

COVID-19 Indicator Dashboard

August 26, 2020

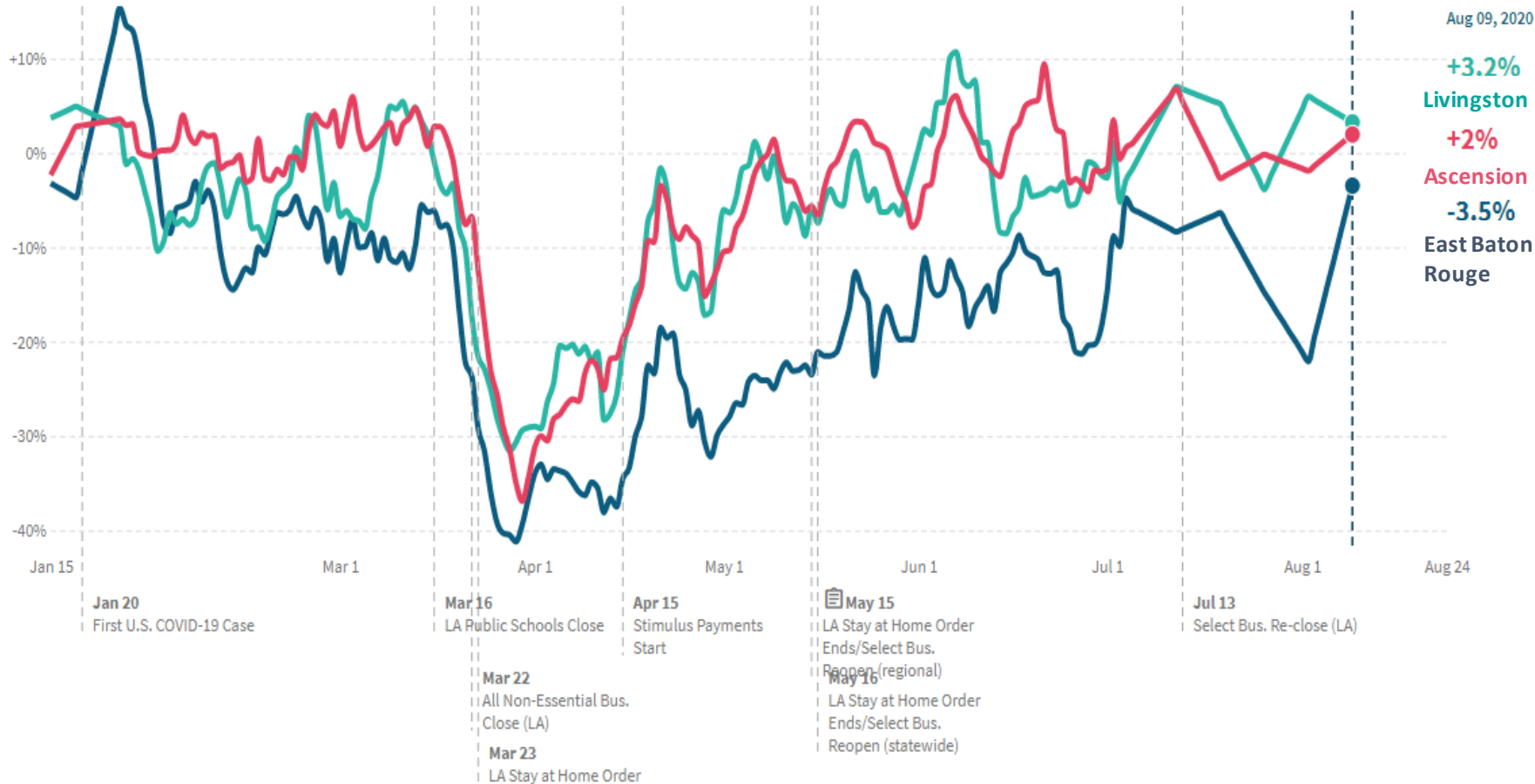
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Baton Rouge Area Chamber®

Capital Region COVID-19 Indicator Dashboard

How has consumer spending been impacted by the pandemic?

