



Google

Economic
Impact Report

United States
2020



Cover image
Whitfield's Lawn & Garden
Des Moines, IA
PG. 49-50

Foraged & Found,
Ketchikan, AK
PG. 23-24

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Digital tools create opportunities for American businesses. Google is helping.



The COVID-19 pandemic has altered the way we live and work, and disrupted how businesses across America operate – with small businesses hit the hardest. Yet, in the midst of these challenges, business owners are demonstrating incredible resolve and entrepreneurship, and embracing digital tools to reach customers and serve their communities. My parents were small business owners, so I have seen firsthand the entrepreneurial spirit and ingenuity of these hard-working Americans in the face of immense obstacles. For many this year, that meant turning to digital tools to grow. In fact, nearly a third of small business owners say that without digital tools, they would have had to close all or part of their business during the COVID-19 crisis.¹

At Google, we have always been committed to supporting the success of small businesses, and that includes helping them adapt to the changing environment. At the start of the pandemic, we announced \$340 million in Google Ads credits to help small businesses globally reach their customers. We also introduced new innovations for Business Profiles on Google, so Dania, Manny, and Ana's family-owned restaurant, Havana Carolina, could update its service options to online ordering, curbside pickup, and no-contact delivery. As consumers increasingly shop online, we made it free for merchants to sell on Google, and highlighted features like fast and free shipping in Google Ads to help small businesses across the U.S. connect with even more customers outside of their neighborhoods.

We know that underrepresented small business owners face challenges in getting access to capital. To support, we announced the Grow with Google Small Business Fund in partnership with Opportunity Finance Network. This \$180 million fund provides low-interest loans and Google.org grants for communities often overlooked by mainstream financial institutions. We also expanded our Grow with Google Digital Coaches program, which hosts free virtual workshops to help Black- and Latino-owned businesses reach more customers. Through these events, we've met business owners like Maisha and Allyson, co-founders of the Washington, D.C.-based coworking startup, WorkChew, who took digital skills classes from our D.C. Digital Coach and learned how to use products like Google Analytics and Google Ads campaigns to increase their member sign-ups.

Over 70 percent of U.S. small businesses have increased their use of digital tools during the COVID-19 crisis,² and we are proud that our products have helped so many. And when U.S. businesses use digital tools, their communities benefit, too. In 2020, Google Search, Google Play, YouTube, and Google advertising products helped provide more than \$426 billion of economic activity for 2 million U.S. businesses, nonprofits, publishers, creators, and developers.

The businesses, startups, and creators featured in this report come from diverse backgrounds, run unique organizations, and have compelling individual stories. But one thing that connects them all is their resilience and entrepreneurship in the face of adversity and change. I see the same determination in these business owners as I did in my parents, and their stories are the reason I am so proud to do this work.

A handwritten signature in cursive script that reads "Mary Ellen Coe".

Mary Ellen Coe
Vice President, Google Customer Solutions

Our impact

Google products help American businesses stand out online and connect with more customers

\$426 billion
of economic activity

In 2020, Google Search, Google Play, YouTube, and Google advertising tools helped provide \$426 billion of economic activity for more than 2 million American businesses, nonprofits, publishers, creators, and developers

2+ billion
monthly direct connections

Every month in 2020, Google helped drive over 2 billion direct connections, including phone calls, requests for directions, messages, bookings, and reviews for American businesses

17+ million
American businesses

In 2020, more than 17 million American businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google

Job creation

Google platforms, YouTube, Android, and Google Play enable entrepreneurs to build new businesses and create jobs for Americans

1.98 million
jobs created by Android

In 2020, the Android app economy, including Google Play, helped create 1.98 million American jobs — from software engineers and developers of mobile applications, to the marketing and human resources teams that support them³

345,000
jobs created by YouTube

YouTube creators start and grow their businesses on the YouTube platform, creating over 345,000 jobs in the U.S.⁴

84,000+
Google employees

America is our home. Google employs over 84,000 people full-time throughout the U.S. We're proud to have offices and data centers in 26 states, and we're committed to being good neighbors in the cities we call home.

Experience Maine
Portland, ME
PG. 57-58

Investing in local communities

America is the place we call home. Google employs over 84,000 people full-time throughout the U.S., and we're proud to have offices and data centers in 26 states. We're committed to being good neighbors in the cities where we live and work—in 2020, our employees volunteered over 222,000 hours and donated over \$316 million—with matching contributions from Google—to local nonprofits and organizations.

We're also continuing our work toward a cleaner future for everyone. Google has been carbon neutral since 2007, and in 2020 we neutralized our entire carbon legacy. And by 2030, we're aiming to operate our data centers and campuses worldwide on 24/7 carbon-free energy.

Through times of crisis, we've also worked to connect communities with the information and resources they need most. In 2020, over 1 billion views of crisis alerts on Google Search and Maps provided people in the U.S. with authoritative safety information on everything from COVID-19 to wildfires and hurricanes.



Our commitments to racial equity

Systemic inequities have left people of color disproportionately impacted by COVID-19. Black-, Latino-, and American Indian-led businesses are only half as likely as white-run businesses to have received financial aid⁵, so Google has partnered with community institutions to provide capital and digital skills training to support their economic recovery.

To learn more, visit about.google/commitments/raciaequity.



Increasing access to capital

\$180 million
to underrepresented businesses

Google and Opportunity Finance Network announced the Grow with Google Small Business Fund to provide low-interest loans in underserved communities

\$100 million
to Black-led companies

Google invested \$100 million in Black-led capital firms, startups, and organizations supporting Black entrepreneurs, including \$5 million in non-dilutive awards through the Google for Startups Black Founders Fund

\$100 million
#YouTubeBlack Voices Fund

YouTube pledged \$100 million to acquire and produce programming focused on Black experiences and racial justice education, and to support Black YouTube creators and artists

\$3 million
to PowerUp Fund

Google.org gave \$3 million to the Hispanics in Philanthropy's PowerUp Fund to offer hundreds of Latino-owned small businesses access to capital and training

Supporting business growth

\$1+ billion
in Ad Grants to nonprofits

In 2020, Google committed \$1 billion in free Search ads to nonprofits, like the NAACP Legal Defense and Education Fund, supporting economic recovery and racial justice. Since May, the NAACP has raised \$1.2 million in donations through their Ad Grants account

60,000+
small business owners trained

Grow with Google Digital Coaches offer Black- and Latino-owned small businesses free, hands-on digital skills training from local marketing experts. Digital Coaches have trained over 60,000 businesses through nearly 1,000 workshops.

Bobby's BBQ
Fountain Inn, SC
PG. 101-102

\$1 billion
to diverse suppliers

Google has made a commitment to spend a minimum of \$1 billion with diverse-owned suppliers in the U.S., and \$100 million of this spend will be dedicated to Black-owned businesses

Digital tools provide a safety net for American businesses

Millions of small businesses are using digital tools and online marketplaces to adapt and remain open through the COVID-19 crisis.

With help from tools like the Business Profile on Google, Google Workspace, YouTube, Google Ads, and more, businesses of all kinds—from coffee shops and landscapers to startups and furniture stores—are able to continue serving their communities and build resilience for the future.

Board & Brush Creative Studio
Fairfax, VA
PG. 113-114

1 in 3
businesses

Nearly 1 in 3 small business owners say that without digital tools, they would have had to close all or part of their business⁶

3 in 4
businesses

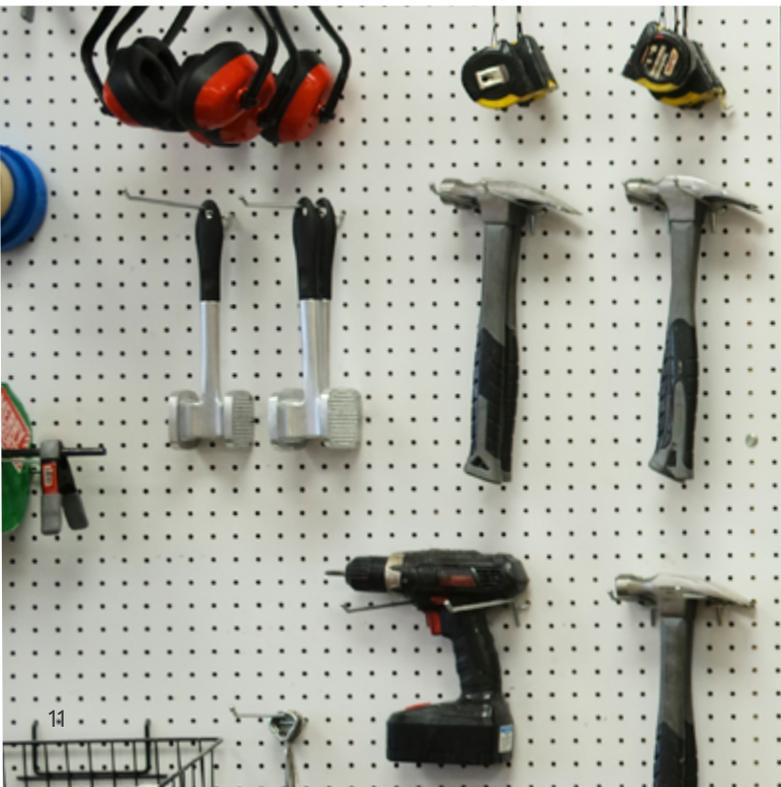
3 in 4 small businesses used Google tools to help get them through COVID-19⁸

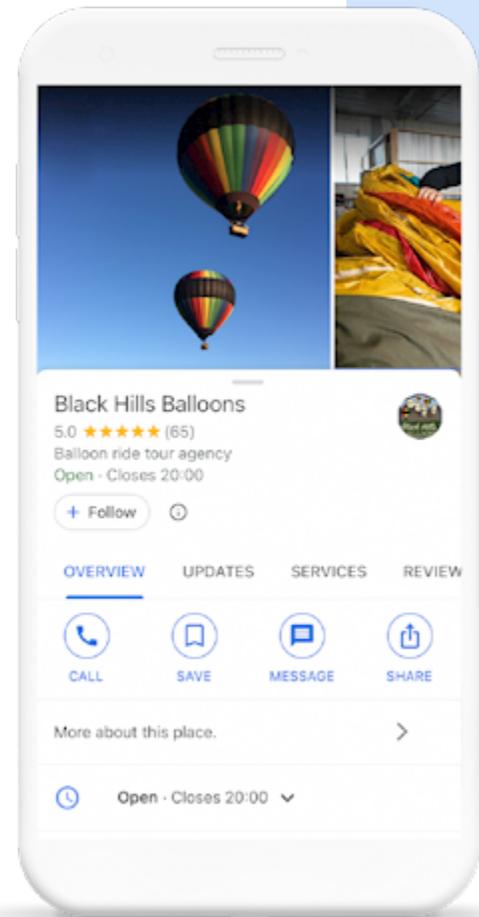
4x
better revenue

More digitally prepared businesses anticipate 4x better revenue for 2020 compared to the less-prepared ones⁷

+50%
businesses

Over 50% of small businesses say they will rely more on digital tools moving forward after the COVID-19 crisis⁹





“Our Business Profile on Google is one of our most effective tools. We try to connect with our customers through the reviews, add breathtaking photos to our profile, and clicks and calls soon follow.”

KEELY MAHONY
CO-OWNER, BLACK HILLS BALLOONS
CUSTER, SD

Search, Google My Business
Black Hills Balloons
PG. 103-104

Putting local businesses on the map and connecting them with customers

Every day in the U.S., people search online for restaurants, pharmacies, beauty salons, and other businesses that meet their needs.

That’s why Google’s free Business Profile makes it easy for people and businesses to connect and communicate on Google Search and Google Maps. Business owners can stand out online and showcase what makes their businesses special by adding a custom description, logo, list of products or menu items, photos, and posts to their profile. Since the start of the COVID-19 pandemic, they can also easily let customers know about their current service options, such as curbside pick-up, in-store shopping, outdoor seating, or no-contact delivery. And customers can use Business Profiles to do things like order food and groceries, book a room, review the business, or message the business owners directly.

Every month in 2020, Google helped drive over 2 billion direct connections, including phone calls, requests for directions, messages, bookings, and reviews for American businesses.

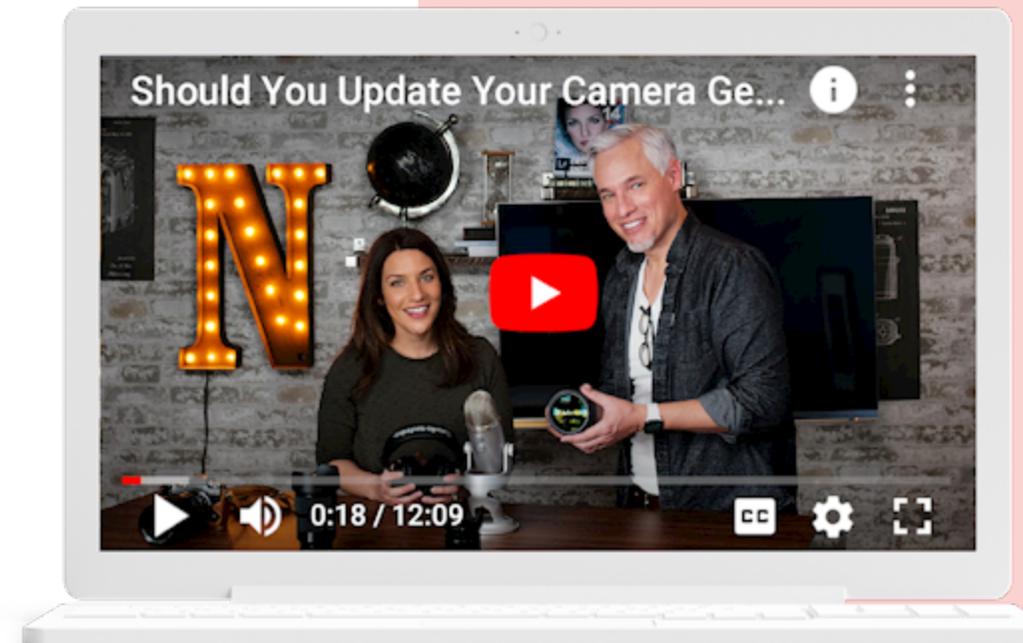
Providing businesses and creators a platform to tell their stories

YouTube helps business owners connect with customers through the power of video. In fact, over 90% of YouTube viewers say that they’ve discovered new products and brands on YouTube. And it continues to be a valuable platform during COVID-19. According to an Ipsos study conducted in the U.S., 74% of SMB survey respondents who say they use YouTube to support their business agree that “YouTube has helped our organization reach new customers during the Coronavirus (COVID-19) lockdown.”

Business owners can leverage YouTube to grow their business by creating a free YouTube channel and uploading videos, like product tutorials and brand stories. They can also use YouTube Advertising to increase their reach and get content in front of viewers most interested in what they have to offer. YouTube has also fostered a growing creator economy, a home for hundreds of thousands of creative entrepreneurs. It levels the playing field, allowing creators to turn their talents into thriving businesses by sharing their stories and skills with millions of people around the world.

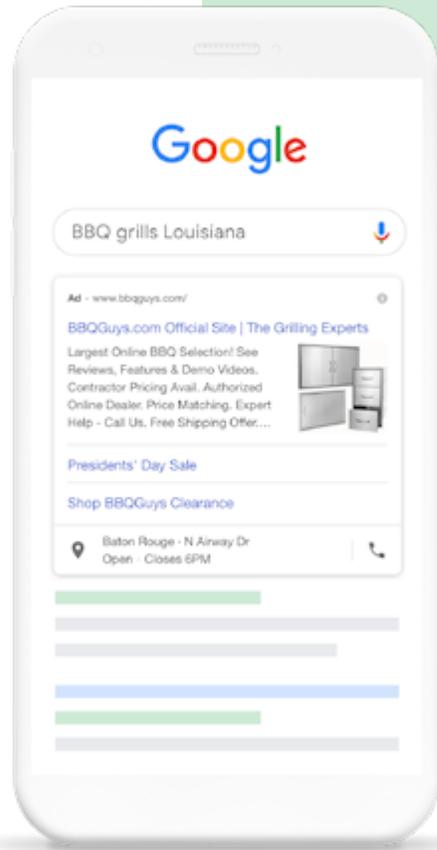
YouTube creators start and grow their businesses on the platform, creating over 345,000 jobs in the U.S.¹⁰

YouTube and YouTube Ads
Tony & Chelsea Northrup
PG. 33-34



“We would never be where we are without Google and YouTube—both in terms of our own success and the impact we’ve had on others.”

CHELSEA NORTHRUP
CO-CREATOR, TONY & CHELSEA
NORTHRUP,
WATERFORD, CT



“Google Ads not only gives us reach, it gives us the transparency and flexibility to make sure that reach has maximum impact.”

JASON STUTES
VP, MARKETING & ECOMMERCE, BBQGUYS
BATON ROUGE, LA

Google Ads
BBQGuys
PG. 55-56

Helping businesses find more customers

People use Google to find answers, discover new locations, get the latest app, watch their favorite videos, and more. Google Ads can help businesses of all sizes be in the right place at the right time to reach these potential customers—whether they’re on Google Search, Google Maps, Google Play, or YouTube.

Business owners can get started with Google Ads in less than 15 minutes and set flexible budgets that fit their unique needs. They can also use Google Ads to drive the results that matter most to them, like website sales, phone calls, store pickups, and app downloads. And if they decide they want to expand to new markets and connect with customers around the world, Google is there to help with tools like Market Finder, which enables businesses of all sizes to build export plans.

