



# Google is proud to call Mississippi home

Creating economic opportunity across the Magnolia State



*"We use Google Sheets heavily to run our operations, run reports, and manage parts of the business."*

**Justin Johnson**  
Co-founder & CTO of BloomBridge  
Brandon, Mississippi

## At home in Mississippi

Google proudly calls Mississippi home. In 2020, Google announced its first U.S.-based Operations Center in Southaven.

## \$328M of economic activity

In 2022, Google helped provide \$328 million of economic activity for thousands of Mississippi businesses, publishers, nonprofits, creators and developers.

## 146,000+ Mississippi businesses

More than 146,000 Mississippi businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

## 64,000+ Mississippians trained

Grow with Google has partnered with 125 organizations in the state to train more than 64,000 Mississippians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

## Helping Mississippi's small businesses and startups thrive

Mississippi business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Magnolia State businesses like BloomBridge, 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 Renaissance Community Loan Fund in Mississippi, 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, like Shamrck in Mississippi.



*Due to the Google Project Management Certificate, I felt prepared to switch roles and industry because the content was very useful. I got everything I needed to become a project manager.*



**John Macoy**

Google Project Management Certificate graduate

Project Manager at Netlink Voice  
Pearl, Mississippi

## Helping Mississippians 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.

### 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.<sup>3</sup>

Google has also partnered with 13 Mississippi educational institutions like Itawamba Community College and Northwest Mississippi Community College to make Google Career Certificates available to students and to increase employment opportunities.

### 220,000+

Mississippi 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.

## Investing in local communities

Local organizations and nonprofits across Mississippi 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 Mississippians.

### 960

nonprofits supported

Since 2011, Google for Nonprofits has supported 960 nonprofits in Mississippi.

### \$954,000

in free search advertising

In 2022, Google.org provided \$954,000 in free search advertising to Mississippi nonprofits through the Google Ad Grants program.

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

<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 2022