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St. Tammany Corporation Launches New Digital Publication and Website Focusing on Telling St. Tammany Story Through Data Analysis

Anchoring New Data Reporting Program with Ongoing Campaign to Integrate Knowledge and Expertise in Data Analytics as a Core Component of Economic Development

MANDEVILLE, La – Today, Chris Masingill, CEO of St. Tammany Corporation, announced the launch of the organization’s inaugural 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. This announcement is paired with the launch of a new, innovative website, www.sttammanystats.com, focused specifically on telling the story of St. Tammany through analysis of its economic characteristics.

The AnalyST, combined with the ongoing analysis of **Snapshot: Impacts of COVID-19**, focuses on the first half of 2020, a time when St. Tammany’s economic and health landscape was and continues to be impacted by a global pandemic and economic recession.

“At every level of economic development, key decisions are fact-based and data-driven, which is why understanding the initial impacts of the pandemic is paramount to benchmarking St. Tammany’s recovery progress in the coming months as the parish continues with the gradual, safe, and sustainable reopening of its economy,” said Masingill.

Key research insights from this publication, led by St. Tammany Corporation’s Research Analyst Elizabeth Lee, cover a range of topics including public health and COVID-19 cases, the labor market, unemployment claims, and other industry-specific information that detail the vulnerable populations in St. Tammany.

As part of its new data reporting program, St. Tammany Corporation is also launching its anchor website, www.sttammanystats.com, as a new, innovative and interactive platform to deliver data-driven and evidence-based initiatives. As an extension of its main website, www.sttammanycorp.org, www.sttammanystats.com will reinforce the importance of tracking and understanding economic trends for economic developers, public officials, business professionals and users that want to engage with information that determines how to make the best possible decisions for St. Tammany to thrive.

Through this publication, future quarterly economic trends reports, monthly **Snapshot** updates, www.sttammanystats.com, and other products distributed through its data reporting program, 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.

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."

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About St. Tammany Corporation: As the lead economic development organization for St. Tammany, the St. Tammany Corporation functions as the comprehensive resource center for business services throughout the parish. The services provided by the St. Tammany Corporation include, but are not limited to, 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.