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**St. Tammany Corporation Relaunches *The AnalyST* – A Digital Publication Focusing on Telling St. Tammany Story Through Data Analysis**

*Refreshed Data Reporting Program to Integrate Knowledge and Expertise in Data Analytics as a Core Component of Economic Development*

MANDEVILLE, LA – Today, St. Tammany Corporation relaunched their digital research publication, ***The AnalyST***, presented as a Quarterly Economic Trends Report. ***The AnalyST*** is a curated collection of economic indicators designed to interpret our regional and national economies and the interconnectivity with St. Tammany Parish.

Key research insights from this publication, led by the economic development and strategic planning consultancy group *Economic Leadership*, cover a range of topics including inflation, the labor market, residential real estate, and other industry-specific information taking place in St. Tammany. This edition covers the first quarter of 2024.

“Key decisions at every level of economic development are fact-based and data-driven, which is why understanding the impacts of our local economic landscape and incremental changes experienced quarter over quarter and year over year are imperative for benchmarking St. Tammany’s economic position,” said St. Tammany Corporation CEO Chris Masingill.

Through this publication and future quarterly economic trends reports, St. Tammany Corporation will continue to prioritize its mission of being economic truth-tellers and providing meaningful, thoughtful analysis that lays the groundwork for transformational, results-driven economic development.

Combined with the analysis of **Snapshot: Impacts of COVID-19**, ***The AnalyST*** previously focused on St. Tammany’s economic and health landscape during the global pandemic and economic recession. This refreshed iteration will feature new insights and takeaways that are relevant given our current economic conditions and help illustrate to our residents the performance of St. Tammany’s economy.

Masingill added, “As a trusted resource for our community and partners, St. Tammany Corporation will continue to provide cross-cutting platforms and products that give us the opportunity to position St. Tammany to be competitive and highlight data with the context necessary to tell a story about where we are and where we are going. Through these initiatives, each day we are working to achieve our vision of strategically aligning the economic landscape of St. Tammany to be the destination of choice for highly skilled talent and business formation, expansion and retention.”

This edition of *The AnalyST* can be accessed at St. Tammany Corporation's main website, [www.sttammanycorp.org](http://www.sttammanycorp.org), which is temporarily serving as a hub for documents and resources. As part of ongoing effort to revitalize St. Tammany Corporation's digital assets and marketing efforts, the data-driven platform and initiative known as StTammanyStats will soon be integrated into the main website as an extension and refreshed resource for our community. This platform merger will continue to serve economic developers, public officials, business professionals and residents that want to engage with relevant information to make thoughtful decisions.

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**About St. Tammany Corporation:** As the lead economic development organization for St. Tammany, St. Tammany Corporation serves as the comprehensive resource center for business services throughout the parish. St. Tammany Corporation's services include business retention, site selection, workforce development, research and data services, state and local incentives, business attraction, talent retention, certified site development, relocation support, and marketing St. Tammany. Since the organization's launch in 2018, St. Tammany Corporation facilitated business expansion and attraction announcements representing over \$284.3 million in capital investment and 2,206 new and retained jobs in St. Tammany Parish.