

Google is proud to support New Mexico

Creating economic opportunity across the Land of Enchantment

\$417M of economic activity

In 2022, Google helped provide \$417 million of economic activity for thousands of New Mexico businesses, nonprofits, publishers, creators and developers.

114,000+ New Mexico businesses

More than 114,000 New Mexico businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

44,000+ New Mexicans trained

Grow with Google has partnered with 76 organizations in the state to train more than 44,000 New Mexicans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

"Since beginning to use Google Ads, our business revenue has tripled. We closed 2022 with our highest revenue to date."

Jacqueline McHorse
Co-owner of Bison Star Naturals
Taos, New Mexico



Helping New Mexico's small businesses and startups thrive

New Mexico business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Land of Enchantment businesses like Bison Star Naturals, Google is increasing access to capital, trainings and free resources.

\$191M

Provided to support small business resilience

Google's commitment of \$191 million in loans and grants to Opportunity Finance Network (OFN) supported community development financial institutions (CDFIs) including Citizens Potawatomi Community Development Corporation in New Mexico, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits.

\$190M

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

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



75%

of learners report a positive impact to their career¹

Helping New Mexicans develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025² and 1 in 3 American workers have very limited or no digital skills.³ 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.

150,000+

Google Career Certificate graduates in the U.S.

[Google Career Certificates](#) help people develop skills for new jobs in fields like data analytics, UX design and more in just three to six months. After completing the program, graduates are able to connect with 150+ top employers. Within six months of completion, 75% of program graduates report a positive career outcome, such as a promotion, raise or new job.⁴

Google has also partnered with New Mexico educational institutions like Clovis Community College and Doña Ana Community College to make Google Career Certificates available to students and to increase employment opportunities.

82,000+

New Mexico 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 \$240 million toward computer science skilling including Google.org grants to organizations like National 4H Council and Hidden Genius Project.

Supporting New Mexico nonprofits and local organizations

Local organizations and nonprofits across New Mexico 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 New Mexicans.

\$198,000+

in charitable giving

Since 2011, our employees based in New Mexico – including matching contributions and philanthropic giving from Google.org – have donated over \$198,000 to nonprofits.

1,400

nonprofits supported

Since 2011, Google for Nonprofits has supported 1,400 nonprofits in New Mexico.

\$2.54M

in free search advertising

In 2022, Google.org provided \$2.54 million in free search advertising to New Mexico nonprofits through the Google Ad Grants program.

Learn more about Google in New Mexico at: g.co/economicimpact/newmexico

^{1,4} Based on program graduate survey responses, United States 2022

² The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

³ Digitalization and the American Workforce, Brookings Institute, Nov. 2017