

COVID-19 Indicator Dashboard

August 18, 2020

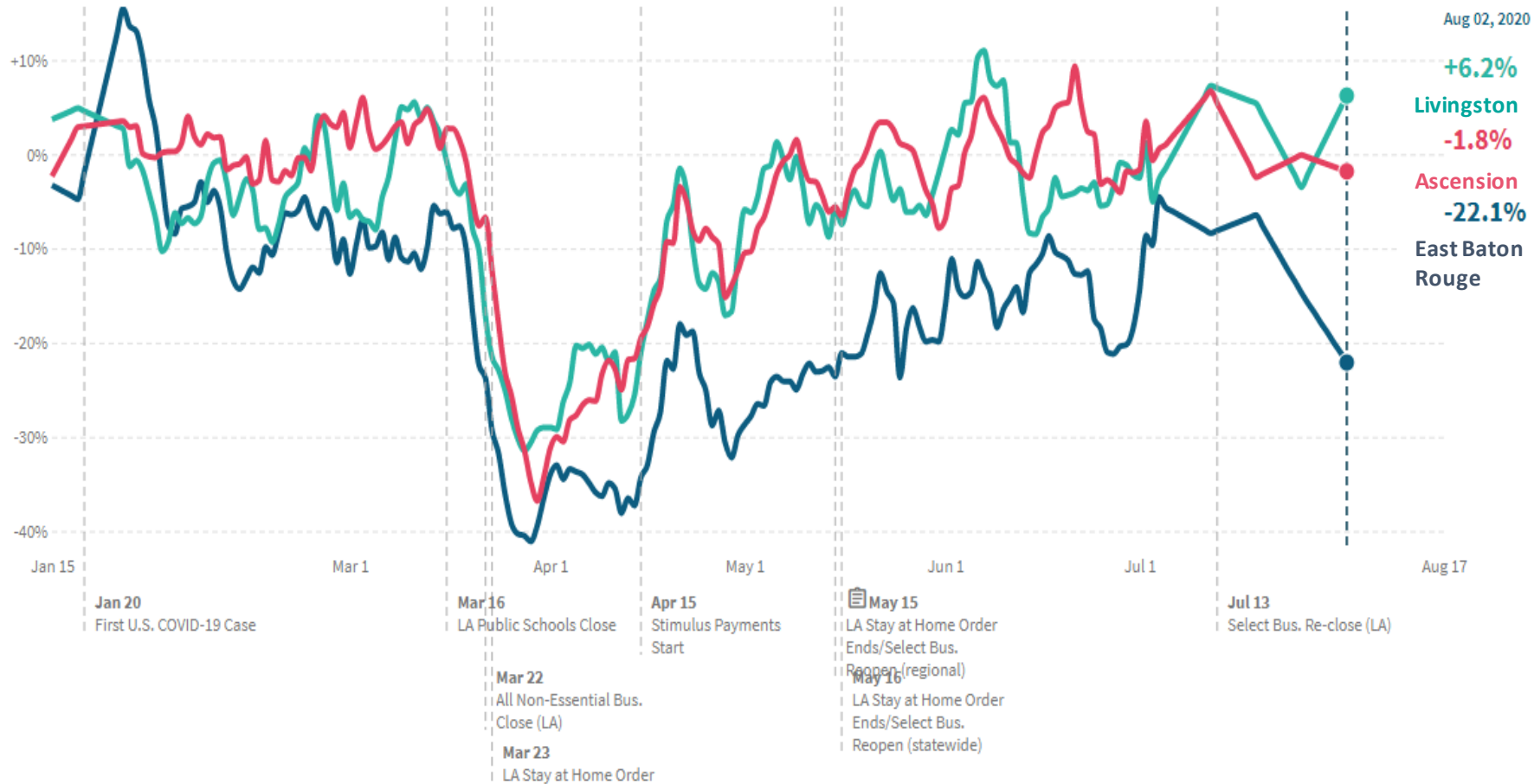
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Baton Rouge Area Chamber®

Capital Region COVID-19 Indicator Dashboard

How has consumer spending been impacted by the pandemic?

