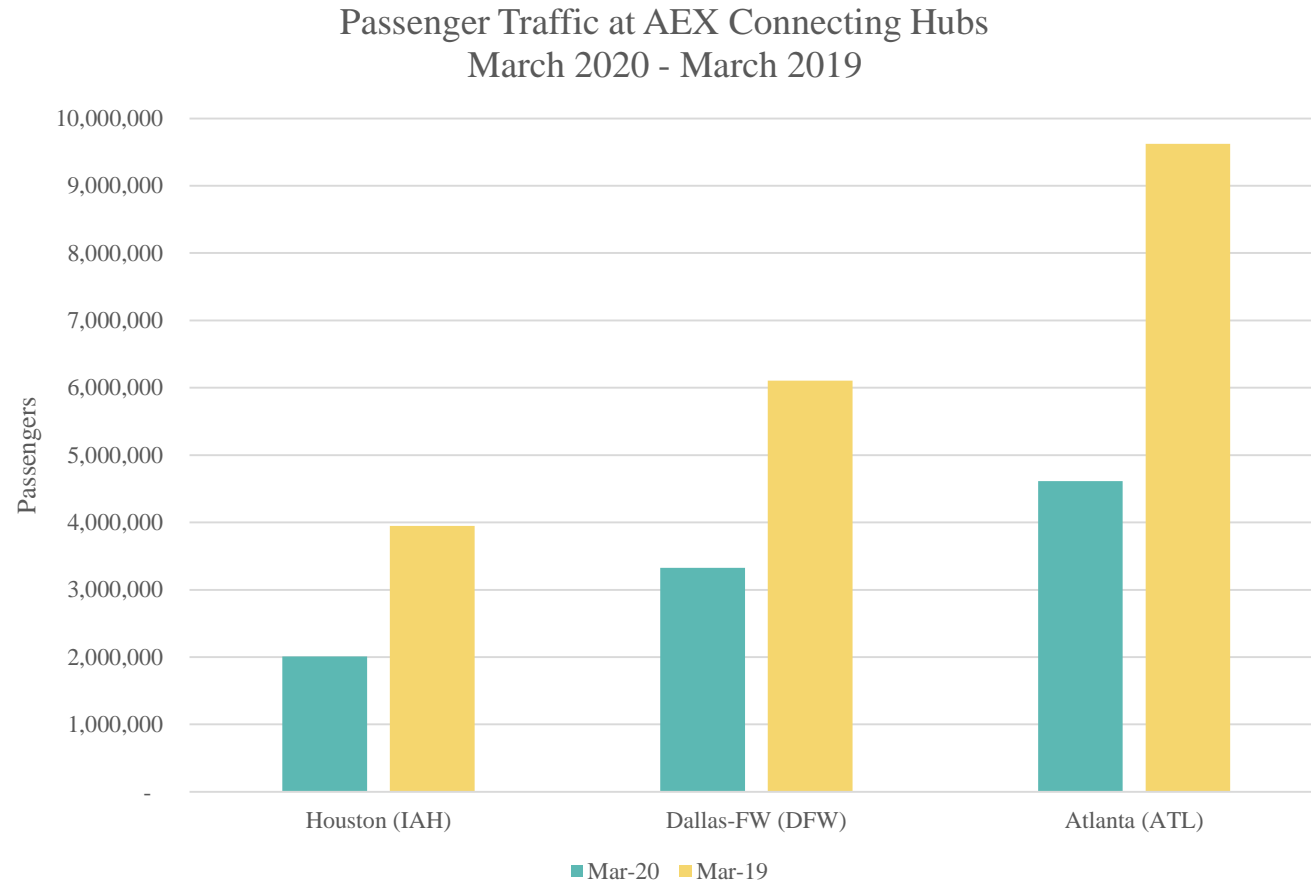




# AIR PASSENGER TRAFFIC AT AEX HUBS

*(L) Percentage change in passenger traffic at Houston, Dallas-Ft. Worth, and Atlanta for March 2020 compared to March 2019.*  
*(R) Passenger traffic at major hubs connecting AEX.*

