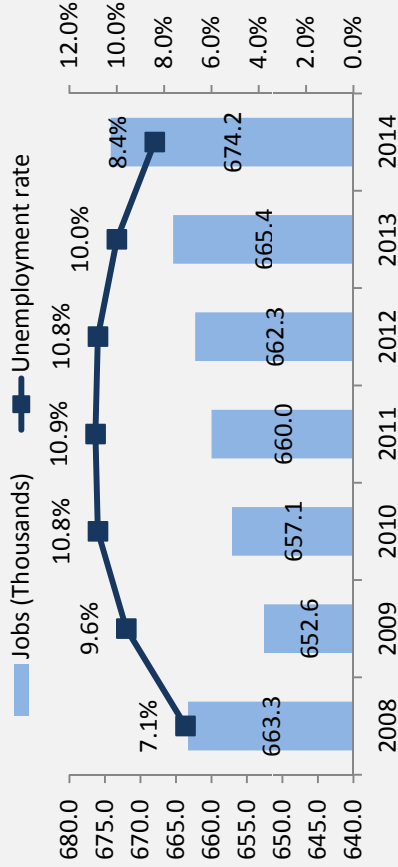


# Spotlight on Goal 3: Philadelphia is a place of choice

Each quarter the City spotlights progress made towards one of the Mayor's goals. Goal 3 is about making Philadelphia a city where people want to live and businesses want to grow.

## Jobs and Unemployment

Philadelphia has gained more than 21,000 jobs since 2009, and unemployment is starting to decline.



Source: Bureau of Labor Statistics

## Philadelphia Population

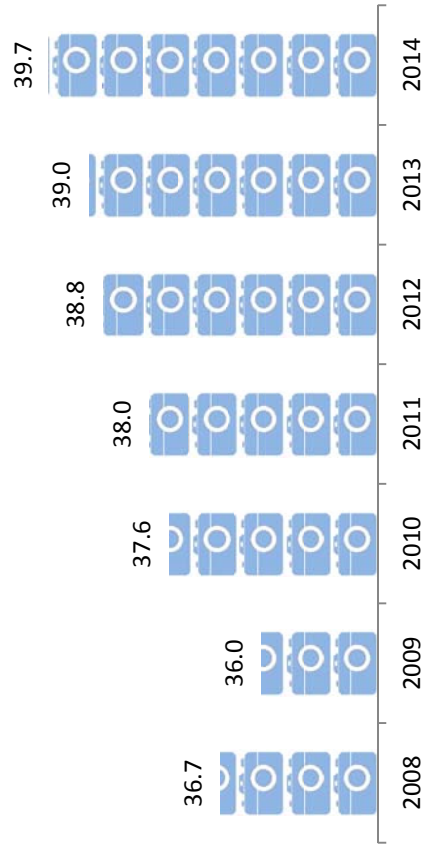
Philadelphia has gained over 60,500 more people since 2008.



Source: U.S. Census Bureau  
\*2014 estimate

## Visitors to Philadelphia Region (Millions)

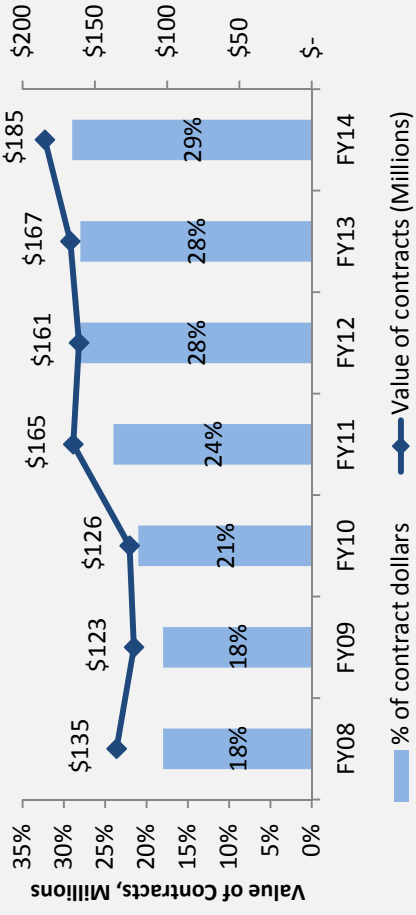
The City has attracted over 3.5 million more visitors to the Philadelphia region since 2009 and is on track to meet its 2015 target.



Source: Longwoods International/Tourism Economics

## Participation of Disadvantaged Businesses in City Contracts

City contracts to minority, women or disabled owned businesses have grown by \$50 million since FY08



Source: City of Philadelphia Office of Economic Opportunity