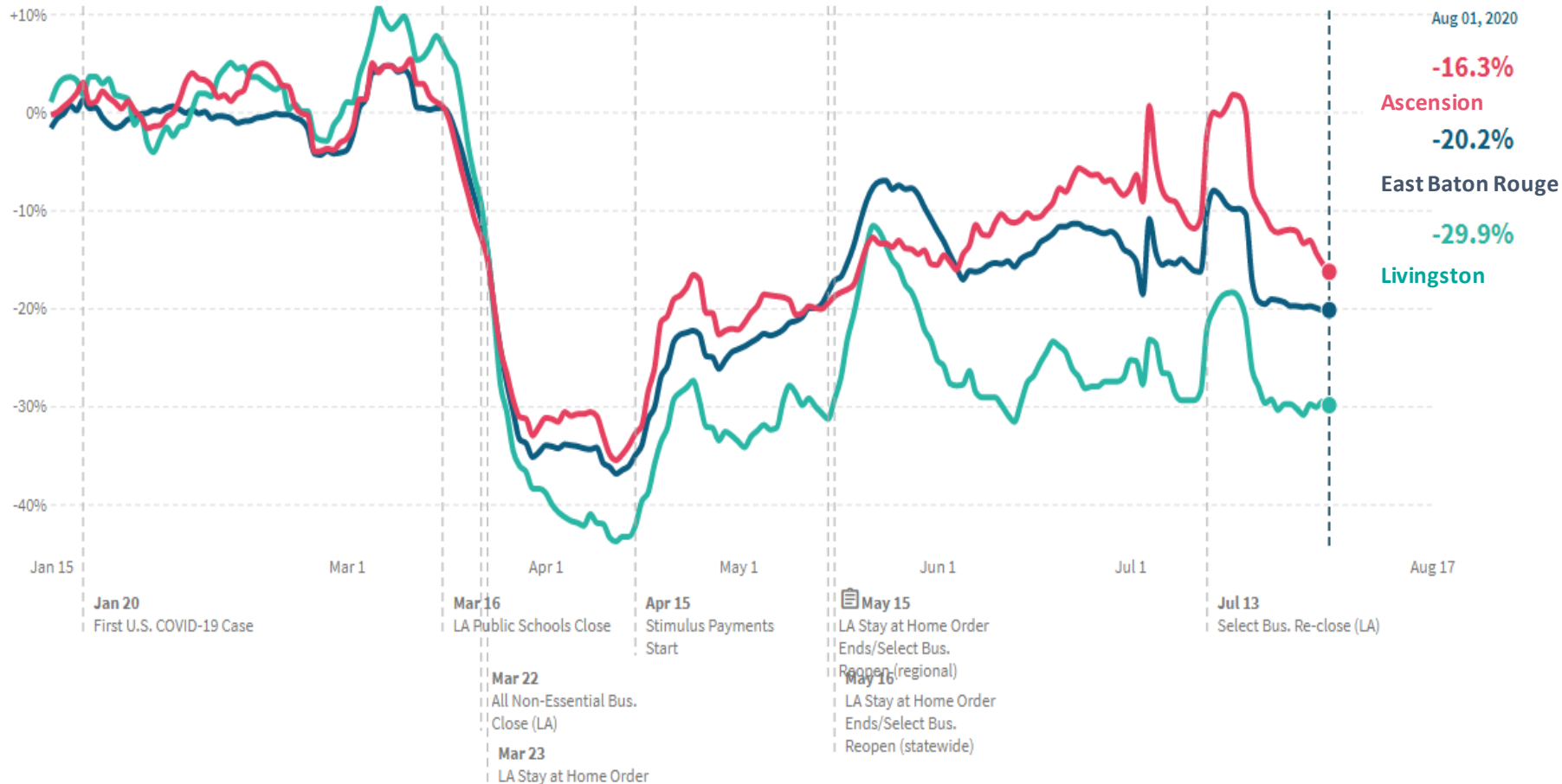


- Consumer spending is above pre-pandemic levels in Livingston and about even in Ascension.
- East Baton Rouge has seen a significant drop since mid-July; in that time period, the state closed all bars statewide, and the federal unemployment benefit supplement ended.

