

Google is proud to call Mississippi home

Creating economic opportunity across the Magnolia State

At home in Mississippi

Google proudly calls Mississippi home with an operations center in Southaven.

\$352M of economic activity

In 2023, Google helped provide \$352 million of economic activity for thousands of Mississippi businesses, publishers, nonprofits, creators, and developers.

145,000+ Mississippi businesses

More than 145,000 Mississippi businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

130,000+ Mississippians trained

Grow with Google has partnered with 120 organizations in the state like Mississippi Gulf Coast SBDC and Reaching and Educating for Community Hope Foundation to train more than 130,000 Mississippians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

“Google Analytics shows us what regions and cities the website traffic is coming from. That helps us focus our Google Ads and social media ads on those areas.”

*-Craig Schmidt
Co-founder of Shaded Grove Farm Market
Macon, Mississippi*



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 Shaded Grove Farm Market, Google is increasing access to capital, trainings, and free resources.

\$250M+

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

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



Due to the Google Project Management Certificate, I went from a service manager to project manager because it helped me formalize my experience in a tech setting. I learned new software such as Asana and Jira. The low cost was a huge benefit.



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 2025¹ and 1 in 3 American workers have very limited or no digital skills.² 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.³

Google has also partnered with 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.

244,000+

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 \$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 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.

\$28,000+

in charitable giving

Since 2019, our employees based in Mississippi – including matching contributions and philanthropic giving from Google.org – have donated over \$28,000 to nonprofits.

\$1.1M

of free search advertising

Since 2011, Google for Nonprofits has supported more than 170 nonprofits in Mississippi. In 2023 alone, Google.org provided \$1.1 million in donated search ads to Mississippi nonprofits through the Google Ad Grants program and more than \$166,000 in Google Workspace for Nonprofits.

Learn more about Google in Mississippi at: g.co/economicimpact/mississippi

¹The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

²Digitalization and the American Workforce, Brookings Institute, Nov. 2017

³Based on program graduate survey responses, United States 2023