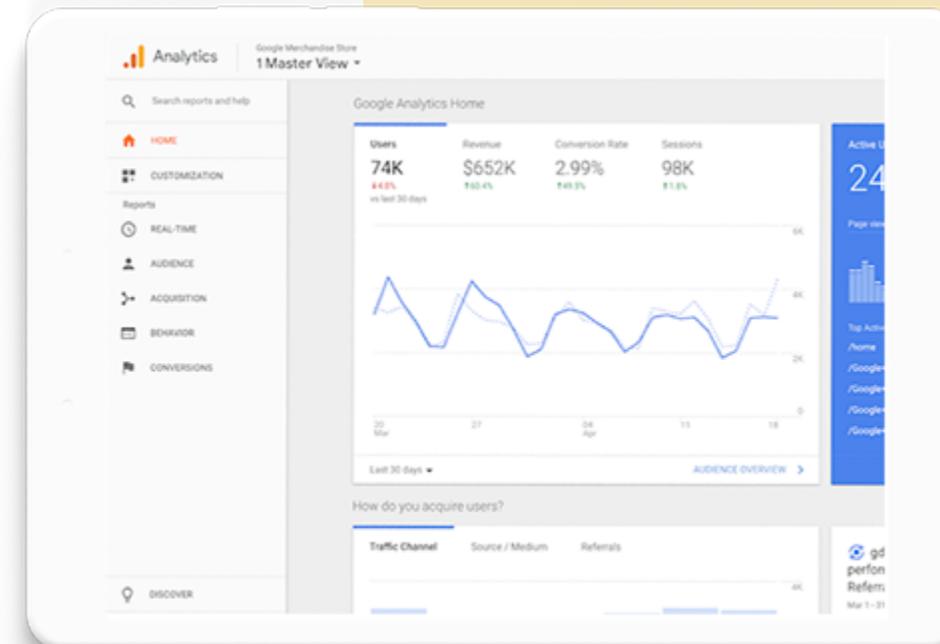
In 2020, 44% of U.S. developer revenues were generated through international users and over 50% of watch time for the U.S. businesses and creators on YouTube came from abroad.

Generating actionable customer insights

When it comes to doing business online, every dollar counts. Making the right decisions on where to spend budget can make a world of difference for a business.

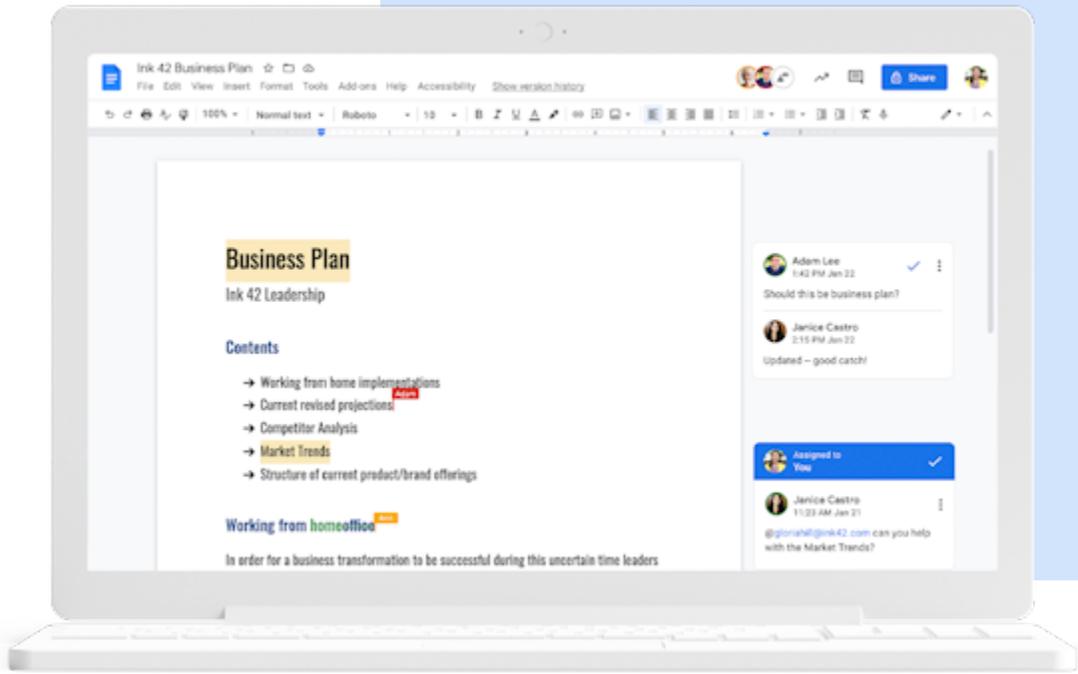
Google Analytics is a free tool that gives business owners and creators access to vital metrics on how people engage with their website and mobile apps, which marketing campaigns spark the most engagement, and which days and times bring the most traffic. It’s an easy way for business owners to get the insights they need to improve their customer experience and make confident, impactful decisions that drive better business results.

Google Analytics
Mississippi Food Network
PG. 67-68



“Google Analytics shows us who’s coming, where they’re coming from and what they do when they get here. From that we can adjust the experience and ensure we get the most out of every dollar invested in our organization.”

KELLY MOTT
DIRECTOR OF EXTERNAL AFFAIRS,
MISSISSIPPI FOOD NETWORK
JACKSON, MS



“With Google Workspace we’ve been able to scale efficiently, and the collaborative tools are indispensable. Not sure how we’d manage without helpful products like it.”

JAKE JORAANSTAD
CO-FOUNDER & CEO, BUSHEL
FARGO, ND

Google Workspace
Bushel
PG. 87-88

Enabling businesses to communicate, collaborate, and get work done

From daily operations to recruiting and budgeting, business owners have a lot to manage. Google Workspace helps people get more done at work—with tools that are flexible, helpful, innovative, and give businesses peace of mind. Whether in person or remote, it allows team members to easily work together in documents, calendars, spreadsheets, and video conference calls, and provides businesses with professional email addresses.

With Google Workspace, businesses can scale quickly and easily while working from anywhere, at any time—with or without an internet connection—and still maintain their privacy and security. Google Workspace’s secure cloud storage lets business owners choose who they share sensitive information with and deploy two-step verification to protect private data.

More than 6 million businesses globally turn to Google Workspace to collaborate and get work done.

Providing digital skills training for business growth

Now more than ever, Americans need digital skills to land the jobs they want, advance their careers, and grow their businesses. That’s why the Grow with Google initiative provides free, online digital skills training through workshops and one-on-one coaching in all 50 states, Washington, D.C., and Puerto Rico.

Since 2017, with the help of over 8,000 partners across the country, we’ve trained more than 6 million Americans in skills they can use to succeed.

Grow with Google
WorkChew
PG. 117-118



“Grow with Google’s D.C. Digital Coach, Johnny, has awesome workshops. We got the most benefit out of ‘Demystifying SEO.’ It taught us how to use keywords that are most relevant to our audience, allowing us to better manage our marketing dollars.”

MAISHA BURT
CO-FOUNDER & CEO, WORKCHEW
WASHINGTON, D.C.

Reports by state



Sunrise Coffee
Las Vegas, NV
PG. 75-76



Red Land Cotton

Alabama

MOULTON, AL [REDLANDCOTTON.COM](https://redlandcotton.com) 25 EMPLOYEES

[G.CO/ECONOMICIMPACT/AL](https://www.g.co/economicimpact/al)

In 2015, Anna Brakefield was working as a graphic designer in Nashville, and wanted new professional challenges. Her father, Mark Yeager, ran a cotton farm in her hometown of Moulton, Alabama, and saw a growing disparity between the price he paid for raw cotton and what he paid for a cotton shirt. He decided to make direct-to-consumer products using his farm's cotton and asked Anna to join him. Inspired by nostalgia for Mark's grandmother's beautiful linens, they launched their own heirloom cotton linens business in 2016. With a farm-to-home business model, an eye on sustainability, and adept use of digital tools like Google Ads and Google Analytics, Red Land Cotton saw 40-percent growth year-over-year. In 2019, they processed more than 15,000 orders and planned for new products, increased production, and new facilities. Then COVID-19 caused massive shutdowns, including Red Land Cotton's storefront and factories. Rather than let the raw cotton sit unused, they made masks and donated thousands of yards of fabric to area hospitals.

Yet their online business continued to thrive. In fact, business increased, and demand nearly doubled in the spring of 2020, largely due to a 150-percent increase in Google traffic. Google Ads for Search and Gmail ads were key in that spike. "They allow us to be seen and align people with what they want to see," Anna says. And thanks to Google Analytics, Anna noticed that their ads were reaching younger shoppers—knowledge that they'll use to plan upcoming products. Now that production has restarted, Red Land Cotton has launched a new blanket that was planned pre-pandemic and hopes to release new robes before Christmas. They've also hired more staff and opened new fulfillment and cut-and-sew facilities. Anna is proud to be creating jobs and making an economic impact in her beloved hometown. "We're able to hire lots of people because of people's desire and willingness to pay for American-made goods," she says.

"We always ask people how they found us, and it's almost always one of our Google Ads."

ANNA BRAKEFIELD
CO-FOUNDER



ALABAMA BY THE NUMBERS

\$1.17 billion
of economic activity

In 2020, Google helped provide \$1.17 billion of economic activity for 17,700 Alabama businesses, nonprofits, publishers, creators and developers

239,000
Alabama businesses

More than 239,000 Alabama businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$3.41 million
of free advertising

In 2020, Google provided \$3.41 million of free advertising to Alabama nonprofits through the Google Ad Grants program

250+
jobs created by Google

In Alabama, Google creates jobs for over 250 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Foraged & Found

Alaska

KETCHIKAN, AK FORAGEDNFOUND.COM +10X REVENUE YOY G.CO/ECONOMICIMPACT/AK

If Jenn Brown has her way, Alaskan superfoods sourced from non-traditional ingredients will become household staples. A former high-tech advertising executive, Jenn moved to Ketchikan, Alaska, to be closer to nature. In 2018, she turned a canning and preserving hobby into a startup, Foraged & Found. “There aren’t a whole lot of people in the seaweed game,” laughingly says Jenn, who harvests aquatic plants such as kelp—“which renews itself, detoxifies the ocean, and is highly nutritious”—and turns them into condiments and sauces such as pickles, salsa, and pesto. “If we can bring these treasures to the world and support this beautiful little fishing community, it would be amazing,” Jenn says. She and her two-woman crew got on track to do just that, using Google Ads and a Business Profile to spread the word. In 2019, they sold out of inventory, increasing revenue by 10x. They expanded into a former salmon cannery, with plans for wider distribution into the lower 48 states.

When COVID-19 shut down production, Jenn had to think and act fast. “Most of our production takes place between May and September,” she says of the kelp harvesting season. “We had to look for ways to preserve the material for later processing.” The team found they could freeze the kelp, opening up their production window and new opportunities. “We found the silver lining,” Jenn says. When operations resumed, Jenn’s team hit the ground running—lining up distribution partners to get the product to market. “We always planned to have a robust online sales presence,” notes Jenn, who launched an e-commerce website in November 2020. Google Ads campaigns enabled the business to flourish by helping Jenn reach new customers. She was able to add two employees, hiring people who’d lost their jobs when cruise tourism slowed down. “Part of the reason we founded Foraged & Found was to create an economy in Ketchikan that doesn’t depend on tourism,” Jenn says. “That opportunity came a little earlier than we thought, but it’s presenting itself now.”

“Every one of our sales forecasts is supported by Google. It is how we will grow.”

JENN BROWN
FOUNDER



ALASKA BY THE NUMBERS

\$70 million
of economic activity

In 2020, Google helped provide \$70 million of economic activity for 4,200 Alaska businesses, nonprofits, publishers, creators, and developers

43,000
Alaska businesses

More than 43,000 Alaska businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$298,000
of free advertising

In 2020, Google provided \$298,000 of free advertising to Alaska nonprofits through the Google Ad Grants program



Ramona Farms

SACATON, AZ RAMONAFARMS.COM 20 EMPLOYEES

G.CO/ECONOMICIMPACT/AZ

Arizona

Growing up on the Gila River Indian Community, Ramona Button was taught to appreciate the desert’s bounty by her Akimel O’odham mother, a traditional healer, and her Tohono O’odham father, who farmed a 10-acre allotment. Ramona and her husband, Terry, started farming in 1974; Ramona Farms has since grown to 4,000 acres. While crops like alfalfa sustain the business, the indigenous tepary bean is the heart of their venture. The Akimel O’odham had cultivated their ancestral lands for centuries, but more recent dams diverted water, threatening traditional crops like the tepary bean with extinction. Using seeds her father had saved, Ramona set out to reestablish the crop within her local community. “We wanted to go online to support expanding our market presence,” Ramona says. Google Ads and reviews on their Business Profile attracted visitors to the farm, and by 2011 they were selling beans and heirloom grains online.

The bean’s value goes beyond its traditional link to the land and community—it’s higher in protein than other beans and has a lower glycemic index that’s better for diabetics. Ramona, whose first career was nursing, saw her community affected by health issues associated with poor-nutrition and remembers thinking, “What we need is good food.” The bean is also drought-tolerant, so Arizona’s dry climate won’t hurt the crop. The bean’s increasing popularity means that Ramona Farms now services over 50 restaurants as well as national grocers. The company ships nationwide five days a week. But the best part is close to home: Ramona loves sharing her knowledge of traditional crops with local school-based cultural programs: “It gives them something to be proud of,” she says. “It’s wonderful to show them how important their people are to the development of Arizona.”

“We wanted to go online to support expanding our market presence.”

RAMONA BUTTON
CO-FOUNDER



ARIZONA BY THE NUMBERS

\$7.38 billion
of economic activity

In 2020, Google helped provide \$7.38 billion of economic activity for 44,800 Arizona businesses, nonprofits, publishers, creators, and developers

340,000
Arizona businesses

More than 340,000 Arizona businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$12.29 million
of free advertising

In 2020, Google provided \$12.29 million of free advertising to Arizona nonprofits through the Google Ad Grants program



Jordan Bedding & Furniture Gallery

Arkansas

HOT SPRINGS, AR JORDANBEDDING.COM 6 EMPLOYEES

G.CO/ECONOMICIMPACT/AR

There's nothing better than a great night's sleep, which may be why Jordan Bedding & Furniture Gallery has been going strong since 1958. The business was started in Little Rock, Arkansas by Buddy Jordan who, after serving in World War II, began making mattresses in his garage for friends and family. The business soon outgrew his garage, and sixty years later is run by Buddy's daughter-in-law, Shanna, in Hot Springs, Arkansas. They're still known for selling high-quality, handmade mattresses at reasonable prices. Jordan Bedding has successfully competed on a local and national level in part by promoting their products with Google Ads campaigns and positive customer reviews on their Business Profile on Google.

When COVID-19 struck and store foot traffic and sales dropped due to quarantine and safety concerns, Shanna and her husband, Robin, knew they had to adjust to maintain their business. The Jordan Bedding team got creative, making the most of their Google Ads campaigns. "We set up a \$50 off coupon tied with our online ads that helps customers find the right mattress based on their needs," Shanna says. Then something unexpected happened. Shanna recounts, "After that initial phase, business has bounced back like crazy. It's as if people were staying in, taking stock of their homes, and saying 'Wow, we need a new mattress.'" She estimates that 90 percent of their customers now come through Google Ads and their Business Profile on Google. They're also finding that their old-school dedication to making high-quality products might have even more of an impact in a digital-first world. "Online is word of mouth today. We have all 5-star reviews on our Business Profile on Google and that goes a long way," says Shanna. Yet as much as they've embraced digital tools, Jordan Bedding still takes pride in being a part of the local Hot Springs community: The family-owned business counts winning the local Reader's Choice Award for Best Mattress Store several years in a row as their crowning achievement.

"We simply want to be known as the place to go for mattresses in Central Arkansas. Google enables us to do that."

SHANNA JORDAN
OWNER



ARKANSAS BY THE NUMBERS

\$837 million
of economic activity

In 2020, Google helped provide \$837 million of economic activity for 9,900 Arkansas businesses, nonprofits, publishers, creators, and developers

147,000
Arkansas businesses

More than 147,000 Arkansas businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$1.67 million
of free advertising

In 2020, Google provided \$1.67 million of free advertising to Arkansas nonprofits through the Google Ad Grants program



Bitwise Industries

FRESNO, CA [BITWISEINDUSTRIES.COM](https://bitwiseindustries.com) 250 EMPLOYEES

California

[G.CO/ECONOMICIMPACT/CA](https://g.co/economicimpact/ca)

Bitwise Industries is creating a tidal wave of economic growth through technology in cities across America. Started in Fresno, California in 2013 by Co-founders and Co-CEOs Irma Olguin, Jr. and Jake Soberal, Bitwise is committed to giving people tools to change their lives. Within Bitwise, the workforce division has trained over 4,000 individuals, primarily women and people of color, and 80 percent of their graduates move into tech jobs. At Bitwise Technology Consulting, their software company, they hire top, typically underrepresented, talent from their workforce arm, and put them to work on world-class projects. Bitwise has even developed and leased a 250,000-square-foot campus in downtown Fresno, creating a connected community, not only for themselves but for other tech startups as well. To help run all facets of Bitwise, the team uses Google Workspace, and for Bitwise Technology Consulting, they use Google App Engine.

Digital tools have always been key to Bitwise’s growth, but when COVID-19 hit, the stakes became even higher. Jake says, “Our team lives and breathes in Google Meet and Gmail—those have been our bread and butter since the beginning of the pandemic.” It’s not just the team that has benefited from Google products—the communities they reach have been impacted, too. Irma explains, “Since our trainings have gone online, we’re now able to connect with folks from across the country. By advertising with Google Ads and assessing our audience with Google Analytics, we can scale our services and better understand who we can reach and how best to engage with them.” Bitwise shows no sign of slowing down; in fact, they’ve nearly doubled their workforce since 2019 to 250 employees. They have plans to increase their physical footprint by repeating their model in Bakersfield, California, and beyond. “Watching people who have traditionally been left out of the tech industry come in and find a home and future here, in their own communities—there’s nothing more satisfying,” says Irma.

“We don’t just use Google to fuel our growth, we share those tools with our students so they can take them out into the universe.”

IRMA OLGUIN, JR.
CO-FOUNDER & CO-CEO



CALIFORNIA BY THE NUMBERS

\$93.24 billion
of economic activity

In 2020, Google helped provide \$93.24 billion of economic activity for 331,900 California businesses, nonprofits, publishers, creators, and developers

2.09 million
California businesses

More than 2.09 million California businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$321.3 million
of free advertising

In 2020, Google provided \$321.3 million of free advertising to California nonprofits through the Google Ad Grants program

52,000+
Google employees

More than 52,000 Californians are employed full-time by Google



Olde Man Granola

Colorado

WESTMINSTER, CO [OLDEMANGRANOLA.COM](https://www.oldegranola.com) 10 EMPLOYEES

[G.CO/ECONOMICIMPACT/CO](https://www.g.co/economicimpact/co)

Based in Westminster, Colorado, Mark and Fay Plaza began sharing their homemade granola with family and friends, and in 2008, decided to sell some at a local bazaar. It was a hit. The key, says Fay, is simplicity: “Our original nut granola only has six ingredients, and you can understand them all.” Requests started coming in, and they were soon selling Olde Man Granola at farmers markets. After their son, Trevor, left the Marines in 2012 and joined the business, he ramped up production and got the granola into regional and national grocery stores. A few years later, he revamped the website and started advertising through social media and Google Ads. Trevor tracked conversions and monitored traffic with Google Analytics, which helped him fine-tune the user flow and see which ads were most effective. In 2019, revenue increased 30 percent year-over-year (YoY).