Houston March YoY	 -49.1%
Dallas-FW March YoY	 -45.5%
Atlanta March YoY	 -52.1%



**LOUISIANA**

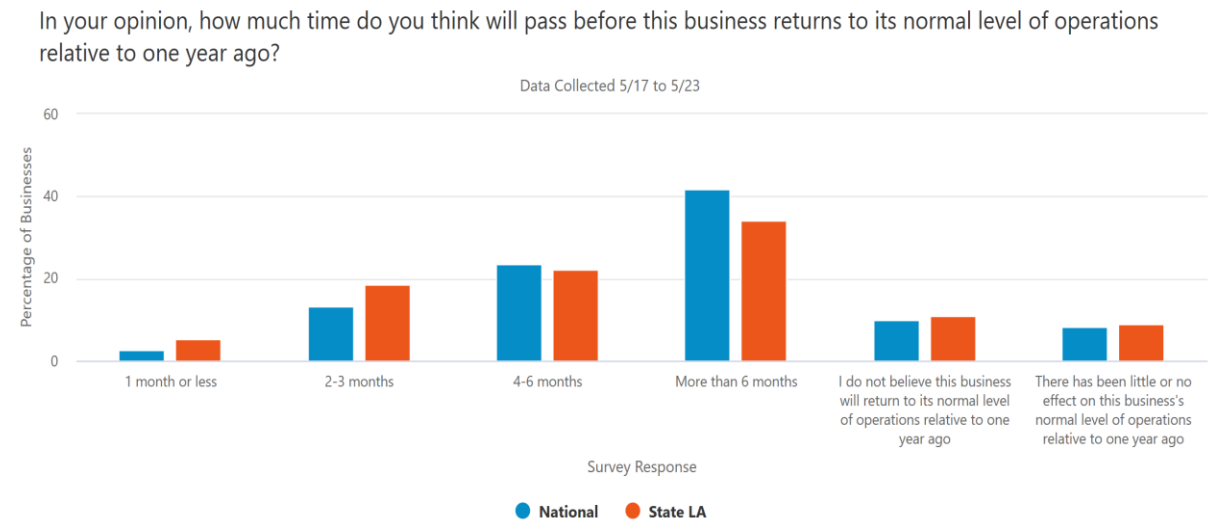
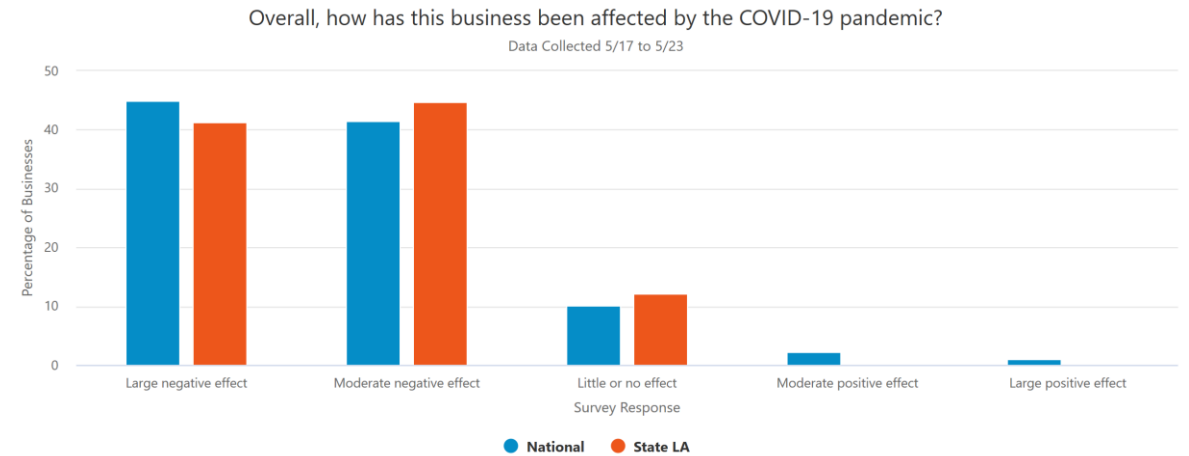
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# LOUISIANA SMALL BUSINESS PULSE SURVEY

*In April, the US Census initiated a survey to track the pulse of small businesses during the COVID-19 pandemic. Results for the May 17 – May 23 period in Louisiana are shown on the right.*

