

# Google is proud to support South Dakota

Creating economic opportunity across the Mount Rushmore State

## \$305M of economic activity

In 2022, Google helped provide \$305 million of economic activity for thousands of South Dakota businesses, nonprofits, publishers, creators and developers.

## 56,000+ South Dakota businesses

More than 56,000 South Dakota businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

## 20,000+ South Dakotans trained

Grow with Google has partnered with 40 organizations in the state to train more than 20,000 South Dakotans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

*"Google Business Profile helps us communicate our story to a large audience with minimal expense."*

**Nick Heineman**  
Owner & Operator of Look's Marketplace  
Sioux Falls, 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 Look's Marketplace, 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 Propel Nonprofits in South Dakota, 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 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 employment and increase their income through digital skills training.

### 150,000+

Google Career Certificate graduates in the U.S.

### 57,000+

South Dakota students trained in computer science to date

[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.<sup>4</sup>

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 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.

### 600

nonprofits supported

Since 2011, Google for Nonprofits has supported 600 nonprofits in South Dakota.

### \$1.25M

in free search advertising

In 2022, Google.org provided \$1.25 million in free search advertising 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 2022

<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