Sources: Opportunity Insights.

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How has the pandemic impacted the number of small businesses open?

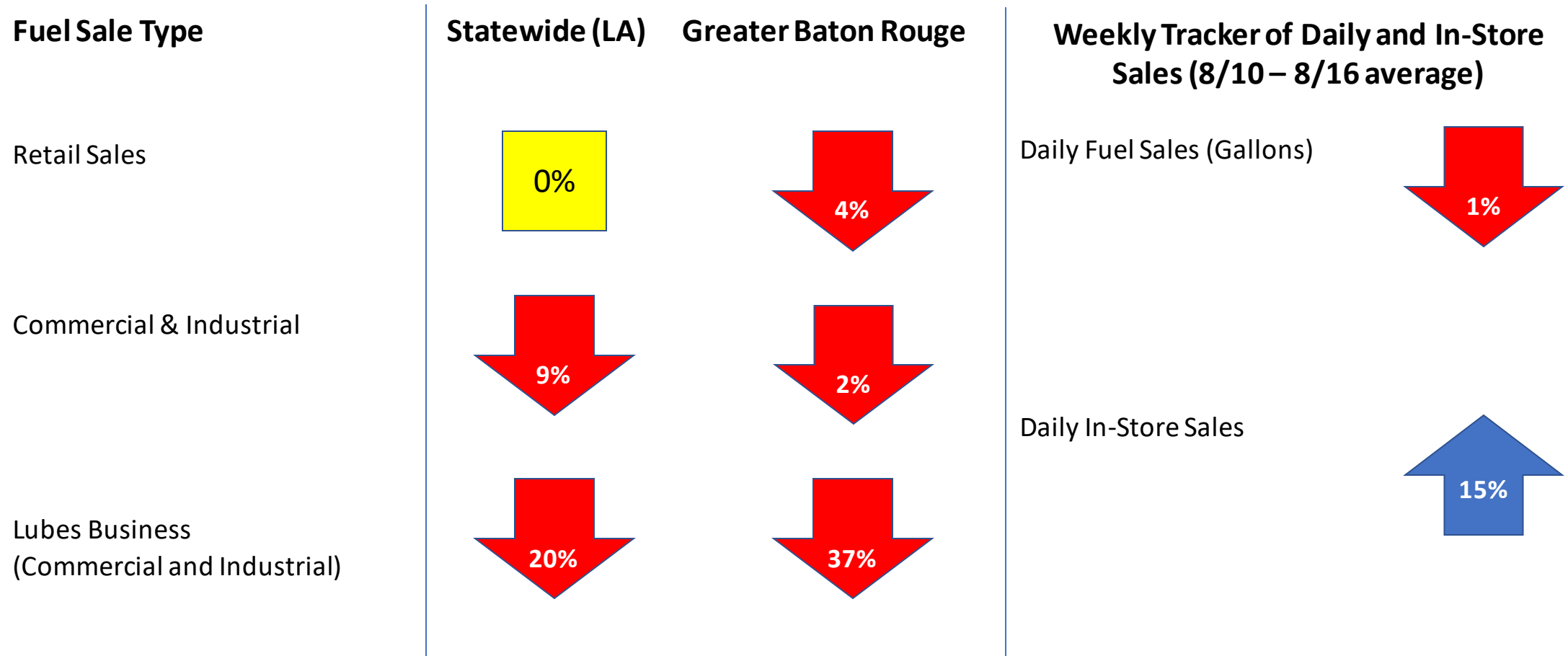


- There is a clear drop in the number of small businesses open from the date in which the governor closed bars.
- While small business revenues in Ascension and East Baton Rouge continue to hover around pre-pandemic levels, revenues in Livingston remain down 47% from January.

Sources: Opportunity Insights.