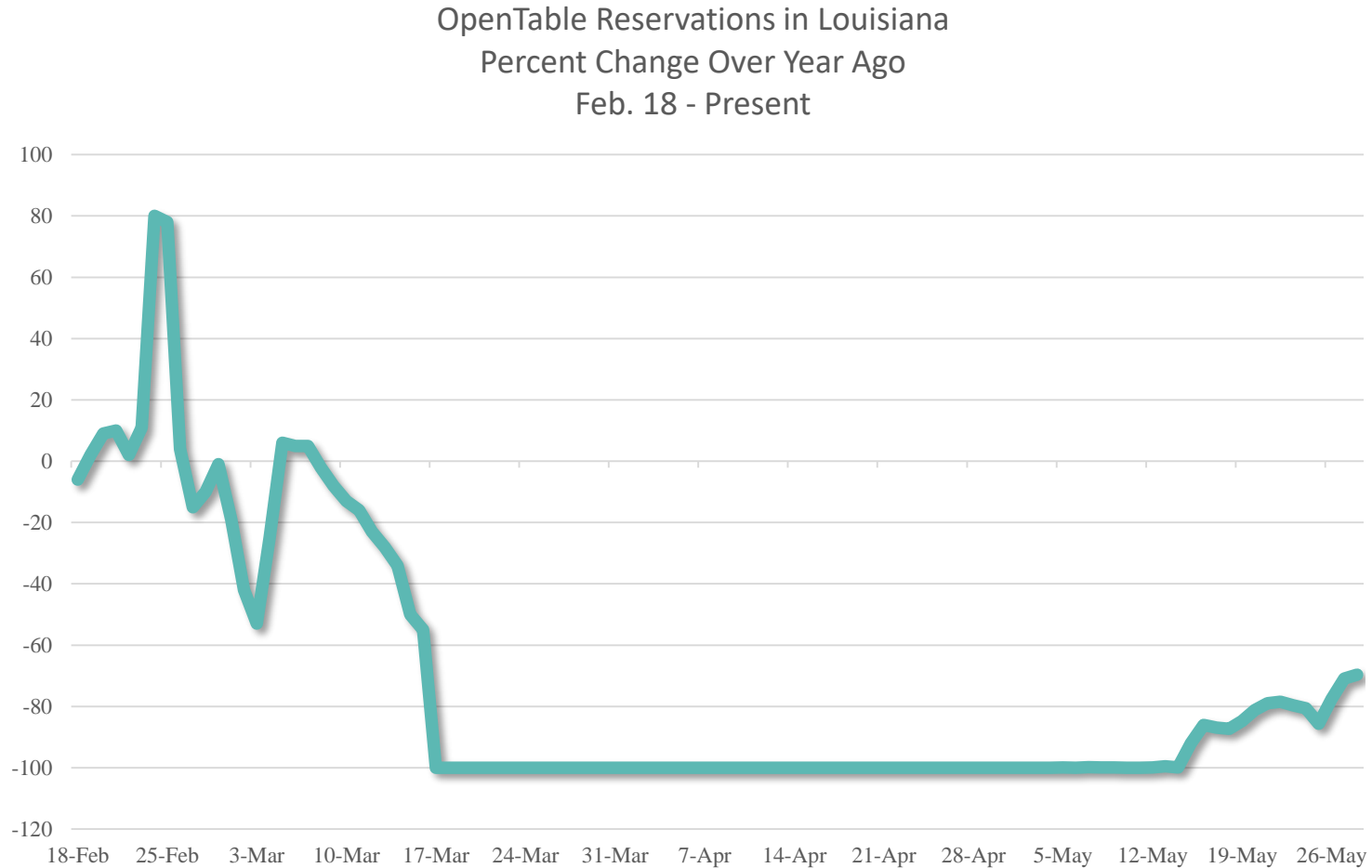
*Louisiana small businesses were more optimistic on recovery time than the national average. Fifty-seven percent of small businesses in Louisiana said COVID-19 had little to moderate impact on their business compared to 51.6% nationwide.*

	<u>LA</u>	<u>US</u>
Recovery time < 1 month	5.4%	2.8%
Recovery time 2-3 months	18.4%	13.3%
Recovery time > 6 months	34.2%	41.8%