As a food manufacturer, Olde Man Granola was considered an essential business and spared major disruption when COVID-19 hit. “We’re very fortunate that we’ve been able to keep producing for stores and customers,” says Trevor. In fact, online sales have even increased—they’ve leaned in to Google Ads and have seen a monthly return on ad spend of 1.56 times and online sales have surged 109 percent YoY. Google Workspace tools have been especially helpful recently. Trevor often works from home, so Google Calendar and Sheets keeps everyone organized and makes collaborating with distributors easy. The team uses Google Meet to communicate in a safe, convenient way. “Our strategy is to be slow and steady, not stretch ourselves too thin, and just keep going,” Trevor explains. Olde Man Granola has now shipped to all 50 states, and produces around 13,000 pounds of granola a month. They’ve just added two more employees to their team. It seems that simplicity has paid off not just for their recipes, but for their business plan as well.

“We like simple here. And Google makes it easy to let the world know about us in the most efficient way possible.”

TREVOR PLAZA
EXECUTIVE DIRECTOR



COLORADO BY THE NUMBERS

\$6.56 billion
of economic activity

In 2020, Google helped provide \$6.56 billion of economic activity for 47,900 Colorado businesses, nonprofits, publishers, creators, and developers

364,000
Colorado businesses

More than 364,000 Colorado businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$21.51 million
of free advertising

In 2020, Google provided \$21.51 million of free advertising to Colorado nonprofits through the Google Ad Grants program

1,600
Google employees

1,600 Coloradans are employed full-time by Google



Tony & Chelsea Northrup

WATERFORD, CT [YOUTUBE.COM/VISTACLUES](https://www.youtube.com/vistaclues) +1.44M SUBSCRIBERS

Connecticut

[G.CO/ECONOMICIMPACT/CT](https://www.g.co/economicimpact/ct)

When Tony and Chelsea Northrup published their first digital book, *How to Create Stunning Digital Photography*, they didn't expect that it'd be a #1 bestseller—or that they'd become full-time YouTube creators. But when they started creating educational videos to supplement the now 29 books they've published, they knew they needed a YouTube channel. And that's where they've shared videos that combine helpful tips, tutorials, product reviews, and humor—amassing over 1.44 million subscribers along the way. And their subscriber community is exactly that: A true community. “When we hit our one-millionth subscriber, our community created a video about the effect we'd had on them. It meant so much,” says Chelsea. To keep their followers engaged, they turned to Google Trends and their YouTube Analytics to get a sense of what was working.

But when COVID-19 hit, Tony and Chelsea had to shift their focus—fast. Because more than half of their audience comes from small businesses, COVID-19 not only impacted Tony and Chelsea, but it also affected their subscribers. After an initial dip in views and book sales, their audience returned with an increased appetite for content: “More people are working from home and taking their businesses digital,” Tony explains. “As a result, every business has had to become more savvy with photography—and we've been there to support them.” To determine what content to produce, Tony and Chelsea still rely on their own instincts, combined with data from Google Analytics and Trends. But when it comes to editing their videos, they can no longer hand over a hard drive to a team member. “We rely entirely on remote video editing using Google Drive now,” Tony says. And though their workflows are changing, the relevance of their industry isn't, which comes as a great relief to the pair. “There might be a shift in what people are interested in—photos or video—but businesses need both more than ever,” Chelsea says. “So we'll just be keeping an eye on the relevant trends and shifting our focus accordingly.”

“We would never be where we are without Google and YouTube—both in terms of our own success and the impact we've had on others.”

CHELSEA NORTHRUP
CO-CREATOR



CONNECTICUT BY THE NUMBERS

\$6.66 billion
of economic activity

In 2020, Google helped provide \$6.66 billion of economic activity for 22,000 Connecticut businesses, nonprofits, publishers, creators, and developers

210,000
Connecticut businesses

More than 210,000 Connecticut businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$6.8 million
of free advertising

In 2020, Google provided \$6.8 million of free advertising to Connecticut nonprofits through the Google Ad Grants program



Greene House Scents

Delaware

NEWARK, DE [GREENEHOUSESCENTS.COM](https://www.greenehousescents.com) SERVED 19 YEARS IN AIR FORCE [G.CO/ECONOMICIMPACT/DE](https://www.g.co/economicimpact/de)

Kemeshia Greene has no shortage of tasks to fill her day. She was already a wife, mother, full-time flight nurse in the Delaware National Guard, and part-time oncology nurse at the University of Pennsylvania two years ago when she added being an entrepreneur to the mix. “One day I bought my daughter a candle-making kit and I’m the one that got hooked,” Kemeshia recalls. In late 2018, she launched Greene House Scents, her online, made-to-order candle business. To help on the marketing front, Kemeshia started using Google Ads in 2019. “I know Google Ads helps tremendously, because when I drop the budget, sales go down, and when I raise it they almost immediately go up,” says Kemeshia. When COVID-19 hit, this one-woman business saw an increase in interest as folks from across the country sought ways to make their houses and apartments feel more serene, especially during quarantine.

One of Kemeshia’s most successful sales drivers during the pandemic has been running daily deals, discounts, and special offers like “buy one, get one free.” She recounts, “Over the past four months, I’ve had over 1,000 conversions from Google Ads to my website. I use my Business Profile on Google to post deals and then amplify them using social media.” As a full-time flight nurse, Kemeshia has to be ready for duty at a moment’s notice. That’s why when it comes to managing her campaigns and online presence, she goes mobile. “I do everything from my phone. With the Google Ads app I run and monitor my Smart Campaigns, and update promotions using the Google My Business app. It makes it easy to do, wherever I am.” Greene House Scents doesn’t plan on slowing down anytime soon. Kemeshia is exploring new scents and virtual marketplaces as a way to reach new audiences online. As she expands the business, Kemeshia is bringing her favorite Google products along for the ride. She shares, “Google Ads is such an important resource for my business, so I absolutely plan on continuing to use it as Greene House Scents grows.”

“Basically if someone is on my site, Google Ads is the reason.”

KEMESHIA GREENE
OWNER



DELAWARE BY THE NUMBERS

\$3.3 billion
of economic activity

In 2020, Google helped provide \$3.3 billion of economic activity for 7,800 Delaware businesses, nonprofits, publishers, creators, and developers

54,000
Delaware businesses

More than 54,000 Delaware businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$1.96 million
of free advertising

In 2020, Google provided \$1.96 million of free advertising to Delaware nonprofits through the Google Ad Grants program



Touchland

MIAMI, FL [TOUCHLAND.COM](https://touchland.com) 12 EMPLOYEES

Andrea Lisbona grew up surrounded by entrepreneurs and knew that one day she'd disrupt an industry. It was when she came to the U.S. in 2008 that she found her niche: the commoditized and antiquated industry of hand sanitizer. Unlike in her native Europe, hand sanitizer was regularly used outside of healthcare facilities, but it was an unpleasant experience. "People complained that it smelled strongly of alcohol, dried their hands out, or felt sticky," Andrea says. She realized hand sanitizer was already part of many people's daily hygiene routines and would only become more prominent as life got busier. After talking to businesses, individuals, and healthcare workers (who told her they kept sanitizer in one pocket and moisturizer in another), she launched Touchland, a skincare-forward hand sanitizer mist in late 2018. They leaned on Google Analytics, looking at conversion rates to understand how to improve site performance. And they built their social media, content, and paid strategies around parallel search terms using the Google Search Console.

In early 2020, Touchland's Head of Growth, Ned MacPherson, started noticing new parallel search terms like "PPE" and "COVID sanitizer" trending in response to the emerging pandemic. "After 10 years creating better-for-you sanitizers, I never could have predicted the scale we've experienced due to COVID-19," Andrea says. In fact, Touchland saw over 1,200-percent growth in 2020 and sold out several times. So they moved to a pre-order model to better manage demand, using Google Analytics and Google Ads to stay in step with customer demand, and began donating 5 percent of all production to healthcare workers. As Ned notes, this is just the beginning for Touchland—and their hand sanitizer. "Looking forward, we're excited to lead with our brand in [ad] creatives and display search campaigns, use technology to sustain our growth and production, and connect more with our customers," he says.

Florida

[G.CO/ECONOMICIMPACT/FL](https://g.co/economicimpact/fl)

"Google Analytics and Google Ads integration was important during COVID to make decisions about how to grow and authentically represent our brand through it all."

ANDREA LISBONA
FOUNDER & CEO



FLORIDA BY THE NUMBERS

\$21.58 billion
of economic activity

In 2020, Google helped provide \$21.58 billion of economic activity for 187,400 Florida businesses, nonprofits, publishers, creators, and developers

1.31 million
Florida businesses

More than 1.31 million Florida businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$30.9 million
of free advertising

In 2020, Google provided \$30.9 million of free advertising to Florida nonprofits through the Google Ad Grants program

50+
Google employees

More than 50 Floridians are employed full-time by Google



Goodr

ATLANTA, GA [GOODR.CO](https://www.goodr.co) 1,000+ GOOGLE PLAY INSTALLS

[G.CO/ECONOMICIMPACT/GA](https://www.g.co/economicimpact/ga)

When Jasmine Crowe began providing home-cooked meals around Atlanta, the great need she saw made her angry. “There are 42 million food-insecure people in the U.S., and 72 billion pounds of food going into landfills every day. It makes no sense,” she says. Hunger, she realized, was a crisis of logistics, not scarcity. In 2017, she founded Goodr, a digitally-driven food management company that takes excess food from restaurants and businesses and delivers it to nonprofits or directly to those in need. Goodr has partnered with over 200 businesses to avoid wasting more than two million pounds of still-edible food. As CEO, Jasmine uses Google Analytics to track surplus food from pickup to donation. Her partners access the Goodr app on Google Play. And with Google Maps, Goodr optimizes delivery routes from restaurants and grocery stores to food banks.

When COVID-19 intensified the local hunger crisis, Jasmine contacted shuttered restaurants to collect food that would otherwise go to waste. Goodr also added a platform for those looking to donate groceries. “We were able to get that capability up and on our website in a matter of minutes,” Jasmine says, “and then we got the word out on social media.” Goodr has continued to provide a “triple-win solution”: People in need receive great meals, businesses can claim tax benefits for charitable giving, and less methane-producing food waste ends up in landfills. “We are a digital-first business,” Jasmine says, “and that has been what’s allowed us to continue helping others.” Goodr recently received a \$100,000 non-dilutive investment from the Google for Startups Black Founders Fund as recognition of their great work. In 2021, as Goodr looks to expand into L.A., Chicago, and Miami, this capital and Google Ads will play a key role. “Google tools already play an important role in our business,” Jasmine notes, adding that in 2020 they began using Google Ads to help them spread the word about their important work.

“Google products are easy to use...it’s so helpful to just look at a simple application like Google Analytics and say, ‘Okay, this is where the traffic is coming from.’”

JASMINE CROWE
FOUNDER & CEO



GEORGIA BY THE NUMBERS

\$9.88 billion
of economic activity

In 2020, Google helped provide \$9.88 billion of economic activity for 67,000 Georgia businesses, nonprofits, publishers, creators, and developers

560,000
Georgia businesses

More than 560,000 Georgia businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$14.63 million
of free advertising

In 2020, Google provided \$14.63 million of free advertising to Georgia nonprofits through the Google Ad Grants program

610+
Google employees

More than 610 Georgians are employed full-time by Google



Wrappily

MAUI, HI WRAPPILY.COM 40% YOY GROWTH

Living in Hawaii, Sara Smith understands how small choices can have big impacts on the environment—including how we give gifts. So in 2013, she founded Wrappily to help do something about the tons of non-biodegradable wrapping paper finding its way into landfills. Wrappily uses newspaper presses to make beautiful, fully recyclable, eco-friendly wrapping paper. “There’s a groundswell of consumers looking to make easy, sustainable lifestyle swaps,” Sara says. “We help them do that on a daily basis.” From the beginning, Wrappily has used digital tools like Google Ads to reach customers across the islands and around the world, sharing their message and offering gift givers everywhere a chance to be part of the solution to excess paper waste.

When COVID-19 put a halt to parties all over the world, Sara knew Wrappily needed to look for new revenue streams. When Google Trends and Analytics revealed that wholesale retailers were not only searching for eco-friendly wrapping paper, but also compostable basket filler and an assortment of related products, Sara saw her opportunity to pivot to B2B sales and seized it. “I never would have foreseen the headway we’d make breaking into larger retailers without Google,” she says. Today, Wrappily’s 40-percent year-over-year (YoY) growth is driven by Google Ads, and even during the pandemic, Google Shopping has helped to more than double their e-commerce revenue. They have plans to expand into Japan and Canada in 2021, and Sara is confident about Wrappily’s future. “It’s just waiting for your moments and staying true to your product and your values,” she says. And that’s a gift that keeps on giving.

Hawaii

G.CO/ECONOMICIMPACT/HI

“When you’re trying to grow your small business online, Google products are the holy grail of information.”

SARA SMITH
FOUNDER & CEO



HAWAII BY THE NUMBERS

\$209 million
of economic activity

In 2020, Google helped provide \$209 million of economic activity for 8,200 Hawaii businesses, nonprofits, publishers, creators, and developers

74,000
Hawaii businesses

More than 74,000 Hawaii businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$1.49 million
of free advertising

In 2020, Google provided \$1.49 million of free advertising to Hawaii nonprofits through the Google Ad Grants program



Boise Mattress

Idaho

BOISE, ID [BOISEMATTRESS.COM](https://www.boisemattress.com) 1,200 ANNUAL CUSTOMERS

[G.CO/ECONOMICIMPACT/ID](https://www.g.co/economicimpact/id)

As a veteran of the United States Army, Steve Houk knows firsthand the value of a good night's sleep after a tough day. That's why he expanded his mattress business by merging with Boise Mattress in 2018 to help the hard-working people of Idaho get the rest they deserve. "My favorite thing is hearing that our mattresses helped our customers sleep better," Steve says. From the beginning, Boise Mattress has utilized digital tools to reach local customers. Their Business Profile on Google makes it easy for online shoppers to find information and directions to the store, and Google Ads lets him compete with national retailers by helping him reach customers all across Idaho.

With the arrival of COVID-19, Boise Mattress needed to adapt quickly. "We updated our Business Profile on Google to let customers know they could schedule one-on-one appointments at our store, and we used it to broadcast our new hours and the extra safety measures we were taking," Steve says. As more customers continue to choose to shop from home, Boise Mattress has increased their use of Google Ads to spread the word about the company; Google Ads now accounts for one-third of their sales and has doubled their website traffic. Despite the pandemic forcing them to close for over a month, 2020 was Boise Mattress's best year to date, and they plan to open a new store in early 2021. Steve couldn't be more grateful. "I love this community and being here," he says. "We're really just a bunch of local families taking care of each other."

"Google makes it easier to tell our unique buy-local story."

STEVE HOUK
OWNER



IDAHO BY THE NUMBERS

\$711 million
of economic activity

In 2020, Google helped provide \$711 million of economic activity for 52,300 Idaho businesses, nonprofits, publishers, creators, and developers

102,000
Idaho businesses

More than 102,000 Idaho businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$1.63 million
of free advertising

In 2020, Google provided \$1.63 million of free advertising to Idaho nonprofits through the Google Ad Grants program



FanFood

CHICAGO, IL [FANFOODAPP.COM](https://fanfoodapp.com) 30 EMPLOYEES

[G.CO/ECONOMICIMPACT/IL](https://g.co/economicimpact/il)

While a University of Iowa business undergrad and ROTC cadet, Carson Goodale grew tired of waiting for service at sporting events—inspiring him to cook up a solution. After college, he served as a U.S. Army Reserve officer, gaining the discipline to start a company. In 2016, he launched FanFood, an online and mobile ordering platform that lets sports fans order concessions during live events. His idea took off, and by 2019, FanFood was in 75 venues, from high schools to stadiums. Carson used Google Workspace products, including Gmail, Calendar, and Drive to keep his 30-person team in sync, and Google Analytics to keep tabs on his website’s performance. YouTube videos highlighted customers’ success stories, touting the ease of mobile ordering, and more venues jumped on board. By early 2020, FanFood had 10x revenue growth. Then, COVID-19 shut down public events.

“We saw businesses around us dwindling, especially restaurants,” says VP of Marketing Isabella Jiao. “We thought, ‘How can we help?’” FanFood had begun expanding beyond sports venues into other markets. Adapting to the pandemic’s new reality, they accelerated plans to bring services to restaurants, drive-in theaters, shopping malls, and hotels. “Searches on ‘contactless ordering’ are way up,” Isabella says. “We are doubling down on our SEO and Google Ads campaigns to reach customers searching with intent.” FanFood is now in roughly 30 percent of all U.S. drive-in theaters, and in venues including an international mall and luxury hotel chain. When spectator sports return, FanFood will be there, including at the Chicago Cubs’ Wrigley Field. They’re also building a food truck delivery service for residential and corporate buildings in Chicago. FanFood expects double-digit year-over-year growth to continue. “Consumer mindset has shifted,” says Co-founder and CEO Carson Goodale. “Contactless mobile ordering is now the expectation and as a result, we’ve unlocked many more new opportunities.”

Illinois

“There isn’t a Google product we use that doesn’t help us grow in some way.”

CARSON GOODALE
CO-FOUNDER & CEO



ILLINOIS BY THE NUMBERS

\$18.15 billion
of economic activity

In 2020, Google helped provide \$18.15 billion of economic activity for 37,300 Illinois businesses, nonprofits, publishers, creators, and developers

654,000
Illinois businesses

More than 654,000 Illinois businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$27.68 million
of free advertising

In 2020, Google provided \$27.68 million of free advertising to Illinois nonprofits through the Google Ad Grants program

1,400+
Google employees

More than 1,400 Illinoisians are employed full-time by Google



PATTERN

INDIANAPOLIS, IN [PATTERNINDY.COM](https://www.patternindy.com) 8 EMPLOYEES

[G.CO/ECONOMICIMPACT/IN](https://www.g.co/economicimpact/in)

In 2010, commercial photographer Polina Osherov met with a group of local fashion designers, lamenting that Indianapolis didn't have more of a fashion scene. It wasn't for lack of creative talent. With Polina leading the charge, the group decided to ignite the region's fashion industry themselves, launching a nonprofit aptly named PATTERN. Since their founding, PATTERN has evolved into a media company, creative agency, print magazine, talent incubator, and an economic development engine. "We have grown to embrace the creative economy overall, not just fashion, [including] all the digital and nontraditional art expressions—things that don't belong necessarily in an art museum or an orchestra," she says. From the start, Google Ad Grants helped Polina spread the word, promoting the organization's events, educational programs, and internships/fellowships, as well as advertising magazine subscriptions. Now, PATTERN has 35 employees, volunteers, and interns, and 2,050 members across the Midwest.

