

# Google is proud to support Louisiana

Creating economic opportunity across the Bayou State

## \$1.53B of economic activity

In 2022, Google helped provide \$1.53 billion of economic activity for tens of thousands of Louisiana businesses, nonprofits, publishers, creators and developers.

## 254,000+ Louisiana businesses

More than 254,000 Louisiana businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

## 98,000+ Louisianans trained

Grow with Google has partnered with 140 organizations in the state to train more than 98,000 Louisianans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more.

*"The Google Play Store lets us tap into more customers and gives us access to millions of users in the Android ecosystem."*

**Laurel Hess**  
Founder & CEO of hampr  
Lafayette, Louisiana



## Helping Louisiana's small businesses and startups thrive

Louisiana business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Bayou State businesses like hampr, 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 Hope Enterprise Corporation in Louisiana, to deliver low-interest loans to over 130,000 underrepresented businesses and nonprofits.

### 4,700+

small businesses trained by a Louisiana Digital Coach

[Grow with Google Digital Coaches](#) are local experts who help diverse small businesses grow. Our Louisiana Digital Coach offers live training and hands-on coaching – for free – to small businesses.

### \$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.



*This course helped me to understand the skill set that is needed to become a data analyst. I was able to understand the basics of SQL, Tableau, Excel and R Studio. Once I completed this course I was promoted to a senior data analyst with my current employer.\**



**LaShonda McKnight**

Google Data Analytics Certificate graduate

Senior Fraud Informatics Analyst at Blue Cross and Blue Shield of Louisiana  
Baton Rouge, Louisiana

*\*Results may vary and are not guaranteed.*

## Helping Louisianans 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 11 Louisiana educational institutions like University of Louisiana System and Louisiana Tech University to make Google Career Certificates available to students and to increase employment opportunities.

### 132,000+

Louisiana 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 Louisiana nonprofits and local organizations

Local organizations and nonprofits across Louisiana 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 Louisianans.

### \$5M+

in grants

Since 2006, Google.org has awarded over \$5 million in grants to Louisiana organizations and nonprofits.

### 2,100

nonprofits supported

Since 2011, Google for Nonprofits has supported 2,100 nonprofits in Louisiana.

### \$3.22M

in free search advertising

In 2022, Google.org provided \$3.22 million in free search advertising to Louisiana nonprofits through the Google Ad Grants program.

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

<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