

# Google is proud to call Colorado home

Creating economic opportunity across the Centennial State

## 15+ years in Colorado

Google has proudly called Colorado home for over 15 years with offices in Boulder and Thornton.

## \$12.19B of economic activity

In 2023, Google helped provide \$12.19 billion of economic activity for tens of thousands of Colorado businesses, publishers, nonprofits, creators, and developers.

## 369,000+ Colorado businesses

More than 369,000 Colorado businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

## 200,000+ Coloradans trained

Grow with Google has partnered with 190 organizations in the state like PCs for People (Colorado) and Lincoln County Economic Development Corp. to train more than 200,000 Coloradans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

*“Google Analytics 4 shows me if my approach is having the desired effect. Understanding how and where traffic is entering the platform, I can adjust my strategy.”*

*-Rafael Small  
Founder of CarGari  
Denver, Colorado*



## Helping Colorado's small businesses and startups thrive

Colorado business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Centennial State businesses like CarGari, Google is increasing access to capital, trainings, and free resources.

**\$4M**

in venture capital raised by Google for Startups Founders Fund recipients in Colorado

The [Google for Startups Founders Funds](#) provide cash awards and hands-on help to support underrepresented entrepreneurs, like interviewIA in Colorado.

*“Taking the Google Certificate allowed me to expand my knowledge within the world of data analytics and change my career path upon completion. It allowed me career opportunities I never thought possible.”*

**Scarlet Castillo-Sanchez**  
Google Data Analytics Certificate graduate

Business Systems Analyst I at KForce Inc.  
Colorado Springs, Colorado



## Helping Coloradans develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025<sup>1</sup> and 1 in 3 American workers have very limited or no digital skills.<sup>2</sup> We’re working to help people advance their careers and pursue new opportunities by making digital skills accessible to everyone. To date, we have helped over 300,000 Americans find employment and increase their income through digital skills training.

**250,000+**

Google Career Certificate graduates in the U.S.

[Google Career Certificates](#) help people develop skills for new jobs in fields like cybersecurity, data analytics, project management, and more in just three to six months. After completing the program, graduates are able to connect with 150+ top employers. 75% of graduates report a positive career outcome within six months.<sup>3</sup>

Google has also partnered with 34 Colorado educational institutions like University of Colorado Boulder and Colorado CTE to make Google Career Certificates available to students and to increase employment opportunities.

**330,000+**

Colorado students trained in computer science to date

Google is helping address inequities in computer science education by offering no-cost products and programs, like [CS First](#) and [Code Next](#), to students across the U.S. To date, Google has invested over \$263 million toward computer science skilling including Google.org grants to organizations like National 4H Council and Hidden Genius Project.

## Investing in local communities

Local organizations and nonprofits across Colorado are doing great work to support their communities. Google is proud to partner with trusted community organizations to further that work, and bring digital skills training, grant funding, and other resources to more Coloradans.

**\$21M+**

in funding

Since 2006, Google.org has awarded over \$21 million in funding to Colorado organizations and nonprofits.

**\$39M+**

In charitable giving

Since 2004, our employees based in Colorado – including matching contributions and philanthropic giving from Google.org – have donated over \$39 million to nonprofits.

**50,600+**

volunteer and pro bono hours

Through Google.org, employees served over 50,600 hours of volunteer and pro bono work with nonprofits and schools, including areas we’re passionate about, like STEM education, economic opportunity, and access to the internet.

**\$28.35M**

of free advertising

Since 2011, Google for Nonprofits has supported more than 2,040 nonprofits in Colorado. In 2023 alone, Google.org provided \$28.35 million in donated search ads to Colorado nonprofits through the Google Ad Grants program and more than \$1.66 million in Google Workspace for Nonprofits.

Learn more about Google in Colorado at: [g.co/economicimpact/colorado](https://g.co/economicimpact/colorado)

<sup>1</sup>The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

<sup>2</sup>Digitalization and the American Workforce, Brookings Institute, Nov. 2017

<sup>3</sup>Based on program graduate survey responses, United States 2023