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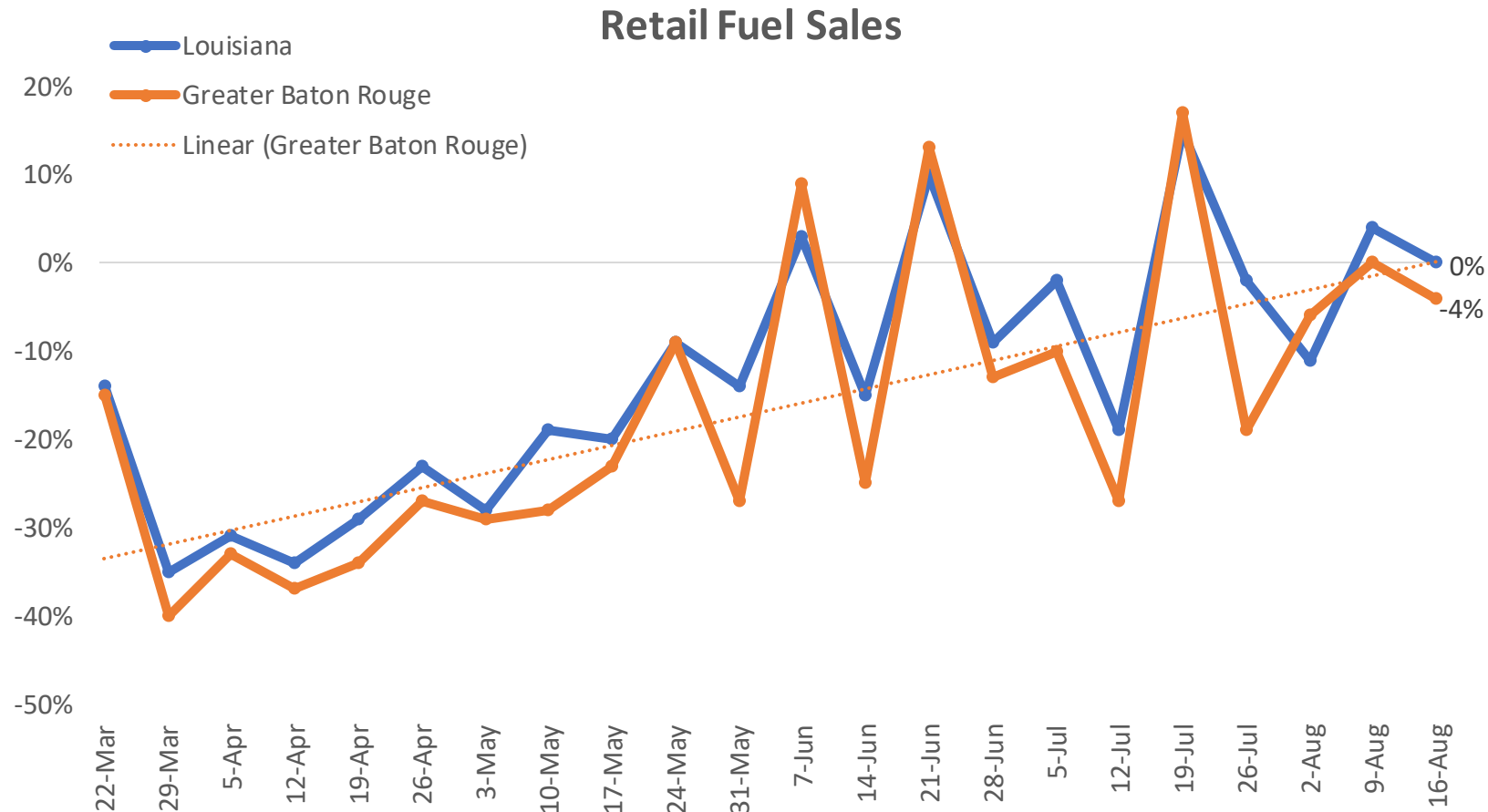
How have fuel sales (gas stations) been impacted during the pandemic?



Fuel sales reflect change in year-over-year from August 10th to August 16th, 2020 to similar week in 2019.

