



Google is proud to call Tennessee home

Creating economic opportunity across the Volunteer State



“In our first two years, we increased our annual revenue six times what we were making before we started our YouTube channel.”

-Trenton Potter
Co-founder & Owner of Trenton & Heath
Nashville, Tennessee

At home in Tennessee

Google proudly calls Tennessee home with a data center in Montgomery County.

\$9.41B of economic activity

In 2023, Google helped provide \$9.41 billion of economic activity for tens of thousands of Tennessee businesses, publishers, nonprofits, creators, and developers.

370,000+ Tennessee businesses

More than 370,000 businesses used Google’s free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

160,000+ Tennesseans trained

Grow with Google has partnered with 180 organizations in the state like Olivet Baptist Church and Goodwill Industries of Knoxville, Inc. to train more than 160,000 Tennesseans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

Helping Tennessee’s small businesses and startups thrive

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

Helping Tennessee harness the power of AI

The City of Memphis partnered with [Google and SpringML \(now known as Egen\)](#) to leverage Cloud AI solutions for enhanced public works and urban planning. By analyzing video footage of roads and identifying potholes by width and depth, AI now detects potholes with 90% accuracy and significantly improves identification of urban blight. This resulted in a 75% increase in pothole detection and the repair of 63,000 potholes within a year – a testament to the efficiency gains made possible by AI.

3,200+

small businesses trained by a Tennessee Digital Coach

[Grow with Google Digital Coaches](#) are local experts who help diverse small businesses grow. Our Tennessee Digital Coach offers live training and hands-on coaching – for free – to small businesses.

\$7M

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

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

“The Google Career Certificate helped me hit the ground running in my new role. Within 5 months I was promoted to an IT manager thanks to the knowledge I gained from it.”

Stacey Bradley
Google IT Support Certificate graduate

IT Manager at the City of Red Bank
Chattanooga, Tennessee



Helping Tennesseans develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025¹ and 1 in 3 American workers have very limited or no digital skills.²

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.³

Google has also partnered with 21 Tennessee educational institutions like Volunteer State Community College and Motlow State Community College to make Google Career Certificates available to students and to increase employment opportunities.

272,000+

Tennessee 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.

\$2.1B

Investment in Tennessee

Since the Montgomery County data center was built in 2018, Google has invested more than \$2.1 billion in the region and state.

Investing in local communities

Local organizations and nonprofits across Tennessee 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 Tennesseans.

\$1M+

in funding

Since 2006, Google.org has awarded over \$1 million in funding to Tennessee organizations and nonprofits.

\$1M+

In charitable giving

Since 2007, our employees based in Tennessee – including matching contributions and philanthropic giving from Google.org – have donated over \$1 million to nonprofits.

4,400+

volunteer and pro bono hours

Through Google.org, employees served over 4,400 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.

\$9.77M

of free advertising

Since 2011, Google for Nonprofits has supported more than 960 nonprofits in Tennessee. In 2023 alone, Google.org provided \$9.77 million in donated search ads to Tennessee nonprofits through the Google Ad Grants program and more than \$1.25 million in Google Workspace for Nonprofits.

Learn more about Google in Tennessee at: g.co/economicimpact/tennessee

¹The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

²Digitalization and the American Workforce, Brookings Institute, Nov. 2017

³Based on program graduate survey responses, United States 2023