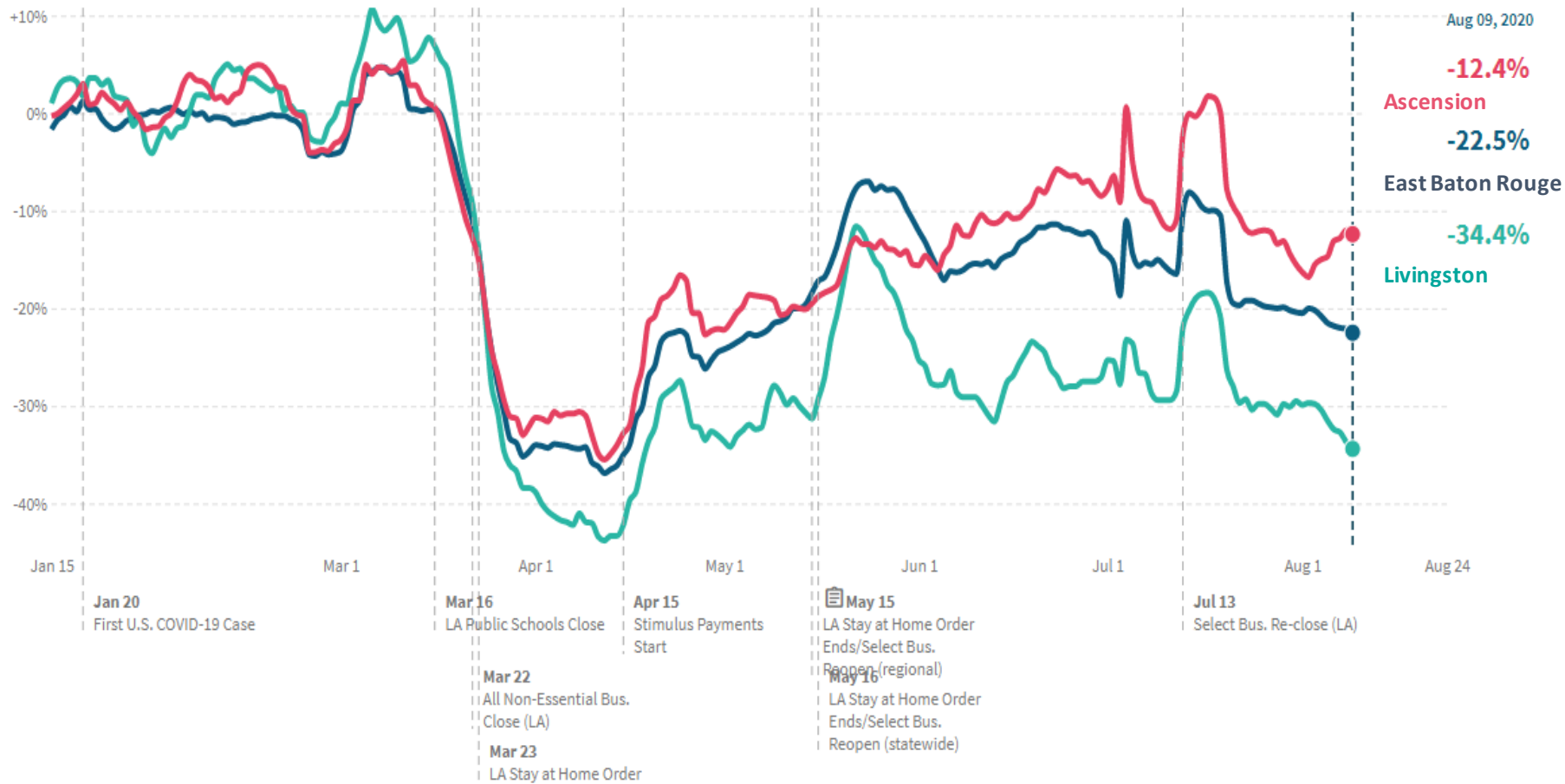


- East Baton Rouge saw a spike in consumer spending, which means the three largest parishes in the region presently have spending in line with pre-pandemic levels.
- Combined with a drop in unemployment claims, this is a clear sign that the economy is improving.

Sources: Opportunity Insights.

