

Investing in the South Dakota economy, helping create economic growth and jobs

\$395M

of economic activity: In 2024, Google helped provide \$395 million of economic activity for thousands of South Dakota businesses, nonprofits, publishers, creators, and developers.

62,000+

South Dakota businesses: More than 62,000 South Dakota businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.



Black Hills Vinyl, Rapid City, South Dakota.

"With Gemini, our social media voice is more consistent. It hits the hashtags well and draws from whatever's trending to put our posts in the spotlight."

- **Jennifer Calabrese**, Co-owner

Products:

Google Business Profile, Google Ads, YouTube Ads, Gemini

Improving the lives of South Dakotans by investing in their citizens and communities

350,000+ Google Career Certificate graduates in the U.S. Google Career Certificates help people develop skills for new jobs in fields like cybersecurity, data analytics, project management, and more in just three to six months. After completing the program, graduates are able to connect with 150+ top employers. 70%+ of graduates report a positive career impact within six months. Google has also collaborated with South Dakota educational institutions like Watertown High School to make Google Career Certificates available to students and to increase employment opportunities.

22,000+ South Dakotans trained: Grow with Google has partnered with over 30 organizations in the state to train more than 22,000 South Dakotans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.



70%+

of learners report a positive impact to their career

Helping South Dakotans when they need it most

\$1M+ in philanthropic giving: Since 2010, Google and Googlers have given more than \$1 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in South Dakota.

\$10M in Ad Grants to 171 South Dakota nonprofits: Since 2007, Google.org provided \$10 million worth of donated search ads to South Dakota nonprofits through the Google Ad Grants program.

Google.org pro bono support: As part of a Google.org Fellowship, a team of Google employees worked full-time for six months with Rewiring America to build and launch the [Incentive Calculator](#) that enables residents in South Dakota to input a few household details and see the home electrification rebates and tax credits available to them, reducing emissions and empowering communities to adopt clean energy.

\$1M+ of Ad Grants to nonprofits: In 2024 alone, Google.org provided more than \$1 million worth of donated search ads to South Dakota nonprofits through the Google Ad Grants program.