In March 2020, PATTERN opened StitchWorks, a sewing facility that provides production services to apparel designers. Weeks later, an area hospital asked Polina if her group could make gowns to meet the urgent need for PPE brought on by COVID-19. Her answer? "Hell, yes!" Polina hired 100 sewers to make 5,000 gowns—and counting. PATTERN's Google Ads and Business Profile on Google helped put StitchWorks on the map. "We're being found by independent designers who are looking to have things made, everything from leather bags to hoodies to pillowcases," she says. "About 90 percent of our clients find us by searching on Google." Though the pandemic closed down PATTERN's in-person events, their sewing business remains brisk. In 2021, PATTERN plans to launch an industrial sewing certificate program to bring skilled workers into the local jobs pipeline. They're also opening a virtual events studio. Says Polina, "We're super excited to get back to doing events with our community."

Indiana

"Google Ad Grants is a huge resource for a nonprofit like us."

POLINA OSHEROV
EXECUTIVE DIRECTOR



INDIANA BY THE NUMBERS

\$3.61 billion
of economic activity

In 2020, Google helped provide \$3.61 billion of economic activity for 16,700 Indiana businesses, nonprofits, publishers, creators, and developers

305,000
Indiana businesses

More than 305,000 Indiana businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$6.6 million
of free advertising

In 2020, Google provided \$6.6 million of free advertising to Indiana nonprofits through the Google Ad Grants program



Whitfield's Lawn & Garden

Iowa

DES MOINES, IA

WHITFIELDSLAWNANDGARDEN.COM

12 EMPLOYEES

G.CO/ECONOMICIMPACT/IA

Randy Whitfield always had a passion for gardening, and in 2002 he finally turned his passion into his business. "Starting a business with my wife, Catherine, that supported four kids was a risk, but I live and breathe landscape, it's a part of me," he says. Randy went door to door with homemade business cards, and soon news about his green thumb and work ethic spread through Des Moines; Whitfield's Lawn & Garden flourished. Randy began taking on larger contracts, and his family pitched in. "Around 2005, with help from my eldest child, Randy II, we hit a sweet spot. That's when I knew we'd make it," says Randy. In 2015, Randy's son, Catum, joined the business after graduating from college and digitally transformed it. "I built a website, started using Google Ads and a Business Profile on Google, then got Dad off his flip phone and onto a smartphone," says Catum. Since then, revenue has doubled, as has their staff. By 2019, Randy employed three generations of Whitfields.

When the pandemic hit, and Des Moines went inside and online, Whitfield's Lawn & Garden became busier as those working from home noticed the states of their lawns. A Google search took them to Whitfield's Lawn & Garden's Business Profile on Google which featured rave customer reviews and Catum's Google Ads also appeared in searches. "We had to keep hiring to keep up," says Raelynn, Randy's daughter. Catum introduced Google Workspace, setting up Gmail, Calendar, Drive, and even Google Maps to keep employees and clients connected, organized, and safe. Revenue for 2020 is up 50 percent from 2019, and Raelynn projects a similar increase for 2021. Randy intends to expand their snow-removal business using Google Ads, which already attracts 65 percent of their current clients. The phone rings off the hook, with 75 percent of their daily calls coming via Google. To keep up with demand, Catum plans to make the company's office operations 100-percent digital in 2021. "We're so grateful for the support and tools that Google has provided us," he says.

"Google is everything: from Gmail as a first contact, to our Calendar keeping us organized, to our Drive for collaboration, and to Maps for finding our customers."

CATUM WHITFIELD
CO-OWNER



IOWA BY THE NUMBERS

\$1.5 billion
of economic activity

In 2020, Google helped provide \$1.5 billion of economic activity for 11,000 Iowa businesses, nonprofits, publishers, creators, and developers

163,000
Iowa businesses

More than 163,000 Iowa businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$3.2 million
of free advertising

In 2020, Google provided \$3.2 million of free advertising to Iowa nonprofits through the Google Ad Grants program

500+
jobs created by Google

In Iowa, Google creates jobs for over 500 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Mer-Sea & Co.

Kansas

LENEXA, KS [MERSEA.COM](https://mersea.com) 25 EMPLOYEES

[G.CO/ECONOMICIMPACT/KS](https://g.co/economicimpact/ks)

Lina Dickinson and Melanie Bolin had a lot in common when they met at their children’s preschool in Kansas. Both were recent transplants from California who missed the coast and wanted to find a creative outlet by starting a business using their marketing and sales experience. In 2013, the pair founded Mer-Sea & Co., a lifestyle brand offering clothing, accessories, and home fragrances rooted in the joy of travel and the tranquility of seaside escapes. They initially focused on selling through retail partners, and Mer-Sea products are now offered in over 1,200 stores. But over the last few years, Melanie and Lina have placed more emphasis on their e-commerce website. “We love the control that online gives us over our messaging and imagery,” Lina says. They used Google Ads to help them make this adjustment, and in 2019 56 percent of sales and 54 percent of new customers came from their Google Ads campaigns. The proportion of the company’s online sales increased from 10 to 45 percent in two years, leading Inc. Magazine to name them Kansas’s fastest-growing business in 2018.

With a strong online presence, Mer-Sea was well-positioned to weather the uncertainties caused by COVID-19. Though disruptions to their supply chain caused some issues, Lina says being a small business allowed them to be nimble and react quickly as challenges arose. They adjusted descriptions on their website to emphasize that their stylish yet cozy and comfortable clothing and wraps—touted pre-pandemic as perfect for travel—were equally suited for working from or lounging at home. They added a line of face masks, and had custom hand sanitizer on the market within four months. Using Google Analytics to optimize their website and Google Ads to reach both new and repeat customers, Mer-Sea enjoyed a 95-percent year-over-year growth in online sales. “As we continue to grow, Google Ads will continue to be a key partner,” Lina says.

“As we continue to grow, Google Ads will continue to be a key partner.”

LINA DICKINSON
CO-FOUNDER



KANSAS BY THE NUMBERS

\$2.1 billion
of economic activity

In 2020, Google helped provide \$2.1 billion of economic activity for 13,100 Kansas businesses, nonprofits, publishers, creators, and developers

153,000
Kansas businesses

More than 153,000 Kansas businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$2.01 million
of free advertising

In 2020, Google provided \$2.01 million of free advertising to Kansas nonprofits through the Google Ad Grants program



The Hat Girls

Kentucky

LOUISVILLE, KY [THEHATGIRLS.COM](https://www.thehatgirls.com) 2X YOY REVENUE GROWTH

[G.CO/ECONOMICIMPACT/KY](https://www.g.co/economicimpact/ky)

The most important element of the Kentucky Derby—after the horses—might very well be the hats. Commonplace at the race and popular at Derby parties around the globe, eye-catching headwear is a big part of the fun. So when high school friends Rachel Bell and Kate Welsh returned to their hometown of Louisville to attend the Derby together, they pooled their creative talents and designed some winners. Their styles were so unique that on their next visit, people remembered “the hat girls.” The two returned seasonally to Louisville in 2013, went into business together, and the name stuck. The upscale creations stand out in the crowd: Rachel describes their hats as “edgier, with bolder colors.” Selling first through local boutiques, they eventually rented their own retail space and launched a website. Online sales soared after their first Google Ads campaign in 2018—they quickly expanded from the region to almost every state. “Even with a small budget, business from outside of Louisville just exploded,” Kate says. Revenue doubled each year, and online sales grew to 30 percent of their business in 2019.

Being a niche business tied to a specific social event, The Hat Girls were especially vulnerable when COVID-19 forced the Kentucky Derby to ban all spectators in 2020. They used their Business Profile on Google to alert customers to changing hours, and the photos and five-star reviews kept their web presence current. Rachel and Kate adjusted their focus, designing some bridal pieces and using the extra time to build up inventory they can later customize. They’ve also outsourced a local, female-owned business to help design coordinating masks. As the Official Hat Designer of the Kentucky Derby Festival, The Hat Girls are looking forward to the next Derby season—typically a full two months of events leading up to race weekend in May. “We don’t really know what Derby will look like in 2021,” says Rachel. Adds Kate, “But when it does come back, it’ll be the biggest one yet. It’s such a huge event, regionally and for the country.”

“Our e-commerce growth has a lot to do with Google Ads reaching people nationally.”

RACHEL BELL
CO-FOUNDER



KENTUCKY BY THE NUMBERS

\$1.39 billion
of economic activity

In 2020, Google helped provide \$1.39 billion of economic activity for 16,000 Kentucky businesses, nonprofits, publishers, creators, and developers

202,000
Kentucky businesses

More than 202,000 Kentucky businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$3.1 million
of free advertising

In 2020, Google provided \$3.1 million of free advertising to Kentucky nonprofits through the Google Ad Grants program



BBQGuys

BATON ROUGE, LA BBQGUYS.COM 189 EMPLOYEES

Louisiana

G.CO/ECONOMICIMPACT/LA

In 1998, Mike and Ladina Hackley opened a storefront in Baton Rouge devoted to America's beloved pastimes of grilling and barbecuing. From the start, business at the Grill Store and More boomed, and the Hackleys soon observed two trends: an indulgent obsession with barbecuing and grilling, and a brand new sales channel, the internet. In 2000, they expanded their offerings to include premiere outdoor kitchens, and took the Grill Store online as BBQGuys.com. "We are very data-driven. It fuels our business," says VP of eCommerce and Analytics Jason Stutes. His savvy adoption of digital marketing gave BBQGuys a spot on Inc. 500's list of fastest-growing companies for 12 straight years. Jason began using Google Ads and Google Analytics in 2005, and BBQGuys.com swiftly became a top destination for barbecue and grilling aficionados. By 2019, most of the business had moved online, and although the BBQGuys maintained a physical store, their main facilities were an 110,000-square-foot warehouse and a headquarters with 70 customer service reps. The same location houses a production studio for their YouTube channel, where employees demonstrate how to chargrill oysters and barbecue Korean short ribs for hundreds of thousands of subscribers.

In March 2020, as the world closed down due to COVID-19, BBQGuys went on a hiring spree to support a sharp uptick in sales. "While stuck at home, people started doing more outdoor grilling," says Jason. With employees working from home, the company scrambled to continue making their popular YouTube videos from employee backyards and answer customer support calls from home offices. They created tutorials for their Business Profile on Google on everything from gas grilling tricks to DIY home-smoking hacks. Their Business Profile was an invaluable resource for keeping customers up to date about stock outages due to the pandemic. Today, 94 percent of their business comes through Google. "For 20 years now, Google has been there for us," Jason says.

"Google not only gives us reach, it gives us the transparency and flexibility to make sure that reach has maximum impact."

JASON STUTES
VP OF ECOMMERCE & ANALYTICS



LOUISIANA BY THE NUMBERS

\$1.06 billion
of economic activity

In 2020, Google helped provide \$1.06 billion of economic activity for 17,500 Louisiana businesses, nonprofits, publishers, creators, and developers

234,000
Louisiana businesses

More than 234,000 Louisiana businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$1.89 million
of free advertising

In 2020, Google provided \$1.89 million of free advertising to Louisiana nonprofits through the Google Ad Grants program



Experience Maine

Maine

PORTLAND, ME [EXPERIENCEMAINE.COM](https://www.experiencemaine.com) 70% OF CUSTOMERS FROM ADS [G.CO/ECONOMICIMPACT/ME](https://www.g.co/economicimpact/me)

In Maine, they call them “Boomerangs”—people who move away, miss Maine’s beauty and lifestyle, and then move back again. Rachel Sagioglu, an experienced event planner, was a Boomerang who wanted to bring the world with her when she returned. In the summer of 2019, she launched Experience Maine, a travel concierge and events company offering customized itineraries and meeting planning. From the start, Rachel employed digital tools like Google Analytics and Google Ads—which became the top source for revenue and new customers for the travel side of the company—to grow and build partnerships within the Maine tourism industry. Within six months of founding her business, she had trips and events booked for the upcoming season. And then COVID-19 hit, upending the travel industry and creating enormous challenges for the new company. Rachel knew adjusting her business model would be critical to staying afloat.

Rachel’s first step was to launch a complementary online retail site, [experiencemainemade.com](https://www.experiencemainemade.com). “If people can’t come to Maine,” she reasoned, “why not bring a little bit of Maine to them?” Working with a designer to make custom boxes and sourcing artisan goods from the state, she was soon shipping local wares nationwide. Rachel uses the insights she gains from Google Analytics to “optimize the site for increased engagement and gauge which products are seeing the most traffic.” By late 2020, new Google Ads campaigns were in the works; Rachel was able to easily tailor her ads, an important step given fluctuating travel restrictions and interests. Rachel plans to expand into luxury rentals and high-end events. She’d also like to grow the retail site, which helps support a number of Maine makers. She realizes that staying flexible is key. “I have the ideas in my head, and the processes in place. Having Google tools as a resource to support me allows me to be nimble and execute one way or the other.”

“Having Google tools as a resource to support me allows me to be nimble and execute one way or the other.”

RACHEL SAGIROGLU
OWNER



MAINE BY THE NUMBERS

\$710 million
of economic activity

In 2020, Google helped provide \$710 million of economic activity for 6,500 Maine businesses, nonprofits, publishers, creators, and developers

84,000
Maine businesses

More than 84,000 Maine businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$1.75 million
of free advertising

In 2020, Google provided \$1.75 million of free advertising to Maine nonprofits through the Google Ad Grants program



T|W Tote

RIVERDALE, MD TWTOTE.COM +750 ANNUAL CUSTOMERS

Maryland

G.CO/ECONOMICIMPACT/MD

Shallon Thomas and Sherika Wynter understand that opportunity lies at the intersection of style and function. Frustrated by a lack of well-engineered, insulated lunch bags that also boasted some personality, the research and development partners founded T|W Tote in 2018. The international press quickly took notice of the world-class products this Maryland-based business was making. “When we were contacted by GQ Britain, I knew we had something here,” Sherika says. From the beginning, T|W Tote has leaned on digital tools to reach customers all over the world. Google Analytics helps them fine-tune their product strategy by identifying who is shopping with them and what they’re searching for, and their Business Profile on Google lets them share their unique story, with attributes like “identifies as Black-owned” and “LGBTQ friendly” that humanize their business in a way that the big-box retailers can’t match.

With the onset of COVID-19, T|W Tote needed to quickly shift gears. Fortunately, Sherika is used to engineering smart solutions. “We knew we had to find another way to get sales, to break into new markets,” she says. After Google Analytics revealed that a large corporate customer had found them by searching for promotional gifts, T|W Tote saw an opportunity to pivot to B2B sales and jumped at it. In addition to their B2C business, T|W Tote now offers promotional fulfillment, corporate gifting, and VIP white-labeling services to vineyards, real estate companies, and more. “Without Google, we would have never known these markets existed,” Sherika says. Today, more than half of T|W Tote’s business comes through Google channels, and they are designing a new line of accessories to sell alongside their stylish lunch totes. Wherever opportunity goes, Sherika and Shallon will be there, innovating in its wake. Adds Sherika, “Google has been great for opening up doors for small businesses. You just have to be creative and see what works.”

“Google lets us share our story so we can take customers along on our journey.”

SHERIKA WYNTER
CO-FOUNDER



MARYLAND BY THE NUMBERS

\$5.62 billion
of economic activity

In 2020, Google helped provide \$5.62 billion of economic activity for 39,800 Maryland businesses, nonprofits, publishers, creators, and developers

308,000
Maryland businesses

More than 308,000 Maryland businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$16.43 million
of free advertising

In 2020, Google provided \$16.43 million of free advertising to Maryland nonprofits through the Google Ad Grants program



Nô's Casa Café

ROXBURY, MA [NOSCASACAFE.COM](https://noscasacafe.com) 5 EMPLOYEES

Ana Maria Fidalgo came to Boston in the 1980s, seeking medical care for her mother, who, along with her father, came from West Africa's Cape Verde islands. Ana Maria settled in the Roxbury neighborhood, opening a family-run grocery store. When she and a friend who also loves to cook noticed an empty storefront, "We thought, 'Let's take this place and find jobs for unemployed women in the neighborhood who know how to cook Cape Verdean cuisine,'" Ana recalls. In 2010, she opened Nô's Casa Café, hiring four local women, with son Joshua Fidalgo, dean of a local STEM academy, helping after work. The café specializes in classic Cape Verdean dishes such as cachupa, a stew of corn, lima beans, sweet potato, and fish or meat. "Our food is fresh, accessible, and affordable," Joshua says. Their Business Profile on Google brought in customers beyond the local area, and glowing reviews began rolling in. They gave back to their community, donating meals to families in need and senior citizens, and partnering with nonprofits fighting insecurity.

When COVID-19 forced restaurants to close in March 2020, the future looked uncertain. The business received a Paycheck Protection Program loan to continue paying their five employees, and a PPE grant to buy gloves and other supplies. They reopened two months later with fewer tables, operating at 60-percent capacity. They updated their Business Profile on Google with new service options such as "curbside pickup" and "no-contact delivery," added photos to attract more takeout and delivery business, and enabled Google Pay mobile-ordering apps. Google Analytics revealed what whetted customers' appetites, with one photo of an array of dishes garnering nearly 100,000 views. "Even through challenging times, with the support of the community and our customers—and with Google products and resources—we're in a good place," Joshua says. "We're true to our mission. We're hopeful."

Massachusetts

[G.CO/ECONOMICIMPACT/MA](https://g.co/economicimpact/ma)

"With the support of the community and our customers—and with Google products and resources—we're in a good place."

