



# Google is proud to call Minnesota home

Creating economic opportunity across the North Star State



*“We did a Performance Max campaign last year and our new customers increased 73 percent from 2022.”*

*- Jeff Taxdahl  
Co-Owner, President, & CMO of Thread Logic  
Jordan, Minnesota*

## At home in Minnesota

Google proudly calls Minnesota home with an office location in Rochester.

## \$13.13B of economic activity

In 2023, Google helped provide \$13.13 billion of economic activity for tens of thousands of Minnesota businesses, publishers, nonprofits, creators, and developers.

## 309,000+ Minnesota businesses

More than 309,000 Minnesota businesses used Google’s free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

## 159,000+ Minnesotans trained

Grow with Google has partnered with 140 organizations in the state to train more than 159,000 Minnesotans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

## Helping Minnesota’s small businesses and startups thrive

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

### Helping Minnesota harness the power of AI

The State of Minnesota is using [Google Cloud’s Dialogflow and Translation AI](#) to improve access to driver and vehicle services for non-English speakers. Their virtual agents provide real-time translation in Spanish, Somali, and Hmong, breaking down language barriers and making these essential services more inclusive.

### \$11M+

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

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



The Google IT Support Certificate was a great basis to introduce me to IT. The certificate instilled confidence to pursue more opportunities, and I got a new job where I work at a bigger company, with a bigger IT team which I am happier about. Before I was the only IT person at the school and there was no flexibility or back ups, I was always on call. Today, I have a set schedule between work and my personal life, and my salary increased more than 70%.



**Amos Vodis**

Google IT Support Certificate graduate

IT Support Tech at ME Global Inc  
Minneapolis, Minnesota

## Helping Minnesotans 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 13 Minnesota educational institutions like Minnesota IT Center for Excellence and Minnetonka Public Schools to make Google Career Certificates available to students and to increase employment opportunities.

**315,000+**

Minnesota 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 Minnesota 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 Minnesotans.

**\$4M+**

in funding

Since 2006, Google.org has awarded over \$4 million in funding to Minnesota organizations and nonprofits.

**\$1M+**

In charitable giving

Since 2011, our employees based in Minnesota – including matching contributions and philanthropic giving from Google.org – have donated over \$1 million to nonprofits.

**3,100+**

volunteer and pro bono hours

Through Google.org, employees served over 3,100 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.

**\$15.09M**

of free advertising

Since 2011, Google for Nonprofits has supported more than 1,200 nonprofits in Minnesota like Immunize.org. In 2023 alone, Google.org provided 15.09 million in donated search ads to Minnesota nonprofits through the Google Ad Grants program and more than \$1.15 million in Google Workspace for Nonprofits.

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

<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