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

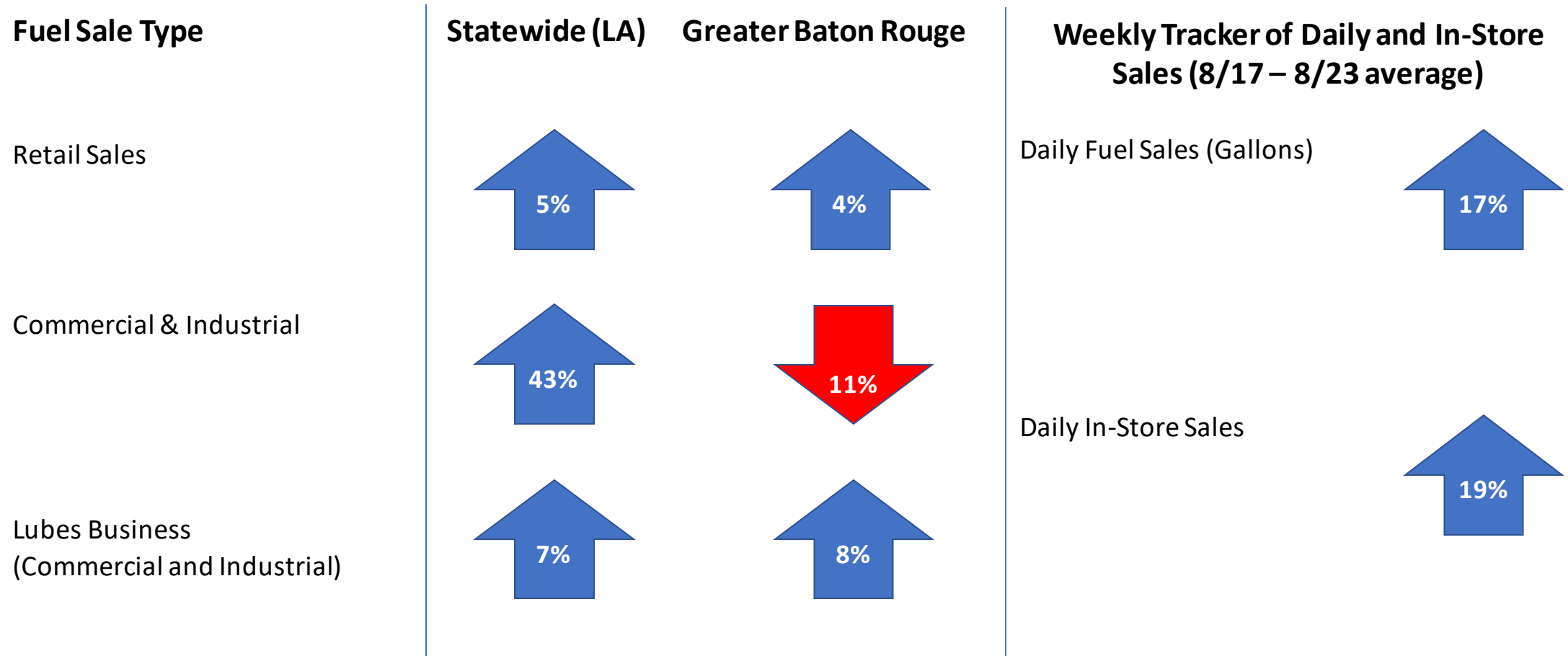


- There is a clear drop in the number of small businesses open from the date at which the governor closed bars.
- Small business revenues have spiked in East Baton Rouge and hover around pre-pandemic levels in Ascension but are down more than 50% in Livingston.

Sources: Opportunity Insights.

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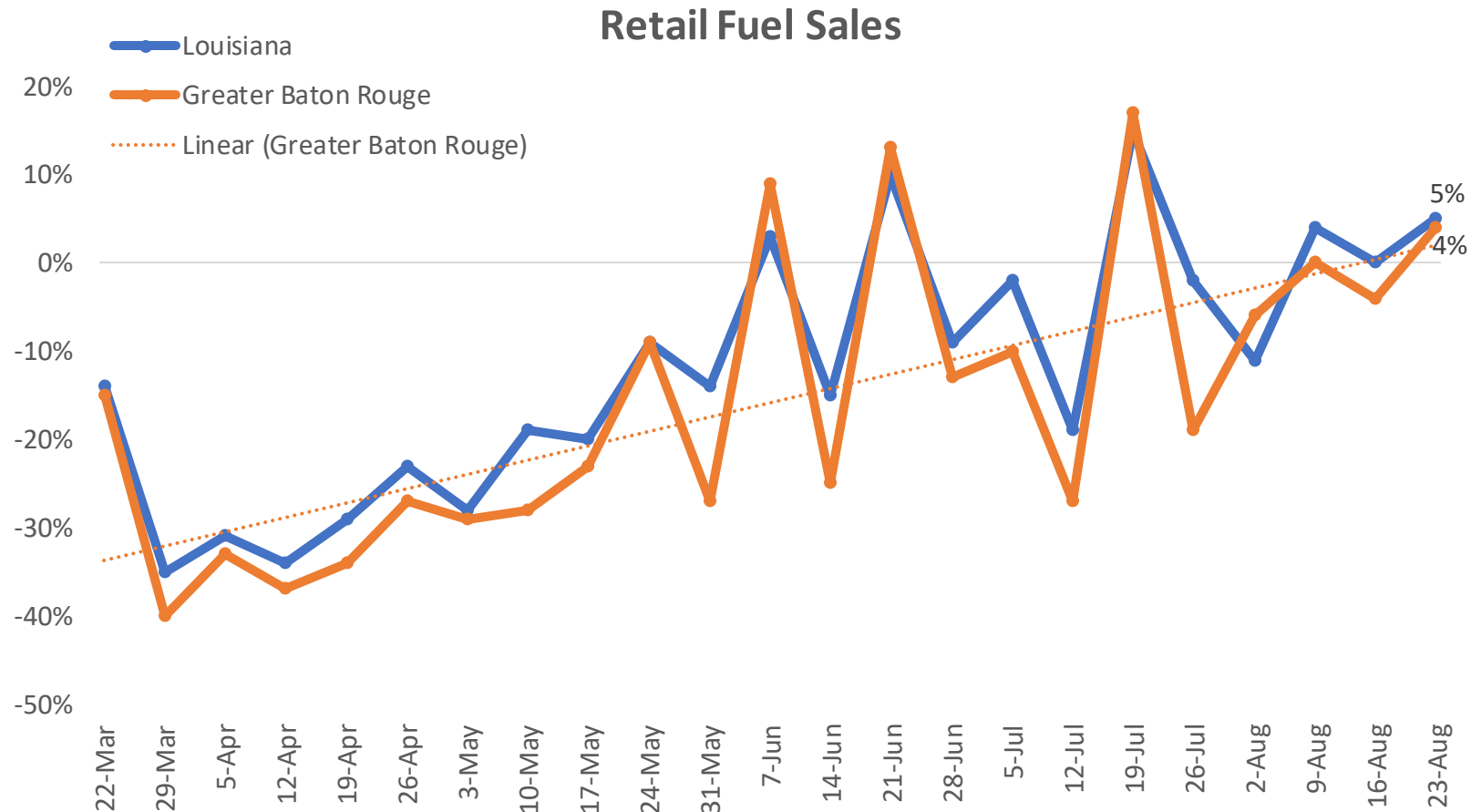
How have fuel sales (gas stations) been impacted during the pandemic?