JOSHUA FIDALGO
CO-OWNER



MASSACHUSETTS BY THE NUMBERS

\$17.4 billion
of economic activity

In 2020, Google helped provide \$17.4 billion of economic activity for 45,100 Massachusetts businesses, nonprofits, publishers, creators, and developers

390,000
Massachusetts businesses

More than 390,000 Massachusetts businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$22.27 million
of free advertising

In 2020, Google provided \$22.27 million of free advertising to Massachusetts nonprofits through the Google Ad Grants program

1,900+
Google employees

More than 1,900 Massachusettsans are employed full-time by Google



Detroit Voltage

DETROIT, MI DETROITVOLTAGE.COM 5 SUBCONTRACTORS

Michigan

G.CO/ECONOMICIMPACT/MI

The only thing Deana Neely knows better than electrical contracting is the city of Detroit. After a decade working for the Detroit Buildings, Safety, Engineering, and Environmental Department, she decided to use her knowledge and experience to found Detroit Voltage in 2016, offering a reliable contracting service to the underserved residents of the city. “Many contractors refuse to come into the city itself,” Deana explains. “But this is the city that raised me. I feel an obligation to serve my community in a way that others won’t.” Detroit Voltage has used digital tools like Google Ads to reach customers looking for skilled and conscientious electrical contractors, and their Business Profile on Google helps them highlight and showcase their many positive reviews from customers they’ve already helped.

When COVID-19 suddenly short-circuited business as usual in Michigan, Detroit Voltage turned to Google Analytics to understand exactly what customers were looking for, and quickly pivoted to serve their needs. They started offering germicidal UV lighting options for safety-conscious customers, and smart home devices for increasingly house-bound customers. Google Workspace products like Gmail and Google Sheets have helped them communicate efficiently and easily keep track of all their contractors remotely. Thanks to Deana’s innovative thinking, Detroit Voltage maintained 40-percent year-over-year (YoY) growth in 2020, and they plan to expand and hire additional contractors in 2021. “Google has really helped us grow and scale our business, and that empowers us to keep doing more for our customers and our community,” she says. And that’s how this Detroit business is engineering a brighter tomorrow.

“Google products have been life-changing for our business. I want to share that with as many people as I can.”

DEANNA NEELY
OWNER & CEO



MICHIGAN BY THE NUMBERS

\$7.11 billion
of economic activity

In 2020, Google helped provide \$7.11 billion of economic activity for 46,700 Michigan businesses, nonprofits, publishers, creators, and developers

486,000
Michigan businesses

More than 486,000 Michigan businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$9.37 million
of free advertising

In 2020, Google provided \$9.37 million of free advertising to Michigan nonprofits through the Google Ad Grants program

650+
Google employees

More than 650 Michiganders are employed full-time by Google



Civic Eagle

MINNEAPOLIS, MN CIVICEAGLE.COM 13 EMPLOYEES

Minnesota

G.CO/ECONOMICIMPACT/MN

Growing up, Damola Ogundipe and Yemi Adewunmi counted politics among their many interests. Damola, who emigrated from Nigeria to Minnesota as a child, developed an interest in immigration legislation. He and Yemi, who is from Upstate New York, realized how confusing it could be to understand and track lawmaking. As they got older, their frustration at navigating the legislative system sparked the inspiration to build an innovative solution. For two years, the team worked to create an app for navigating the policy arena. In 2017, they spent time in the Google for Startups residency program and an idea crystallized: “We realized that if we could make legislation truly transparent for advocacy groups, we could make a big difference, and have a viable business,” says Yemi. They founded Civic Eagle and launched Enview, a digital platform that helps organizations search, identify, and track legislation so they can focus on policies that matter to them and their constituents. Civic Eagle then started using Google Ads and Google Analytics to reach these organizations.

As the company continues to refine how they improve messaging, enhance tracking, and adjust user experiences, they’re also experiencing increased interest in their product during the pandemic. “We’ve seen a real need from current and potential customers to understand the new legislation coming out from different states in response to the pandemic,” says Yemi. Looking forward, Civic Eagle believes Google will continue to be key to their growth. “Google has invested \$100,000 through the Google for Startups Black Founders Fund,” says Damola. “It’s a great program and a great opportunity for us to get non-dilutive capital that we can put to work and use as an opportunity to grow.” Their goals also include a plan to expand beyond the U.S. “Being able to bring that level of value at scale, both domestically and internationally, is on our roadmap. And we think that we have an incredible opportunity to accomplish it,” says Damola.

“Google has invested \$100,000 through the Google for Startups Black Founders Fund. It’s a great opportunity to get non-dilutive capital to grow with.”

DAMOLA OGUNDIPE
CO-FOUNDER



MINNESOTA BY THE NUMBERS

\$8.15 billion
of economic activity

In 2020, Google helped provide \$8.15 billion of economic activity for 29,600 Minnesota businesses, nonprofits, publishers, creators, and developers

289,000
Minnesota businesses

More than 289,000 Minnesota businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$11.97 million
of free advertising

In 2020, Google provided \$11.97 million of free advertising to Minnesota nonprofits through the Google Ad Grants program



Mississippi Food Network

JACKSON, MS [MSFOODNET.ORG](https://www.msfoodnet.org) 34 EMPLOYEES

Mississippi Food Network (MFN) opened in 1984 with a mission to end hunger across the state. Starting with a 4,000-square-foot space, eight member agencies, and 2,300 pounds of food, they now have over 80,000 square feet and work with 430 member agencies, distributing over 21.2 million pounds of food annually. The only organized food bank in a state with two of the nation's most food-insecure counties, MFN is a necessity for many families. "We always say we're a small food bank that acts like a large food bank," says Director of External Affairs Kelly Mott. Supported by Google Ad Grants, Google Ads campaigns have been central to their efforts. In 2018, over half of their online donations and more than 7,000 new community members discovered MFN via those campaigns. Google Analytics has also helped them understand their digital performance so they can make the most of online interactions.

Though COVID-19 forced food pantries and soup kitchens to close, shelters and group homes to reduce capacity, and fundraising events to be canceled, Kelly and her team remained committed to MFN's mission. MFN has become more crucial than ever for their community. They started partnering with Feeding America and taking in online donations thanks to increased website traffic. They continue to receive support from Google Ad Grants, and Google Ads as well as insights from Google Analytics have allowed MFN to greatly increase their visibility. They saw a 142-percent increase in site traffic from January through September 2020 versus the same period in 2019, peaking on April 19, 2020 with 484-percent traffic increase from the same date in 2019. Google Analytics also allows Kelly and her team to identify where their services are most needed, as well as better target digital fundraising efforts to a younger, more diverse demographic. She and MFN's major gift specialist, Crystal Alfaro, hope that donation increases continue through 2021 and beyond, and they're getting creative with their use of Google Ads to make that happen.

Mississippi

[G.CO/ECONOMICIMPACT/MS](https://www.g.co/economicimpact/ms)

"Google tools are 100% effective. To be able to have things like Ads and Analytics, it's a great help to nonprofits like us."

KELLY MOTT
DIRECTOR OF EXTERNAL AFFAIRS



MISSISSIPPI BY THE NUMBERS

\$180 million
of economic activity

In 2020, Google helped provide \$180 million of economic activity for 7,600 Mississippi businesses, nonprofits, publishers, creators, and developers

133,000
Mississippi businesses

More than 133,000 Mississippi businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$655,000
of free advertising

In 2020, Google provided \$655,000 of free advertising to Mississippi nonprofits through the Google Ad Grants program



Morgan Miller Plumbing

Missouri

GRANDVIEW, MO [MORGANMILLERPLUMBING.COM](https://morganismillerplumbing.com) 19 EMPLOYEES [G.CO/ECONOMICIMPACT/MO](https://g.co/economicimpact/mo)

Stella Crewse always wanted to run a business, but she never imagined she'd take over Morgan Miller Plumbing, where she managed operations. Stella became CEO in 2015 and started updating parts of the business, including their advertising, marketing, and online presence. With print advertising costly and ineffective, her team turned to digital marketing. "When we moved to online channels, we found our voice—and saw our business grow," Stella says. Behind the scenes, they started using Google Workspace for operations, Google Maps to help technicians find neighborhoods and homes for on-site visits, and Google Ads and their Business Profile on Google to attract customers.

When COVID-19 hit, Stella was initially worried. But she remembered the tools she had at her fingertips to run the business online, and was confident that Morgan Miller would continue to thrive. "I truly believe that it's thanks to our digital tools that we were able to persevere in a way that would not have been possible before," Stella says. Now, estimators use Google Maps to survey distances for sewer line connections, allowing them to limit public exposure. And through online advertising, scheduling via Calendar, and Gmail and Google Meet, Stella navigated the pandemic with Google products. "Of course, there were still things we had to learn how to do quickly, like being our own IT people at home, which is why Google Search was so important, too," she says. "I'm not sure how we would have survived without it to answer our questions!" Not only have they survived, but Morgan Miller is also growing—increasing staff from 15 to 19 employees. In fact, Stella sees this period as an opportunity to improve the business by increasing efficiencies and encouraging digital fluency. "Google products have given us the confidence that we will be able to continue operations seamlessly, no matter what comes our way," she says.

"Google products have given us the confidence that we will be able to continue operations seamlessly, no matter what comes our way."

STELLA CREWSE
CEO



MISSOURI BY THE NUMBERS

\$3.88 billion
of economic activity

In 2020, Google helped provide \$3.88 billion of economic activity for 28,300 Missouri businesses, nonprofits, publishers, creators, and developers

312,000
Missouri businesses

More than 312,000 Missouri businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$10.23 million
of free advertising

In 2020, Google provided \$10.23 million of free advertising to Missouri nonprofits through the Google Ad Grants program



VIM & VIGR

MISSOULA, MT VIMVIGR.COM 8 EMPLOYEES

G.CO/ECONOMICIMPACT/MT

Montana

Michelle Huie’s sales job left her nursing achy legs at night. On a recommendation, she tried compression socks—and they changed her life. Michelle started thinking about the many uses for compression socks: long flights, medical conditions, and standing for work. But when she realized the limited colors or styles available, Michelle set out to make fashion-forward, medically-sound compression socks. VIM & VIGR was born and has since seen 100-percent growth every year, thanks in part to their use of Google products. In 2020, Google Ads accounted for roughly 20 percent of their sales, and Google Analytics helped them understand their audience so they could refine the content, navigation, and structure of their site to increase conversions.

When COVID-19 hit, VIM & VIGR’s revenue shifted from 60-percent brick-and-mortar retail to nearly 80-percent e-commerce, selling directly to customers. This new normal has helped them better understand their community, product performance, and what customers love about the brand. Using Google Ads and Analytics, Michelle tracks which products and site pages are performing well and adjusts accordingly as trends and behaviors change. And with increasing sales in 2020, Michelle wanted to give back to the healthcare workers on the frontlines of COVID-19. Through their “Buy a Sock, Give a Sock “ program, VIM & VIGR donated close to \$140,000 worth of socks to about 77 hospitals, using Google Forms to facilitate the donation process. It’s no surprise that Michelle is excited about business looking forward—after all, VIM & VIGR now has a closer relationship with their customers thanks to a direct-to-consumer model and added insights from Google Ads, Analytics, and other channels, like YouTube. “Hearing directly from our customers during this time has allowed us to create a better product and brand that serves—and connects with—our community more effectively,” says Michelle.

“They say if you build it they will come, but our reality is we’d never be where we are or helped as many people as we have without the help of Google.”

MICHELLE HUIE
FOUNDER



MONTANA BY THE NUMBERS

\$243 million
of economic activity

In 2020, Google helped provide \$243 million of economic activity for 5,900 Montana businesses, nonprofits, publishers, creators, and developers

73,000
Montana businesses

More than 73,000 Montana businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$2.52 million
of free advertising

In 2020, Google provided \$2.52 million of free advertising to Montana nonprofits through the Google Ad Grants program



EatMoveRest

LINCOLN, NE [EATMOVEREST.COM](https://eatmoverest.com) +70K SUBSCRIBERS

Nebraska

[G.CO/ECONOMICIMPACT/NE](https://g.co/economicimpact/ne)

Dusty and Erin Stanczyk were successful high school athletes. But as they got older, they realized that staying fit—both physically and mentally—required a plan and a more holistic approach to health. So they founded EatMoveRest in 2015 to help people like them all across the globe find recipes, workout plans, and mindfulness exercises designed with total-body wellness in mind. “It’s super empowering, sharing our experiences and connecting with people on issues, like mental health, that affect us all,” Erin says. From day one, Dusty and Erin have used digital tools to build the EatMoveRest community. They created a popular YouTube channel to post weekly videos, use Google Drive to share content like recipes and e-books with customers, and stay connected with their community and potential brand partners with Gmail.

When COVID-19 forced millions into their homes, mental health and physical wellness became more important than ever. EatMoveRest began offering online group classes and one-on-one coaching sessions via Google Meet. They turned to YouTube to share encouraging videos that help their community stay connected, even during quarantine. And as corporate pursestrings tightened everywhere and brand sponsorship opportunities dwindled, Dusty and Erin pivoted to selling recipe books and meal plans on their website, unlocking a whole new stream of e-commerce revenue. Today, 90 percent of EatMoveRest’s customers and partners find them through Google, and they are in talks with a health and wellness channel to bring EatMoveRest to television. “We get to do what we love every day, and that’s helping people,” Erin says. “No matter how I fall asleep the night before, I wake up in the morning excited about what the day holds.” And there’s no better health plan than that.

“It’s invaluable to have a platform like Google. It’s affordable, it always works, and it makes everything we do seamless.”

DUSTY STANCZYK
CO-FOUNDER



NEBRASKA BY THE NUMBERS

\$3.36 billion
of economic activity

In 2020, Google helped provide \$3.36 billion of economic activity for 8,000 Nebraska businesses, nonprofits, publishers, creators, and developers

102,000
Nebraska businesses

More than 102,000 Nebraska businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$2.1 million
of free advertising

In 2020, Google provided \$2.1 million of free advertising to Nebraska nonprofits through the Google Ad Grants program

100+
jobs created by Google

In Nebraska, Google creates jobs for over 100 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Sunrise Coffee

Nevada

LAS VEGAS, NV [SUNRISECOFFEE.COM](https://www.sunrisecoffee.com) 65 EMPLOYEES

[G.CO/ECONOMICIMPACT/NV](https://www.g.co/economicimpact/nv)

Juanny Romero is used to challenges—she opened her first coffee shop in 2008 at the start of the Great Recession. By founding Sunrise Coffee and its partner roastery, Mothership Coffee Roasters, Juanny wanted to bring a neighborhood coffee shop to Las Vegas. Building a sense of community within a welcoming, eclectic atmosphere was just as important to her as offering world-class roasts. Digital products weren't a big part of the business at first. "My life is all about what I can see, touch, and smell, so I approached the digital world with hesitation," Juanny says. But after seeing the impact of positive reviews posted to her Business Profile on Google, she was convinced. She began using Google Ads and took the team digital with Google Workspace products like Calendar and Docs to stay organized and process paperwork. The company has since expanded to three locations, and strives to be eco-conscious, using fair trade practices and ethically-sourced beans. Sunrise Coffee is the oldest independent coffee shop in Las Vegas.

COVID-19 brought Juanny her biggest challenge yet. With in-person orders down, she had to adapt to keep the business going. The digital groundwork was in place, but she needed new revenue streams. Juanny decided to focus on her e-commerce site, where people could buy Mothership's specialty coffee beans from the safety of their homes. She adjusted her Google Ads and social media campaigns to direct customers to the website, resulting in a 300-percent increase in online sales. "The digital side of the business is what really saved us," Juanny says. "Moreover, it opened the door to a whole new online community that is going to continue positively impacting us into the future." Juanny harnessed the power of that community by adding a button on her website for coffee donations to first responders—over 2,000 cups of coffee have been donated so far. Says Juanny, "The sense of community I found online reminded me of why I started a coffee shop in the first place."

"I feel like I discovered a superpower when I found Google digital tools. And I'm excited to continue using them to enhance my company and community."

JUANNY ROMERO
FOUNDER & CEO



NEVADA BY THE NUMBERS

\$2.92 billion
of economic activity

In 2020, Google helped provide \$2.92 billion of economic activity for 24,100 Nevada businesses, nonprofits, publishers, creators, and developers

156,000
Nevada businesses

More than 156,000 Nevada businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$4.15 million
of free advertising

In 2020, Google provided \$4.15 million of free advertising to Nevada nonprofits through the Google Ad Grants program

100+
jobs created by Google

In Nevada, Google creates jobs for over 100 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Studley's Flower Gardens

ROCHESTER, NH [STUDLEYS.COM](https://studleys.com) 15 EMPLOYEES

New Hampshire

[G.CO/ECONOMICIMPACT/NH](https://g.co/economicimpact/nh)

Founded in 1928, Studley's Flower Gardens is a family-owned florist, garden center, and landscaping company located in downtown Rochester, New Hampshire. They've grown their trusted reputation for nearly 100 years by being a good neighbor, while putting heart into every arrangement. Keeping that legacy alive are current owners, the Meulenbroeks—husband and wife Jeffrey and Molly, and Jeffrey's brother, David. In 2003, when Studley's launched their first website, Google Ads helped them expand their reach and compete more effectively with national brands. By the start of 2020, Studley's had grown their social media presence and developed a robust e-commerce website, supporting all aspects of the business. The site's wide, visually appealing assortment of flowers and plants helps customers find just the right choice for any occasion.

Cultivating an online presence proved fruitful when COVID-19 forced Studley's physical storefront to temporarily shut down. Google Analytics provided valuable insights into website traffic—including which photos got the most clicks—giving Studley's the business intelligence to plan their next moves. Because of their existing e-commerce capabilities, the company quickly transitioned to contactless pickup and delivery. "Easter was one of the busiest in years," Molly recalls. "And then came Mother's Day, and our online sales were nearly unprecedented." In fact, digital sales tripled over the previous year. The company has always believed in giving back to the community that's supported them for so long, and Molly is an active member of local historical and economic groups. Moving forward, Molly and her team hope to increase Studley's national reach and implement new digital marketing strategies, using lessons learned during the pandemic. Still, they remain true to their roots. "Connecting with our community has always been what's set us apart," Molly says. "Google helps make sure we keep doing that in this rapidly changing digital world."

"Google helps make sure we keep connecting with our community in this rapidly changing digital world."