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Retail fuel sales progression in Louisiana and Greater Baton Rouge during the pandemic.



- Retail sales are trending toward their 2019 numbers for corresponding weeks last year.
- Prices seem to have stabilized as the regional and state economies have continued to plateau over the last few months.

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How has travel been impacted during the pandemic?

CATS Transportation Ridership

Week Ending	2019 Ridership	2020 Ridership	%age Change
April 25th	46,838	15,846	-66.2%
May 30th	47,289	21,115	-55.3%
June 20th	46,730	23,944	-48.8%
July 4th	46,773	22,558	-51.8%
August 8th	50,107	24,374	-51.4%
August 15th	50,714	25,192	-50.3%

Residential Travel

Parish	Retail and Recreation	Grocery and Pharmacy	Parks	Transit Stations	Workplace	Residential
Ascension	-2%	+5%	-	-	-30%	+9%
East Baton Rouge	-15%	-3%	+0%	-21%	-36%	+10%
East Feliciana	-	-	-	-	-26%	-
Iberville	-	+7%	-	-13%	-32%	-
Livingston	-6%	+4%	+37%	+8%	-29%	+7%
Point Coupee	-	-	-	-	-28%	-
St. Helena	-	-	-	-	-24%	-
West Baton Rouge	-4%	-4%	-	-15%	-29%	-
West Feliciana	-	-	-	-	-36%	-

- CATS ridership had one of its strongest weeks but is still significantly down over the year.

- Most mobility data was flat over-the-week, although some parishes saw slight decreases in retail/recreation and workplace travel.

Source: Google Mobility Change Report, August 11th, 2020; Capital Area Transit System.

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How has unemployment been impacted during the pandemic?

Parish	07-25-2020	08-01-2020	08-08-2020
Ascension	7,484	7,264	6,716
East Baton Rouge	34,658	33,824	31,067
East Feliciana	956	939	860
Iberville	2,429	2,400	2,255
Livingston	7,738	7,524	6,802
Point Coupee	1,284	1,256	1,158
St. Helena	621	602	558
West Baton Rouge	1,833	1,789	1,643
West Feliciana	466	459	411
BR MSA total	57,469	56,057	51,470

- Combined weekly claims had a notable drop last week to their lowest since 4/4. The week was the first without supplemental federal benefits, and under which work search requirements were reinstated.
- The over-the-week drop suggests a non-negligible number of residents stayed on unemployment due to the federal enhancement.
- However, the drop was only 8% of all total claims, meaning the vast majority did not have employment available.

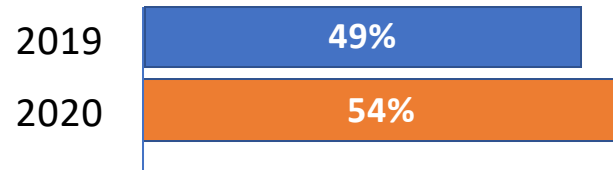
Sources: Louisiana Workforce Commission, BRAC Analysis.
 Dates signify initial plus continued claims for week ending on that day.

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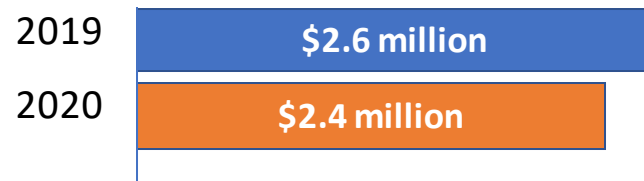
How has travel been impacted during the pandemic?

Hotel Occupancy

July 26 – August 1



Revenue from July 26 – August 1



- 2020 occupancy is up slightly over-the-week, and ahead of the same week in 2019.
- Revenue for 2020 also rose over-the-week and is nearly in-line with the 2019 number.
- One issue is that many of these renters are government employees that stay tax free. This impacts a number of governmental entities and nonprofits that derive some or all of their annual revenues from hotel occupancy taxes. This is a funding situation to take note of as we approach 2021.

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While hotel occupancy has begun to match 2019 rates, unemployment claims are still about twenty times higher than a normal week.