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 were once again slightly higher than the corresponding week in 2019.
- Prices seem to have stabilized as the regional and state economies have continued to plateau over the last few months. The storm may cause sales to spike, especially statewide.

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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	-10%	-8%	-	-	-27%	+9%
East Baton Rouge	-18%	-9%	+0%	-20%	-29%	+9%
East Feliciana	-	-	-	-	-18%	-
Iberville	-	-8%	-	-12%	-29%	-
Livingston	-9%	+1%	+1%	+15%	-24%	+6%
Point Coupee	-	-	-	-	-17%	-
St. Helena	-	-	-	-	-18%	-
West Baton Rouge	-8%	-13%	-	-24%	-27%	-
West Feliciana	-	-	-	-	-32%	-

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

- While travel to work is still much lower than pre-pandemic, it rose in every parish over the week.

Source: Google Mobility Change Report, August 17th, 2020; Capital Area Transit System.

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How has unemployment been impacted during the pandemic?

Parish	08-01-2020	08-08-2020	08-15-2020
Ascension	7,264	6,716	5,601
East Baton Rouge	33,824	31,067	26,649
East Feliciana	939	860	750
Iberville	2,400	2,255	2,016
Livingston	7,524	6,802	5,499
Point Coupee	1,256	1,158	1,011
St. Helena	602	558	517
West Baton Rouge	1,789	1,643	1,422
West Feliciana	459	411	334
BR MSA total	56,057	51,470	43,799

- Combined weekly claims have dropped off considerably over the last two weeks. The week was the second without supplemental federal benefits, and under which work search requirements were reinstated.
- The two-week drop suggests a non-negligible number of residents stayed on unemployment due to the federal enhancement.

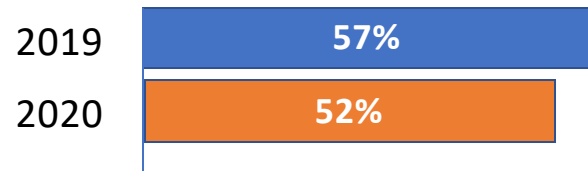
Sources: Louisiana Workforce Commission, BRAC Analysis.
 Dates signify initial plus continued claims for week ending on that day.

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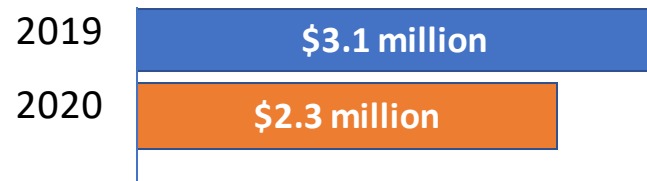
How has travel been impacted during the pandemic?

Hotel Occupancy

August 9 – August 15



Revenue from August 9– August 15



- 2020 occupancy is down slightly over-the-week and is lower than the same week in 2019.
- The week ending August 29th will likely see increased occupancy due to the hurricane in Southwest Louisiana.
- Many occupants are government employees that stay tax free. This impacts budgets of the 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 20 times higher than a normal week.