MOLLY MEULENBROEK
CO-OWNER & MANAGER



NEW HAMPSHIRE BY THE NUMBERS

\$799 million
of economic activity

In 2020, Google helped provide \$799 million of economic activity for 8,500 New Hampshire businesses, nonprofits, publishers, creators, and developers

83,000
New Hampshire businesses

More than 83,000 New Hampshire businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$2.73 million
of free advertising

In 2020, Google provided \$2.73 million of free advertising to New Hampshire nonprofits through the Google Ad Grants program



TheSalonGuy

NEW BRUNSWICK, NJ [YOUTUBE.COM/THE SALONGUY](https://www.youtube.com/thesalonguy) +800K SUBSCRIBERS [G.CO/ECONOMICIMPACT/NJ](https://www.g.co/economicimpact/nj)

Sometimes a chance encounter changes a person's life. After graduating high school in 1992, New Jersey native Stephen Marinaro was looking for love—and a job. He was hired to sweep floors and wash hair at a salon where a woman he liked worked. The romance never blossomed, but Stephen's passion for hair styling did. He went to cosmetology school, and in 2000, he launched an online salon directory while building his practice. Then, another event changed his trajectory: "My mother, who had adopted me, passed away," Stephen says. "She inspired me to create something special and unique in her memory, based on my expertise." In 2010, he launched a YouTube channel, TheSalonGuy, and business skyrocketed. His hair-styling chops, combined with his easy-going charm, have drawn an international following of over 800,000 subscribers. He also sells his own hair care line on his website.

When COVID-19 forced hair salons to reduce capacity for social distancing purposes, Stephen was prepared to weather the storm. "YouTube has been the number-one driving force in helping me grow my business," he says. Stephen uses YouTube Analytics to learn which videos are most popular with viewers. Among the tousled, pandemic-weary masses, do-it-yourself hair styling videos have hit home. "People don't want to sit in a salon for hours," Stephen says. "They want to learn how to trim their own bangs and ends and color their own hair." Haircuts in the styles of celebrities are also popular topics. By tying his hair care line into his YouTube content, Stephen has seen a 69-percent year-over-year increase in product sales, and overall business is up 30 percent. He now offers a media consulting service and participates in Rutgers University's internship program—hiring one or two interns during the school year to help with creating content, shipping products, and managing finances. He shares his advice to other entrepreneurs who may be struggling due to coronavirus: "Now is the ultimate time to rethink your career path. Take charge of your destiny and never give up."

New Jersey

"YouTube has been the number-one driving force in helping me grow my business."

STEPHEN MARINARO
FOUNDER & CEO



NEW JERSEY BY THE NUMBERS

\$10.19 billion
of economic activity

In 2020, Google helped provide \$10.19 billion of economic activity for 63,900 New Jersey businesses, nonprofits, publishers, creators, and developers

504,000
New Jersey businesses

More than 504,000 New Jersey businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$16.68 million
of free advertising

In 2020, Google provided \$16.68 million of free advertising to New Jersey nonprofits through the Google Ad Grants program



Heidi's Raspberry Farm

CORRALES, NM HEIDISRASPBERRYFARM.COM 10 EMPLOYEES

New Mexico

G.CO/ECONOMICIMPACT/NM

Heidi's Raspberry Farm is a success story that begins in the family kitchen. Heidi Eleftheriou grew succulent, organic raspberries on the family farm in Corrales, New Mexico. She enjoyed making her own jams, with toddler son Dimitri on hand to help her stir the pots. In 2001, she began selling raspberry jam, fresh raspberries, and cut flowers at area farmers' markets. Word of mouth spread and business took off. In 2003, she launched a website, using Google Ads to attract shoppers searching for local organic products. Since then, she's hired staff and expanded into an Albuquerque production facility, distributing to restaurants, B&Bs, specialty shops, and grocery stores in the Southwest and as far east as Washington, D.C. Now grown, Dimitri assists his mother in running the company. "Love is put into every single jar," says Heidi.

In March 2020, the pandemic disrupted business. Heidi had to suspend the farm's popular U-Pick events, where people come from miles around to pick their own raspberries. In-store tastings were halted and restaurant sales dropped, but Heidi's e-commerce website kept business going strong. "It was like boom!" she says. "People who didn't want to shop in stores started buying more from us online." Once state restrictions eased, the farm reopened with COVID-19 safety measures in place and lockdown-weary people flocked to the farm. "The first day of reopening, we had about 180 cars waiting outside our gate," Dimitri says. Heidi's Business Profile on Google helps people find directions to the rural farm. "It's wonderful to see our customers, as they're the ones who've lifted us up through all this," she says. The company supports a number of charities, including local food banks. In 2021, Heidi plans to expand her Google Ads campaigns to increase brand awareness nationally. "We're still a small company, and you can taste that in the product," Dimitri says. "We offer comfort food and nostalgia. People need that right now."

"People who have never tried our jams before are doing so because of Google."

HEIDI ELEFTHERIOU
FOUNDER



NEW MEXICO BY THE NUMBERS

\$208 million
of economic activity

In 2020, Google helped provide \$208 million of economic activity for 7,500 New Mexico businesses, nonprofits, publishers, creators, and developers

103,000
New Mexico businesses

More than 103,000 New Mexico businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$2.31 million
of free advertising

In 2020, Google provided \$2.31 million of free advertising to New Mexico nonprofits through the Google Ad Grants program



Celsious

BROOKLYN, NY [CELSIOUS.COM](https://celsious.com) 10 EMPLOYEES

New York

[G.CO/ECONOMICIMPACT/NY](https://www.google.com/economicimpact/ny)

During her fashion magazine career, Corinna Williams learned that all fashion ultimately becomes laundry. But that didn't make her laundry days—long, uncomfortable hours doing load after load in dimly lit, dirty laundromats—any better. So she decided to reinvent the experience to make it comfortable, clean, and enjoyable. She brought her sister Theresa into the fold, and they created Celsious, a spacious and fun place in Brooklyn to do eco-friendly laundry, get coffee, and hang out. After launching in 2017, the sisters grew a local following through word of mouth and Google Ads. Positive reviews on their Business Profile on Google drew in more customers. They doubled their revenue in the first year and their customer base grew to span 50 ZIP codes: “We weren't just attracting people from our neighborhood—folks were coming from all over to visit us,” Corinna says.

Celsious made changes ahead of citywide shutdowns due to COVID-19 by increasing sanitization, wearing masks, and closing the café. They also pivoted to a drop-off-only service and doubled down on their e-commerce business, which sells a selection of laundry products. “Though we've struggled to reach our pre-COVID revenues again, our community has been extremely supportive,” says Corinna. With a new booking system on their Business Profile on Google, customers can arrange for drop-off and pick-up, and frontline workers and at-risk customers get priority access during low-volume times. “We're proud that we've stayed open, providing a stress-free way to do laundry for our community,” Corinna says. And through their Laundry Love program, people can now pay washes forward for those in need. “It's been an opportunity for us to innovate and use tech solutions to make our service as seamless as possible,” Theresa says. Their e-commerce business continues to grow, supplementing the lower volume of laundry during COVID-19. “We're seeing it all as a silver lining because we're learning and serving our community through these trying times.”

“Reviews on our Business Profile on Google have been incredibly important. A lot of customers were convinced to visit here by all the positive reviews.”

CORINNA WILLIAMS
CO-FOUNDER



NEW YORK BY THE NUMBERS

\$70.04 billion
of economic activity

In 2020, Google helped provide \$70.04 billion of economic activity for 169,600 New York businesses, nonprofits, publishers, creators, and developers

1.09 million
New York businesses

More than 1.09 million New York businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$82.88 million
of free advertising

In 2020, Google provided \$82.88 million of free advertising to New York nonprofits through the Google Ad Grants program

11,000+
Google employees

More than 11,000 New Yorkers are employed full-time by Google



Havana Carolina Restaurant & Bar

North Carolina

CONCORD, NC [HAVANACAROLINA.COM](https://www.havanacarolina.com) 15 EMPLOYEES

[G.CO/ECONOMICIMPACT/NC](https://www.g.co/economicimpact/nc)

In 2015, Idael Pérez Maldonado and his wife, Dania Ochoa Hernández, brought their family to the U.S. from Cuba in hopes of opening a restaurant. That dream became a reality in September 2017, when they purchased the Havana Carolina Restaurant & Bar in historic downtown Concord, North Carolina. Tragically, just weeks later Idael was killed in an auto accident. Determined to keep their father's dream alive, his children Emmanuel "Manny" Pérez Ochoa and Ana Pérez Ochoa joined forces with their mother to start the business. "We put a lot of love into this place," Manny recalls. "It's not just the food or drinks. It's the space and the energy that we have created that will make everybody feel at home." Havana Carolina brings Cuban cuisine, music, and flair to the region, with a devoted local following. Their Business Profile on Google has helped spread the word, with hours, directions, menus, photos of featured dishes, and more than 1,000 customer reviews. Now, Manny says, visitors from as far away as Virginia and Georgia stop by when they're passing through.

Those loyal customers have helped the business survive the pandemic. Ana updated their Business Profile on Google to show dine-in and takeout options, including online ordering, curbside pickup, and contactless delivery. Google Workspace products, including Google Sheets, help them manage schedules and run the back office. A Paycheck Protection Program (PPP) loan helped them retain all 15 employees, whom Dania says are like family. "We've been through really tough times," Manny says. "But we are family, so we say 'we've got to do this together.' We update our Business Profile on Google, our YouTube videos, and our social media to get the word out: We're still here." In 2021, the family plans to open an upscale eatery in Charlotte named El Puro Cuban Restaurant, honoring Idael's legacy. "We love to see the smiles on our customers' faces when they taste the food," Dania says. Manny says his father would be smiling, too.

"We've learned all the wonderful things you can do with a Business Profile on Google to market your small business."

ANA PÉREZ OCHOA
CO-OWNER



NORTH CAROLINA BY THE NUMBERS

\$6.92 billion
of economic activity

In 2020, Google helped provide \$6.92 billion of economic activity for 54,500 North Carolina businesses, nonprofits, publishers, creators, and developers

535,000
North Carolina businesses

More than 535,000 North Carolina businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$12.15 million
of free advertising

In 2020, Google provided \$12.15 million of free advertising to North Carolina nonprofits through the Google Ad Grants program

600+
jobs created by Google

In North Carolina, Google creates jobs for over 600 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Bushel

FARGO, ND [BUSHELPOWERED.COM](https://bushelpowered.com) 186 EMPLOYEES

North Dakota

[G.CO/ECONOMICIMPACT/ND](https://g.co/economicimpact/nd)

When you hear “tech startup,” North Dakota agriculture may not come to mind. But when Jake Joraanstad and Ryan Raguse met in college and launched a joint mobile technology venture, their farming roots steered them toward ag. They knew that while physical infrastructure for moving grain—such as highways and barges—was well-developed, digital infrastructure was lacking. In 2017, Jake and Ryan founded Bushel, a Fargo-based platform that empowers farmers with tools and real-time data such as scale tickets or inventories, and giving grain companies an efficient way to connect to growers and processors. They used YouTube to engage customers and introduce new products and training videos. Insights from Google Analytics helped them tweak their YouTube Ads for increased watch-times and conversions. Within two years, 25,000 farmers were using their app. “The access and control the farmers now have lets them make informed decisions,” Jake says. “They can talk to the grain company more strategically.”

When COVID-19 disrupted industries nationwide, including ag, Bushel proved their worth. “The products and platform we brought to market solved real problems,” Jake says. Contracts could be handled electronically and farmers could receive automated updates about new safety protocols and more, keeping grain moving efficiently. He adds, “The tools we created helped this industry segment navigate the pandemic.” Net new users increased by 50 percent, with 40,000 farmers and 1,700 U.S. and Canadian locations now on the platform. The company itself, which had always used Google Workspace products for business operations, was able to keep functioning—and grow—by using the collaborative nature of Workspace to work remotely. It also enabled them to hire team members with ag expertise in different U.S. locations. “With Workspace we’ve been able to scale efficiently,” Jake says, “and the collaborative tools are indispensable.”

“We grew because we were able to keep going on development commitments—and part of that is attributed to the products we use from Google.”

JAKE JORAANSTAD
CO-FOUNDER



NORTH DAKOTA BY THE NUMBERS

\$327 million
of economic activity

In 2020, Google helped provide \$327 million of economic activity for 2,900 North Dakota businesses, nonprofits, publishers, creators, and developers

45,000
North Dakota businesses

More than 45,000 North Dakota businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$362,000
of free advertising

In 2020, Google provided \$362,000 of free advertising to North Dakota nonprofits through the Google Ad Grants program



Blue Label Packaging Co.

Ohio

LANCASTER, OH [BLUELABELPACKAGING.COM](https://www.bluelabelpackaging.com) 120 EMPLOYEES

[G.CO/ECONOMICIMPACT/OH](https://www.g.co/economicimpact/oh)

Blue Label Packaging Co.'s middle name should be "Pivot." For over 50 years, the company has kept business going by adapting to changing times. Founded to print church envelopes, they soon expanded to printing envelopes for local businesses in Lancaster, Ohio, gaining a reputation for speed, precision, and outstanding customer service. But in the late 2000s, electronic communications began taking over, and the printing business went into decline. The 2009 downturn almost put Blue Label out of business. Andrew Boyd had just graduated college, and when his father asked for help he came up with a big idea, pointing to the rise of craft beer makers with their creative, colorful, and often quirky labels. "It was a completely new line of business—and we had no room for failure," says Andrew. Blue Label leaned on Google products to pull off its latest pivot. They didn't even have a traditional sales team. "Our marketing strategy? Use Google Ads to drive people to our website," says Andrew, who says that Google Ads made up 75 percent of his marketing spend. And it worked. A decade later, the business was thriving, with 90 employees and 40-percent annual revenue growth. Customers were now global, from Mexican tequila makers to Scottish whiskey distilleries.

Then COVID-19 forced many restaurants and bars to close. Those that stayed open couldn't sell tap beer, so they ordered more packaged beer. People also tended to drink more in quarantine. Blue Label's business shot up. Andrew's new challenge: keeping up with demand. "We scrambled to source materials, and ran operations 24/7," says Andrew, who hired 30 new employees in six months. Through all this, Google kept working for Blue Label. Today, 85 percent of leads come through Google Ads. Google Analytics was recently used to complete a major content audit to see which keywords and content were relevant in today's beer industry. "And Blue Label's Google [Business] Profile is our preferred method for reviews and feedback," says Andrew.

"The voice of our customer is Analytics. Our primary goal everyday is to improve our presence, and without Google Analytics it wouldn't be possible."

ANDREW BOYD
PRESIDENT



OHIO BY THE NUMBERS

\$9.63 billion
of economic activity

In 2020, Google helped provide \$9.63 billion of economic activity for 51,900 Ohio businesses, nonprofits, publishers, creators, and developers

541,000
Ohio businesses

More than 541,000 Ohio businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$12.7 million
of free advertising

In 2020, Google provided \$12.7 million of free advertising to Ohio nonprofits through the Google Ad Grants program

100+
jobs created by Google

In Ohio, Google creates jobs for over 100 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Bedré Fine Chocolate

Oklahoma

DAVIS, OK [BEDRECHOCOLATES.COM](https://www.bedrechocolates.com) 23 EMPLOYEES

[G.CO/ECONOMICIMPACT/OK](https://www.g.co/economicimpact/ok)

When the Chickasaw Nation purchased Bedré Fine Chocolates in 2000, they didn't just diversify their portfolio—they built on the traditional connection of Indigenous peoples to the cacao bean. Based in Davis, Oklahoma, Bedré crafts luxury chocolates and is the only tribally-run chocolatier in the U.S. "That's the root of Bedré's identity," says General Manager Kay Colbert. "Everything we do supports the Chickasaw people, traditions, and services." Bedré built a new facility in 2012, with expanded retail space and glass wall, so visitors could watch production. A major website redesign in 2015 grew their e-commerce, and they used Google Ads to garner wholesale and retail clients. Creative Advertising Developer Gustavo Ocana directs the digital group's efforts to boost engagement by tweaking visuals and promotions based on insights from Google Analytics. With the switch to fair trade sources in 2018, Bedré can now trace their chocolate from farm to factory—and give farmers a fair wage and bonuses. Their raw chocolate intake went from 90,000 pounds in 2015 to cocoa contracts for a combined total of nearly 500,000 pounds in 2019.

Just before the chocolate-centric Easter and Mother's Day holidays, COVID-19 forced Bedré to close their retail store. Kay and Gustavo upped their digital advertising to concentrate on web sales. "We focused on our online gifting to try to help people meet holiday needs during the shutdown," says Kay. And they ran Google Ads campaigns with offers normally reserved for the holiday season "to give people a break on costs." Their efforts helped offset the retail store's slowdown: Bedré saw a 65-percent increase in online sales and a record number of new wholesale accounts. Bedré is planning new products for 2021, but their commitment to customers won't change. "In this day and age when everything is digital," Gustavo says, "Bedré strives to have unparalleled customer service. Our website is our connection to our customers, and there is always a real person on the other end."

"Google's digital tools are really valuable—they help us make better decisions, and they're how we build our brand and connect with our customers."

KAY COLBERT
GENERAL MANAGER



OKLAHOMA BY THE NUMBERS

\$1.3 billion
of economic activity

In 2020, Google helped provide \$1.3 billion of economic activity for 15,400 Oklahoma businesses, nonprofits, publishers, creators, and developers

205,000
Oklahoma businesses

More than 205,000 Oklahoma businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$3.29 million
of free advertising

In 2020, Google provided \$3.29 million of free advertising to Oklahoma nonprofits through the Google Ad Grants program

500+
jobs created by Google

In Oklahoma, Google creates jobs for over 500 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Goumi

BEAVERTON, OR [GOUMIKIDS.COM](https://goumikids.com) 14 EMPLOYEES

While on maternity leave from her corporate marketing job, Lili Yeo noticed her newborn daughter's mittens, socks, and booties were ill-fitting and constantly falling off. Filled with love for her tiny child, Lili thought all babies deserved better, including hard-to-fit preemies. In 2011, she and fellow mom Linsey Ebuco co-founded Goumi, named for a small red berry that thrives in poor soil. "Wherever you find a goumi bush, it will help everything around it," Lili says. "That's our plan too: From small things come mighty changes." Goumi sells organic, sustainable baby clothing that's attractive, and fits well. Lili uses Google Ads to reach mothers searching for nursery essentials, and Google Analytics to learn which of her business webpages are running efficiently or need improvements.

By 2019, the company began shifting its focus from B2B wholesale to a B2C strategy aimed at engaging millennial mothers who want to buy from small shops. Lili redesigned Goumi's e-commerce website, using Google Analytics as a real-time mirror to continually refine the flow for their audience. In March 2020, just as COVID-19 hit, Lili appeared on the reality show "Shark Tank." Despite the pandemic, business boomed. "What had been an exceedingly high return on our Google Ads campaigns increased exponentially," Lili says. "Everything lifted with [the TV] exposure." With more parents shopping online, Goumi is on track to achieve 400-percent year-over-year growth, with plans to develop a magazine for parents. "Google products will continue to help us be the best us." Their non-profit Goumi Giving donates 10 percent of profits to charitable causes and provides mitts and booties to neonatal ICUs, N-95 masks to local physicians, and support for women rescued from human trafficking. "Empowering our smallest ones is why we began, and why we're still here," Lili says.

