



# Google is proud to call Texas home

Creating economic opportunity across the Lone Star State



*“Google has helped us grow and to ultimately serve our stakeholders: The ranchers, the animals, the earth, and the community.”*

*-Robby Sansom  
CEO of Force of Nature  
Austin, Texas*

## 15+ years in Texas

Google has proudly called Texas home for over 15 years with offices in Austin and Dallas and a data center in Midlothian.

## \$47.71B of economic activity

In 2023, Google helped provide \$47.71 billion of economic activity for hundreds of thousands of Texas businesses, publishers, nonprofits, creators, and developers.

## 1.54M+ Texas businesses

More than 1.54 million Texas businesses used Google’s free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

## 1M+ Texans Trained

Grow with Google has partnered with 590 organizations in the state like Texas Offenders Reentry Initiative and 1st Million to train more than 1 million Texans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

## Helping Texas’s small businesses and startups thrive

Texas business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Lone Star State businesses like Force of Nature, Google is increasing access to capital, trainings, and free resources.

### Helping Texas harness the power of AI

The University of Texas at Austin partnered with Google Cloud and Maven Wave to combat substance misuse in Texas. Leveraging AI/ML and analytics on Google’s cloud infrastructure, they built the TxCOPE Drug Overdose Platform. This platform gathers crucial data from diverse sources (Harm Reduction Coalitions, EMTs, Emergency Rooms, etc.) providing real-time insights into substance misuse patterns across the state. AI-powered analysis within the platform enables targeted, potentially life-saving resource allocation to communities in greatest need. This initiative helps close the reporting gap and directly guides critical support to those impacted by substance misuse.

**12,150+**

small businesses trained by a Texas Digital Coach

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

**\$60M+**

in venture capital raised by Google for Startups Founders Fund recipients in Texas

The [Google for Startups Founders Funds](#) provide cash awards and hands-on help to support underrepresented entrepreneurs, like Tradeblock in Texas.

*“Taking the Google Cybersecurity Certificate has changed my life for the better. I was able to shift from a physically demanding job as a commercial truck driver to a career in cybersecurity with paid time off, bonuses, and flexibility. It’s made a huge difference for my work-life balance and has provided a great sense of relief for me and my family.”*

**Jimmy Minhinnett**  
Google Cybersecurity Certificate graduate

Information Security Associate at Wells Fargo  
The Colony, Texas



## Helping Texans 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.

**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.<sup>3</sup>

Google has also partnered with 95 Texas educational institutions like University of Texas System and Dallas College to make Google Career Certificates available to students and to increase employment opportunities.

**1.2M+**

Texas 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.

**\$1.6B**

Investment in Texas

Since the Midlothian data center was built in 2019, and the development of a new data center in Red Oak announced in 2023, Google has invested more than \$1.6 billion in the region and state.

## Investing in local communities

Local organizations and nonprofits across Texas 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 Texans.

**\$39M+**  
in funding

Since 2006, Google.org has awarded over \$39 million in funding to Texas organizations and nonprofits.

**\$27M+**  
in charitable giving

Since 2004, our employees based in Texas – including matching contributions and philanthropic giving from Google.org – have donated over \$27 million to nonprofits.

**59,800+**  
volunteer and pro bono hours

Through Google.org, employees served over 59,800 hours of volunteer and pro bono work with nonprofits and schools, including areas we’re passionate about, like STEM education, economic opportunity, and access to the internet.

**\$54.53M**  
of free advertising

Since 2011, Google for Nonprofits has supported more than 4,100 nonprofits in Texas like Partnership with Native Americans and The Houston Food Bank. In 2023 alone, Google.org provided \$54.53 million in donated search ads to Texas nonprofits through the Google Ad Grants program and more than \$3.94 million in Google Workspace for Nonprofits.

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

<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 2023