# OPEN TABLE RESERVATIONS IN LOUISIANA

*This data shows year-over-year seated diners at restaurants on the OpenTable network in Louisiana across all channels: online reservations, phone reservations, and walk-ins. Year-over-year comparisons by day compare the same day of the week from the same week in the previous year.*



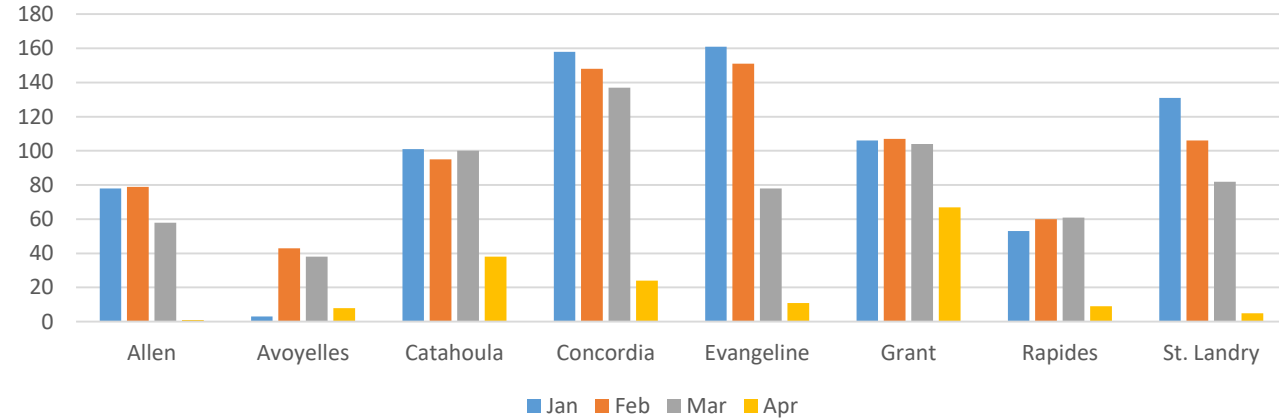
# OIL & GAS WELL COUNT IN CENLA

*Count of oil and gas producing wells by parish from January to April 2020. Data from the La Dept of Natural Resources.*

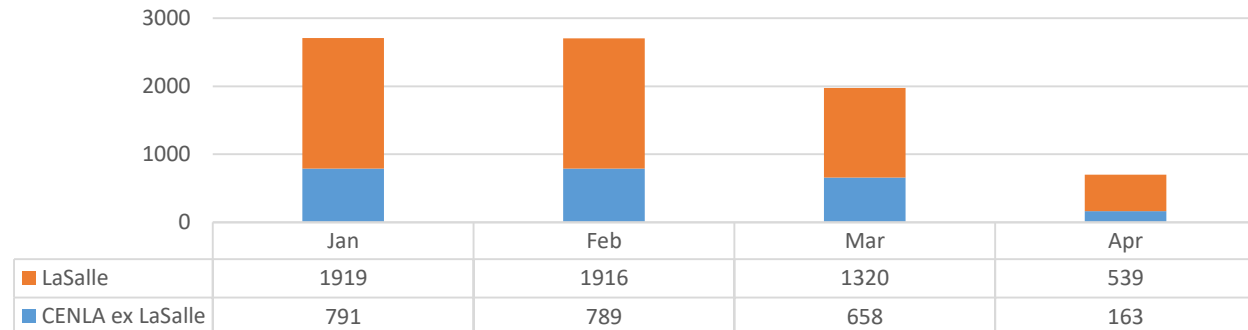
*(TR) Well count in Cenla excluding LaSalle.*

*(BR) Well count in Cenla with LaSalle separate. LaSalle accounts for 67-75% of the wells in Cenla.*

Well Count in CENLA Parishes  
(excluding LaSalle)  
January - April 2020



Total Well Count in CENLA  
(Including LaSalle)  
January - April 2020



# THANK YOU

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

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

Next Issue: Week of June 15<sup>th</sup>

- 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
- Alexandria International Airport
- Louisiana Workforce Commission
  
- LSUA Foundation
- Central Louisiana Regional Chamber of Commerce
- Marksville Chamber of Commerce
- Bunkie Chamber of Commerce