Oregon

[G.CO/ECONOMICIMPACT/OR](https://g.co/economicimpact/or)

"Google products will continue to help us be the best us."

LILI YEO
CEO



OREGON BY THE NUMBERS

\$4.8 billion
of economic activity

In 2020, Google helped provide \$4.8 billion of economic activity for 29,600 Oregon businesses, nonprofits, publishers, creators, and developers

258,000
Oregon businesses

More than 258,000 Oregon businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$8.99 million
of free advertising

In 2020, Google provided \$8.99 million of free advertising to Oregon nonprofits through the Google Ad Grants program

220+
Google employees

More than 220 Oregonians are employed full-time by Google



Duolingo

PITTSBURGH, PA [DUOLINGO.COM](https://www.duolingo.com) 340 EMPLOYEES

When Luis von Ahn and Severin Hacker created the Duolingo app in 2012, their mission was to make language learning free, fun, and convenient. They knew that language proficiency—besides being critical for business, education, and travel—was key to economic success for immigrants, who often can't afford traditional courses. Based in Pittsburgh, Duolingo soon became the most-downloaded education app in the world, hitting 100 million downloads in the Google Play Store by 2017 and 300 million users by 2019. They now offer courses in 38 languages and along with group practice events, they've also added an English proficiency test and a paid premium tier. In 2019, their first DuoCon language convention—live streamed on YouTube—attracted over 100,000 unique views.

COVID-19 lockdowns led to a spike in app usage; downloads rose across the globe as the pandemic spread. Monthly users jumped from 30 to 40 million, with "school" and "brain training" cited as the top motivations. Sam Dalsimer, head of PR, says the fastest-growing product was their English proficiency test, used by international students applying to U.S. colleges. "Most physical testing centers had to close," he points out. "Our exam is online and you can take it anytime." That accessibility drove a 1,500-percent rise in test takers. This growth spurred a move to Google Drive as their new creative asset repository, improving coordination both internally and with outside agencies. To assist families with young children affected by school closures, they moved up the launch of the Duolingo ABC app to help kids learn to read and write; it also exemplifies Duolingo's mission. "Much as Luis created Duolingo to improve people's lives and economic status, he sees similar potential to make a positive impact by making sure kids all around the world can learn to read for free," Sam explains. "The broader goal behind ABC is to make a dent in global literacy rates." And that's a language we can all understand.

Pennsylvania

[G.CO/ECONOMICIMPACT/PA](https://www.g.co/economicimpact/pa)

"If we didn't have the Play Store and an Android app, we wouldn't be able to reach so many people and offer the free education we're looking to provide."

SAM DALSIMER
HEAD OF PR



PENNSYLVANIA BY THE NUMBERS

\$11.93 billion
of economic activity

In 2020, Google helped provide \$11.93 billion of economic activity for 61,900 Pennsylvania businesses, nonprofits, publishers, creators, and developers

652,000
Pennsylvania businesses

More than 652,000 Pennsylvania businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$17.52 million
of free advertising

In 2020, Google provided \$17.52 million of free advertising to Pennsylvania nonprofits through the Google Ad Grants program

760
Google employees

760 Pennsylvanians are employed full-time by Google



Sea Ventures Pro Dive Centers

Puerto Rico

FAJARDO, PR DIVEPUERTORICO.COM 10 EMPLOYEES

G.CO/ECONOMICIMPACT/PR

If your dream is to explore the underwater beauty of Puerto Rico’s coral reefs, Yilmalia Suarez can take you there. She is the General Manager of Sea Ventures Pro Dive Centers in Fajardo, a certified dive and snorkel excursion company. Founded in 1988 by Peter Seufert to help the local community, including fishermen, learn to dive safely, Sea Ventures has branched out and is committed to their mission of instilling a lifelong love of diving and an appreciation for the marine world in tourists and locals alike. They have used Google products like their Business Profile on Google and Google Ads to highlight their many positive reviews from previous customers, make it easier to find their business, and reach potential customers. The impact of Google Ads has been significant, leading to a 60-percent revenue increase in 2019.

After Hurricane Maria and COVID-19 devastated Puerto Rico, Yilmalia and her team trusted Google products to help get Sea Ventures back on solid footing. They updated their Business Profile on Google to include new business hours, detailed directions, and stunning photos of both the shop and their excursions to entice more divers to pay them a visit. The results were immediate. “Whenever people reserve a spot, we ask them how they found us. The answer is always Google,” Yilmalia says. Sea Ventures also pivoted their Google Ads strategy to include a wider array of relevant search terms, such as “Culebra all day excursion” and “learn to dive,” and to engage potential customers who have no prior diving experience and want a friendly place to learn. Despite decreased revenues and capacity limitations due to the pandemic, Sea Ventures is once again open for business seven days a week. Yilmalia is looking forward to what comes next. “Google has really helped our business survive. It has helped increase traffic to our website and improve our bookings,” she says. “We are hopeful for the future, because what matters most is that people are happy and leave saying positive things about Puerto Rico.”

“Google helps people get a great feel for our business and that makes them want to visit.”

YILMALIA SUAREZ
GENERAL MANAGER



PUERTO RICO BY THE NUMBERS

\$940 million
of economic activity

In 2020, Google helped provide \$940 million of economic activity for 1,400 Puerto Rico businesses, publishers, nonprofits, creators, and developers

94,000
Puerto Rico businesses

More than 94,000 Puerto Rico businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020



Gil's Appliances

BRISTOL, RI [GILSAPPLIANCES.COM](https://gilsappliances.com) 15 EMPLOYEES

Founded in 1961, Gil's Appliances is a mom-and-pop operation that's adapted to thrive in the digital age. Co-owners and sisters Lisa Sienkiewicz and Gail Parella conduct business with a tradition of trust, integrity, and value as set forth by their parents, Gil and Sarah Almeida. With showrooms in Bristol and Middletown, Rhode Island, Gil's uses digital tools to keep pace with a constantly changing consumer marketplace. Since 2016, Google Ads have helped attract customers to their showrooms, while their Business Profile on Google offers directions, hours, photos, and customer reviews. Google Analytics provides insights on how traffic flows to and through their e-commerce website. Lisa says these products have helped drive steady, year-over-year business growth, as so many purchases begin with online searches and website research. "As a small business, we know that we must remain flexible and adapt," Lisa says. "Google products help us to do just that."

Understanding customer needs became even more critical when the coronavirus began driving more shoppers online. "Our Business Profile on Google has been extremely helpful to us during this time," Lisa says. "It helps us keep customers informed about changes to our business hours, our COVID-19 health and safety protocols, and how customers can shop their way in our stores or online. We have also increased our posts and product listings to better reach a growing number of customers who are shopping online." Gil's continues to support local causes, from sponsoring little league teams to running their holiday toy drive. And Google products will help Gil's keep business thriving. "It is so important for Gil's to maintain an accurate, consistent, and dynamic online presence," says Lisa, who continues to streamline their e-commerce site to make it easier for customers to complete the entire purchase process online. "We've changed a lot to keep up with an evolving world," she says. "But what's at the heart of Gil's never changes."

Rhode Island

[G.CO/ECONOMICIMPACT/RI](https://g.co/economicimpact/ri)

"As a small business, we know that we must remain flexible and adapt. Google products help us to do just that."

LISA SIENKIEWICZ
CO-OWNER



RHODE ISLAND BY THE NUMBERS

\$435 million
of economic activity

In 2020, Google helped provide \$435 million of economic activity for 5,500 Rhode Island businesses, nonprofits, publishers, creators, and developers

60,000
Rhode Island businesses

More than 60,000 Rhode Island businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$1.65 million
of free advertising

In 2020, Google provided \$1.65 million of free advertising to Rhode Island nonprofits through the Google Ad Grants program



Bobby's BBQ

FOUNTAIN INN, SC EATBOBBYS.COM 20 EMPLOYEES

South Carolina

G.CO/ECONOMICIMPACT/SC

In 2010, Tay Nelson created Bobby's All-Purpose Seasoning in homage to his late father and brother, both named Bobby. In 2014, Tay decided to learn to cook BBQ for his wife, Sarah, and turned to pitmaster Aaron Franklin's YouTube channel to discover the secrets. Tay only had a charcoal grill, but developed a way to manipulate the fire and use his signature seasoning to create tasty BBQ. Over the years, Tay developed recipes that friends and co-workers raved about, with many even suggesting he should open his own restaurant. In 2018, Tay was working at a local plant and seeking a second job to make ends meet. After receiving his seventh rejection letter, "I said I would never fill out another job application," Tay recalls. After praying and considering next steps, he decided to take a leap of faith and open his own restaurant. With Sarah's support, Bobby's BBQ was born. On YouTube, Tay learned how to apply for a small business loan, and Sarah learned how to write a business plan for the bank so they could buy a professional smoker. Throughout that first winter, Tay braved the cold to stoke outdoor fires and perfect his technique, while Sarah worked on recipes for the homemade sides.

Shortly after opening in October 2018, lines were around the building and people were driving three hours from Charleston to give it a try. "I love barbeque, but I love people more," says Tay. "Everyone is welcome here. Whether you're homeless or wearing a suit, we invite you in." COVID-19 complicated things—indoor dining was banned—but Tay and Sarah moved quickly, putting their menu online and adding a delivery option. Demand continued to climb. "Customers kept coming, and we kept hiring," says Tay. Today, Bobby's BBQ is thriving, and Tay and Sarah use their Business Profile on Google to respond to their reviews and YouTube to learn everything from growing their business to doing their own plumbing. "Life is good, but we still take it one day at a time," says Sarah.

"I call it YouTube University and use it for business tips and inspiration. Before I buy any equipment, I check out videos. I go there every day—no exaggeration."

TAY NELSON
CO-FOUNDER



SOUTH CAROLINA BY THE NUMBERS

\$4.02 billion
of economic activity

In 2020, Google helped provide \$4.02 billion of economic activity for 23,500 South Carolina businesses, nonprofits, publishers, creators, and developers

258,000
South Carolina businesses

More than 258,000 South Carolina businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$4.76 million
of free advertising

In 2020, Google provided \$4.76 million of free advertising to South Carolina nonprofits through the Google Ad Grants program

800+
jobs created by Google

In South Carolina, Google creates jobs for over 800 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Black Hills Balloons

South Dakota

CUSTER, SD [BLACKHILLSBALLOONS.COM](https://blackhillsballoons.com) 15 EMPLOYEES

[G.CO/ECONOMICIMPACT/SD](https://g.co/economicimpact/sd)

Sometimes following your dreams can make your career journey even more special. In 2015, Keely and Damien Mahony were enjoying fulfilling jobs in Florida. Damien was the general manager of a ballooning company and Keely was a marketing philanthropy executive. Though successful, the couple dreamt of a slower-paced life. So when Black Hills Balloons, a hot air balloon company in Custer, South Dakota, went up for sale, they bought it. Now they strive to reach new customers and give them incredible experiences. Customers often find Black Hills Balloons through Google Ads, which helps their company show up when people search for South Dakota activities. The couple also uses Google Analytics to understand where interest is coming from and to better focus their ad dollars.

Despite COVID-19, Keely and Damien continued providing bucket-list adventures with just a few adjustments. As an outdoor activity, Black Hills Balloons made some changes for CDC compliance and customer comfort. “We found that we had a lot of unexpected tourism,” says Keely. “People ended up getting in their car and coming to South Dakota because we have a lot of wide open spaces. Luckily, it’s been safe and people have shared what we’re doing, so others are booking and flying with us.” In 2020, they continued to use Google Ads—and their impressions doubled versus 2019. Another key to Black Hills Balloons’ success has been their Business Profile on Google. “We try to connect with our customers through the reviews. Their photos help bring in clicks and calls. Plus, some of them have specifically mentioned what we’re doing from a safety standpoint,” says Keely. With more customers discovering Black Hills Balloons, Keely and Damien are excited about the future. “People who came absolutely had a blast. And they’re not only coming back, they’re telling their friends,” says Damien. “So, the secret of the Black Hills is going to be a little less secret.”

“One of the greatest things about Google Ads is it’s a lever you can pull when you need it and it doesn’t take a lot of time.”

KEELY MAHONY
CO-OWNER



SOUTH DAKOTA BY THE NUMBERS

\$163 million
of economic activity

In 2020, Google helped provide \$163 million of economic activity for 3,400 South Dakota businesses, nonprofits, publishers, creators, and developers

50,000
South Dakota businesses

More than 50,000 South Dakota businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$729,000
of free advertising

In 2020, Google provided \$729,000 of free advertising to South Dakota nonprofits through the Google Ad Grants program



Possip

NASHVILLE, TN POSSIP.COM 25 EMPLOYEES

As an educator and a parent, Shani Dowell knew that communication between schools and families had room to improve. In 2017 she founded Possip, an online platform that texts weekly prompts to families and staff to get feedback. Possip—a blend of “positive” and “gossip”—then organizes the feedback into actionable reports. Equitable access to information is central to Possip’s mission. Texts are sent in over 100 languages and are easy to read and answer. “There’s such value in the diversity of voices,” Shani says, “so creating a tool that brings in all those voices is important.” As a participant in the 2020 Google for Startups Accelerator for Women Founders, Shani discovered digital products like Google Analytics, which Possip uses to interpret data and guide them as they tweak their website and ads. And they use Google Translate to engage non-English speakers. Possip has 25 employees serving around 300,000 families in 700 schools from Maine to Hawaii.

School shutdowns due to COVID-19 made the startup’s future uncertain. But it became clear that more schools than ever needed an efficient way to assess not just educational or tech needs, but also food, housing, and health issues affecting their students’ families. Possip experienced a 6x growth year-over-year (YoY) as more school districts joined the platform to listen and respond to their communities. To process the amount of data they’re receiving, Possip is adding Google Cloud AI to their digital toolbox. They’re also offering more information on their website and blog. “We think about gossip as bad,” says Shani, “but when you get that information to the right people, positive things can happen to improve a community.” With a 90-percent renewal rate, Possip has a lot of positive gossip to spread. And with a recent \$100,000 non-dilutive cash investment from the Google for Startups Black Founders Fund, Possip can continue to focus on its long-term vision to be “the place where parents and educators go to strengthen experiences for kids,” adds Shani.

Tennessee

G.CO/ECONOMICIMPACT/TN

“Google has been part of my growth through the Google for Startups Accelerator for Women Founders, the Black Founders Exchange, and many other places.”

SHANI DOWELL
FOUNDER & CEO



TENNESSEE BY THE NUMBERS

\$4.62 billion
of economic activity

In 2020, Google helped provide \$4.62 billion of economic activity for 32,300 Tennessee businesses, nonprofits, publishers, creators, and developers

340,000
Tennessee businesses

More than 340,000 Tennessee businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$7.61 million
of free advertising

In 2020, Google provided \$7.61 million of free advertising to Tennessee nonprofits through the Google Ad Grants program

250+
jobs created by Google

In Tennessee, Google creates jobs for over 250 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Reina Rebelde

Texas

DALLAS, TX [REINAREBELDE.COM](https://www.reinarebelde.com) 4X GROWTH YOY

[G.CO/ECONOMICIMPACT/TX](https://www.g.co/economicimpact/tx)

For proud Latinas like Regina Merson, makeup is a form of power and self-expression, “It is a profound experience, a way of revealing our identity.” Latinas make up a significant population of cosmetic consumers, but Regina noticed that corporate brands were selling cosmetics to Latina shoppers in a way that lacked authenticity and respect for this deep-rooted cultural tradition. “Companies were taking us for granted,” she says. So in 2013, she founded Reina Rebelde to fill this need in her Texas community and across the country, and as a way to fully embrace her inner “Reina Rebelde,” or rebel queen. From the beginning, Regina has used digital tools like Google Ads to reach shoppers wherever they are, and Google Workspace solutions like Gmail and Google Meet help make sure her distributed business always stays connected and engaged with customers.

When COVID-19 put a strain on the many Latino workers driving front-line industries like healthcare, hospitality, and retail, Reina Rebelde stepped up to help. They donated 25 percent of their sales to One Fair Wage, a national advocacy group for tipped and subminimum-wage employees, and offered healthcare workers half off on all Reina Rebelde products. Google products have been valuable to helping Regina fund these initiatives. She uses Google Analytics to optimize their website, allowing them to intelligently pivot as demand and shopping habits change. And Google Drive lets them quickly and easily share large files like product designs, packaging mock-ups, and advertising videos, even while her team safely quarantines at home. Today, 40 percent of Reina Rebelde’s revenue comes from Google Ads, and they announced a partnership with Walmart to share their products and authentic perspective with customers across the globe. “Being a digital-first business, Google has allowed us to quickly pivot and stay flexible at a time when that’s more important than ever,” Regina says.

“As a digital-first business, Google makes it so seamless and easy to communicate and manage our workflows.”

REGINA MERSON
FOUNDER



TEXAS BY THE NUMBERS

\$26.45 billion
of economic activity

In 2020, Google helped provide \$26.45 billion of economic activity for 162,400 Texas businesses, nonprofits, publishers, creators, and developers

1.43 million
Texas businesses

More than 1.43 million Texas businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$34.96 million
of free advertising

In 2020, Google provided \$34.96 million of free advertising to Texas nonprofits through the Google Ad Grants program

1,700+
Google employees

More than 1,700 Texans are employed full-time by Google



Statues.com

SALT LAKE CITY, UT [STATUES.COM](https://www.statues.com) 15 EMPLOYEES

[G.CO/ECONOMICIMPACT/UT](https://www.g.co/economicimpact/ut)

Vasilios and Victoria Karpos saw the potential of the web early on. In 1995 they put their business selling Greek and Roman figurines online and called it Statues.com. Then someone asked if they could build a custom statue. The easy answer would have been “no,” but they talked to local artisans, and before long were contracting with sculptors, and doing molding and casting onsite in a 7,000-square-foot studio. “We became experts, even developed our own casting mixture, which helped us establish a reputation for beautiful statues that stand the test of time,” says Victoria. In the early 2000s, the statuery marketplace became crowded, and it was harder to stand out. “We had a great product, and a great URL, but we relied on that too much,” says Victoria. So in 2015, they began investing in Google Ads campaigns. In three years, sales tripled.

