

# Google is proud to support South Dakota

Creating economic opportunity across the Mount Rushmore State

## \$337M of economic activity

In 2023, Google helped provide \$337 million of economic activity for thousands of South Dakota businesses, nonprofits, publishers, creators, and developers.

## 55,000+ South Dakota businesses

More than 55,000 South Dakota businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

## 22,000+ South Dakotans trained

Grow with Google has partnered with 40 organizations in the state like the Vermillion Area Chamber of Commerce to train more than 22,000 South Dakotans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

*"Being able to add photos on our Google Business Profile is really important, since ultimately it's our clients' first impression of us."*

*-Tia Berens  
Owner of The Barn at Aspen Acres  
Spearfish, South Dakota*



## Helping South Dakota's small businesses and startups thrive

South Dakota business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Mount Rushmore State businesses like The Barn at Aspen Acres, Google is increasing access to capital, trainings, and free resources.

**\$250M+**

in venture capital raised by Google for Startups Founders Fund recipients in the U.S.

The [Google for Startups Founders Funds](#) provide cash awards and hands-on help to support underrepresented entrepreneurs throughout the U.S.



75%

of learners report a positive outcome to their career<sup>1</sup>

## Helping South Dakotans develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025<sup>2</sup> and 1 in 3 American workers have very limited or no digital skills.<sup>3</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 new 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>4</sup>

Google has also partnered with South Dakota educational institutions like Watertown High School to make Google Career Certificates available to students and to increase employment opportunities.

58,000+

South Dakota 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.

## Supporting South Dakota nonprofits and local organizations

Local organizations and nonprofits across South Dakota 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 South Dakotans.

\$85,000+

in Google Workspace

Since 2011, Google for Nonprofits has supported more than 150 nonprofits in South Dakota. In 2023 alone, Google.org provided more than \$85,000 in Google Workspace for Nonprofits.

\$1.25M

of free search advertising

In 2023, Google.org provided \$1.25 million in donated search ads to South Dakota nonprofits through the Google Ad Grants program.

Learn more about Google in South Dakota at: [g.co/economicimpact/southdakota](https://g.co/economicimpact/southdakota)

<sup>1,4</sup> Based on program graduate survey responses, United States 2023

<sup>2</sup> The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

<sup>3</sup> Digitalization and the American Workforce, Brookings Institute, Nov. 2017