Then COVID-19 hit. “Things changed overnight,” says Victoria. She kept the Google Ads campaign in place, and in June orders began to pick up again. Summer was busy. “Today, we are beginning to rise to pre-pandemic levels, plus more,” says Vasilios. “We are seeing an increase in new inquiries.” The great news: Their average order value has doubled from the previous year. COVID-19 actually offered Victoria and Vasilios an opportunity to reevaluate their business. They dug into Google Analytics and Google Ads to identify the top five keywords for their market. Surprisingly, several historic U.S. presidents were among the trending terms. They redesigned the website accordingly. Visitors were already lingering 1.5 minutes on their home page, and Victoria is hopeful that the new site—which is more interactive and now has an historical focus—will help them sustain a strong business. For 2021, Victoria and Vasilios are prioritizing international sales and Google Translate makes their website multilingual. They’re increasing the number of Google Ads keywords they bid on, and look forward to using other Google products as well. “Our whole business is on the internet. Google is it for us,” says Victoria.

“Our whole business is on the internet. Google is it for us.”

VICTORIA KARPOS
VICE PRESIDENT



UTAH BY THE NUMBERS

\$7.31 billion
of economic activity

In 2020, Google helped provide \$7.31 billion of economic activity for 26,700 Utah businesses, nonprofits, publishers, creators, and developers

160,000
Utah businesses

More than 160,000 Utah businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$4.33 million
of free advertising

In 2020, Google provided \$4.33 million of free advertising to Utah nonprofits through the Google Ad Grants program



Jamaica Cottage Shop

Vermont

SOUTH LONDONDERRY, VT JAMAICACOTTAGESHOP.COM 80 EMPLOYEES G.CO/ECONOMICIMPACT/VT

After college, Domenic Mangano travelled the country with his dogs, working as a laborer and builder. Eventually, he returned to Vermont and started building dog houses. In 1995, with interest in his handiwork growing, Domenic founded Jamaica Cottage Shop, Inc., named for the town where he set up shop. Domenic and his team now build rustic post-and-beam structures, including tiny homes, garden sheds, and livestock shelters. They deliver fully-assembled buildings regionally and ship pre-cut kits throughout the U.S. and Canada. Domenic uses digital products, including Google Ads campaigns, to generate leads, land new customers, and grow his business. “Google lets me utilize the power of the web. Without their innovations, I would not have been able to grow like this.” In 2018, the company made the Inc. 5000 list of fastest-growing businesses. In January 2020, they sold their 10,000th building. Then, COVID-19 threw a wrench in the operations.

“We took a hit during the slowdown, but with a skeleton crew, we kept the shop running,” Domenic says. The staff began wearing masks and social distancing. “We became more efficient in how we use our space and handle materials.” When the state eased restrictions, “the phone started ringing and hasn’t stopped,” Domenic recalls. Their 75,000-square-foot factory kicked back into gear. Domenic’s Google Ads campaigns help reach his audience, while Google Analytics helps him understand their online behaviors. “More people are working from home and seeking home improvement projects,” he notes. “Searches on barns and chicken coops are up as people look to produce their own food in their backyards.” With 80 full-time employees, the company has seen 341-percent five-year growth. Domenic believes in “good karma” and giving back, donating a building to the local food pantry for collections during the pandemic. He’ll continue to use Google products to engage his customers, to help them enjoy a little piece of the Green Mountain State.

“Google lets me utilize the power of the web. Without their innovations, I would not have been able to grow like this.”

DOMENIC MANGANO
FOUNDER, PRESIDENT, & SENIOR DESIGNER



VERMONT BY THE NUMBERS

\$1.62 billion
of economic activity

In 2020, Google helped provide \$1.62 billion of economic activity for 3,600 Vermont businesses, nonprofits, publishers, creators, and developers

45,000
Vermont businesses

More than 45,000 Vermont businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$2.09 million
of free advertising

In 2020, Google provided \$2.09 million of free advertising to Vermont nonprofits through the Google Ad Grants program



Board & Brush Creative Studio - Fairfax

Virginia

FAIRFAX, VA

BOARDANDBRUSH.COM/FAIRFAX

20 EMPLOYEES

G.CO/ECONOMICIMPACT/VA

When Raquel Gladieux retired from the Navy after 25 years, she was ready to slow down. But a trip to a Board & Brush Creative Studio in Ohio changed her mind. “I loved it. It combined fun, creativity, and a sense of accomplishment,” says Raquel about the DIY wood sign workshops that bring people together in a relaxed social setting. She and her husband Andy bought three Board & Brush franchises over the next two years in their home state of Virginia, with a flagship store in Fairfax. Raquel started using Google products immediately, launching Google Ads campaigns to reach people looking for creative things to do. Their Business Profile on Google has been especially useful. “It’s the most important tool we have,” she says. “From directions to photos that bring us to life, it’s how people find us.” Revenue grew 15 percent annually with about 50 percent coming through Google.

When COVID-19 hit, “Everything came to a screeching halt,” says Raquel. She immediately called upon her Navy-honed resiliency skills. “In the military, you never let fear drive decisions,” she says. She sold two franchises and focused on her Fairfax store. The first thing she did was check her Business Profile on Google. “Because people weren’t getting out and doing things, how do we make adjustments to stay relevant?” asked Raquel. She played with Google Ads keywords, measuring the impact with Google Analytics. “People were hungry for things to do,” she says. Raquel’s team began building custom woodworking projects and DIY kits. Raquel also developed the idea of hosting virtual woodworking classes, promoting them through Google Ads. “We’ve done these for international corporations, Girl Scouts, and schools,” she says. “It’s great fun.” Today, their Business Profile on Google and Google Ads are more invaluable than ever. “To be successful in today’s environment, I think it’s important to make the investment.”

“Every Monday morning we review everything we’re doing on Google and make sure it’s optimized. It’s how we get people in the door.”

RAQUEL GLADIEUX
CO-OWNER



VIRGINIA BY THE NUMBERS

\$5.98 billion
of economic activity

In 2020, Google helped provide \$5.98 billion of economic activity for 57,200 Virginia businesses, nonprofits, publishers, creators, and developers

407,000
Virginia businesses

More than 407,000 Virginia businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$28.24 million
of free advertising

In 2020, Google provided \$28.24 million of free advertising to Virginia nonprofits through the Google Ad Grants program

420+
Google employees

More than 420 Virginians are employed full-time by Google



TomboyX

SEATTLE, WA [TOMBOYX.COM](https://tomboyx.com) 34 EMPLOYEES

Fran Dunaway just wanted a cool button-up shirt. But she felt mainstream brands never had clothes that let people express their gender, sexuality, and physicality on their own terms. So in 2012, Fran and her wife, Naomi Gonzalez, created TomboyX. They shifted their focus from shirts to comfortable underwear, bras, and loungewear, striking the right chord with their customers. “They make people feel good about themselves. For some it’s actually been life-changing. Some of the emails bring you to tears,” says Fran. As TomboyX began defining the gender-neutral clothing landscape, they used Gmail and Calendar to stay coordinated and run the business efficiently. They also created a polished YouTube channel to drive traffic to their website and supplemented their approach with Google Ads campaigns, attracting 11,000 customers a month. “Without digital platforms, there would never have been a TomboyX to begin with,” says Fran.

When COVID-19 disrupted the Seattle retail industry, Fran and Naomi braced for the worst while quickly pivoting to serve their community. They provided a list of resources on their website for those struggling during the pandemic with issues ranging from mental health to homelessness. They also turned to Google Analytics to listen to the changing needs of their community. “I’ve always obsessively looked at Google Analytics and we are continually learning customer behavior, and then making changes,” says Fran. Google Trends revealed that customers were looking for something familiar and comfortable during this uncertain time and, despite their fears, products began selling out. “Without digital tools I don’t know how we would have been able to survive or be there for our community during the pandemic,” says Naomi. In 2021, they plan to expand their Google Ads usage to continue reaching new customers and spreading their message. Says Fran, “We see TomboyX as a rebel champion sticking up for what’s right because that’s what tomboys do.”

Washington

[G.CO/ECONOMICIMPACT/WA](https://g.co/economicimpact/wa)

“We used to sit on Google Analytics and celebrate when one new customer came to our site. Now it helps us track, measure, and optimize for thousands of customers a day.”

FRAN DUNAWAY
CO-FOUNDER & CEO



WASHINGTON BY THE NUMBERS

\$17.29 billion
of economic activity

In 2020, Google helped provide \$17.29 billion of economic activity for 52,800 Washington businesses, nonprofits, publishers, creators, and developers

398,000
Washington businesses

More than 398,000 Washington businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$14.84 million
of free advertising

In 2020, Google provided \$14.84 million of free advertising to Washington nonprofits through the Google Ad Grants program

6,300+
Google employees

More than 6,300 Washingtonians are employed full-time by Google



WorkChew

WASHINGTON, D.C. [WORKCHEW.COM](https://www.workchew.com) 4,600 MEMBERS

WorkChew offers a membership-based shared workspace that cooks up a little something extra. By partnering with restaurants—70 percent of which have underutilized space during the day—WorkChew can offer members low-cost co-working space while giving the restaurants extra business. Another important part of their model is that members get food discounts at the restaurants they use as workspaces. WorkChew Co-founder Maisha Burt is a former remote worker who loved shared workspaces but not their high cost. “I was looking for alternatives,” she says. “Then one day I was working at a restaurant and got more done and had more fun.” When Maisha and fellow Co-founder Allyson McDougal began pitching WorkChew to D.C.-area restaurants, the idea took off. Within a year, WorkChew had more than 4,500 members working in over 40 restaurants. Along the way, digital platforms and Google products have aided WorkChew’s evolution. Maisha and Allyson took digital skills classes from Grow with Google Digital Coaches in Washington, D.C. They also learned to use Google Analytics to optimize their digital presence and launched Google Ads campaigns that drove 20 percent of member signups.

When COVID-19 hit, the company pivoted to virtual models that connected members and incentivized them to support restaurants in D.C. and Chicago with off-peak delivery orders. As restaurants began to reopen, WorkChew began adding larger restaurants and hotels to their workspace roster and launched their enterprise offering. Today, they use Google Analytics to measure digital performance and continue boosting signups. To find new partners, they use Google Places, and the Google Maps API helps members find locations. In 2021, WorkChew plans to keep growing. “We want to expand into 20 major cities across the U.S.,” says Maisha. “We also want to continue supporting the growing community of freelancers and remote mobile workers, while helping to define the future of how Americans work, and work together.”

Washington, D.C.

[G.CO/ECONOMICIMPACT/DC](https://www.google.com/economicimpact/dc)

“The insights Google Analytics provides really helps me determine where I want to focus my energy for advertising.”

MAISHA BURT
CO-FOUNDER & CEO



WASHINGTON, D.C. BY THE NUMBERS

\$5.42 billion
of economic activity

In 2020, Google helped provide \$5.42 billion of economic activity for 8,000 D.C. businesses, nonprofits, publishers, creators, and developers

54,000
D.C. businesses

More than 54,000 D.C. businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$45 million
of free advertising

In 2020, Google provided \$45 million of free advertising to D.C. nonprofits through the Google Ad Grants program

260+
Google employees

More than 260 Washingtonians are employed full-time by Google



Climbing New Heights

MARTINSBURG, WV

CLIMBINGNEWHEIGHTSWV.COM

5 EMPLOYEES

West Virginia

G.CO/ECONOMICIMPACT/WV

When Chris Price left the Air Force after 12 years, he tried rock climbing as a way to regain his civilian footing and developed a passion for the sport. In 2017, he bought a rock climbing gym, Climbing New Heights, from a fellow veteran in Martinsburg, West Virginia. Chris and co-owner Jordyn Truax wanted people to discover the joy of climbing, so they reoriented the business to welcome beginners and hosted veteran and adaptive climbing events. “Our staff is trained in making people feel comfortable,” Jordyn says. “We’re committed to growing the local climbing community.” They turned to Google Ads to promote events and classes, and their Business Profile on Google helps climbers find their location and hours. They’ve seen 30-percent revenue growth and a 50-percent increase in customers over three years, and have since added an outdoor climbing and guide service. “Our passion is getting people outside,” explains Jordyn. “For them to see their indoor training come to fruition when they summit is pretty cool.”

Chris and Jordyn had to adjust quickly when COVID-19 forced restrictions on gyms. While shutdown, they installed a MoonBoard, an interactive training wall with programmable routes and app-progress tracking to attract new clients when they reopened. Once open again, they offered members extended hours for private sessions, which became extremely popular. Their Business Profile on Google was crucial for alerting customers about changing hours, mask requirements, and other new policies. Google Ads helped attract new customers—some from several hours away—whose regular gyms had closed. Chris and Jordyn have lots of plans in the works, such as adding a climbing team for kids, more outdoor offerings, and special New Year’s resolution events—and they plan to promote them via Google Ads campaigns. “Google is really important to us,” Jordyn says. “At this point, when we’re growing as a business, they are influential in determining our success.”

“Google is really important to us. At this point, when we’re growing as a business, they are influential in supporting our success.”

JORDYN TRUAX
CO-OWNER



WEST VIRGINIA BY THE NUMBERS

\$254 million
of economic activity

In 2020, Google helped provide \$254 million of economic activity for 4,600 West Virginia businesses, nonprofits, publishers, creators, and developers

76,000
West Virginia businesses

More than 76,000 West Virginia businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$684,000
of free advertising

In 2020, Google provided \$684,000 of free advertising to West Virginia nonprofits through the Google Ad Grants program



Bronzeville Collective MKE

Wisconsin

MILWAUKEE, WI BRONZEVILLECOLLECTIVE.COM 25 VENDORS

G.CO/ECONOMICIMPACT/WI

Lilo Allen and Tiffany Miller know a thing or two about transformation. Started by these two women business owners, Bronzeville Collective MKE is a shop that sells the handcrafted goods and art of over 25 Black, Brown, queer, and ally creators. “We are one of the few retail spaces in the city that celebrates not only Black culture, but the culture and history of the historic neighborhood that we share our name with,” says Lilo. During segregation, Bronzeville was the only place in Milwaukee where people of color could have their own businesses. “At one point it had the most Black-owned businesses per capita in the country and was a financial foothold in Milwaukee. So that’s the legacy that we’re building on,” she adds. Through their mission to honor and revitalize the area, they’ve brought a creative new concept to town, while also helping small businesses and artists gain visibility and sell their work. With so many vendors and moving parts, Lilo credits Google Sheets with helping her keep track of inventory, sales, and payout amounts. “I use Google Sheets constantly,” she says, “I can’t think of another program I’d use to monitor all the money that’s going in and out.”

In 2020, growth was both a blessing and a challenge for the Bronzeville Collective MKE with fluctuating business regulations due to COVID-19. As luck would have it, their e-commerce website launched on the day Milwaukee’s mandated shutdown began. And while they experienced an uptick in online sales, now that the space has reopened they’ve had to make changes in response to the pandemic. “Our Business Profile on Google has been so beneficial in helping customers know our exact location, safety precautions, and new hours. Being able to get that information out immediately has been great,” she adds. Lilo believes there’s a Bronzeville in every community across the country and hopes to be able to expand the concept to new spaces, helping more businesses and artisans prosper along the way.

“Our Business Profile on Google has been so beneficial because customers can see how accessible we are with the COVID-19 precautions for the space.”

LILO ALLEN
CO-FOUNDER



WISCONSIN BY THE NUMBERS

\$6.86 billion
of economic activity

In 2020, Google helped provide \$6.86 billion of economic activity for 24,800 Wisconsin businesses, nonprofits, publishers, creators, and developers

309,000
Wisconsin businesses

More than 309,000 Wisconsin businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2020

\$7.3 million
of free advertising

In 2020, Google provided \$7.3 million of free advertising to Wisconsin nonprofits through the Google Ad Grants program

130+
Google employees

More than 130 Wisconsinites are employed full-time by Google



JavaPresse

CHEYENNE, WY JAVAPRESSE.COM 15 EMPLOYEES

JavaPresse is an e-commerce business built on embracing everyday moments. Before Raj Jana founded the company in 2005, however, he was focused on working long hours and climbing the corporate ladder. But his perspective shifted when his mentor passed away just three months short of retirement. Raj was devastated by the loss of his friend, who would never enjoy the post-work life he'd planned for. The situation inspired Raj to change his own approach. "I came out of the experience committed to controlling my destiny and harboring strong beliefs about living in the moment," says Raj. Six months later, he created JavaPresse, a startup that not only sells specialty coffees, coffee grinders, and brewing equipment, but also offers a blog, called Javapedia, that gives readers a vast knowledge repository on all things coffee. The company uses Google Ads and Google Analytics to reach and understand a national audience and turn everyday coffee rituals into meaningful moments of mindfulness. "Google has helped us streamline, put our advertising dollars in the right place, and, overall, improve how we organize information internally," says Raj.

The right tools and a strong focus on editorial content have helped the company see an increase in its customer base, even during the COVID-19 pandemic. "Our products are meant for the at-home enthusiast," says Raj. "When someone goes online to look up the best manual brewing equipment, for instance, we're one of the top [search] results. So, when people had to work from home and wanted quality coffee products, it gave us a spike in traffic." In fact, JavaPresse now gets about 111,000 visitors to their website every month, and they use Google Analytics to better understand those visitors, identify gaps in the customer journey, and deliver better experiences. The proof is in the company's yearly growth—JavaPresse is on the Inc. 5000 list of fastest-growing companies. And they're planning for a future where JavaPresse will help even more people set time aside for special moments every day.

Wyoming

G.CO/ECONOMICIMPACT/WY

"Google has helped us streamline, put our advertising dollars in the right place, and, overall, improve how we organize information internally."

RAJ JANA
FOUNDER



WYOMING BY THE NUMBERS

\$262 million
of economic activity

In 2020, Google helped provide \$262 million of economic activity for 4,300 Wyoming businesses, publishers, nonprofits, creators, and developers

40,000
Wyoming businesses

More than 40,000 Wyoming businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2020

\$523,000
of free advertising

In 2020, Google provided \$523,000 of free advertising to Wyoming nonprofits through the Google Ad Grants program

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We derive a conservative estimate of Google's economic impact in each state by examining the economic value provided by Google Search, Google Ads, and Google network properties such as AdSense and AdMob, Google Ad Grants, YouTube, and Google Play. To learn more about our methodology, visit <https://economicimpact.google.com/methodology/>

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economicimpact.google.com