

# Investing in the Florida economy, helping create economic growth and jobs

## More than a decade

**in Florida:** Google has proudly called Florida home for more than a decade with an office in Miami.

## \$49.5B

**of economic activity:** In 2024, Google helped provide \$49.5 billion of economic activity for hundreds of thousands of Florida businesses, nonprofits, publishers, creators, and developers.

## 1.38M+

**Florida businesses:** More than 1.38 million Florida businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

## 27,000+

**small businesses trained by a Florida Coach:** Grow with Google Coaches are local experts who help small businesses grow. Our Florida Coach offers live training and hands-on coaching – at no cost – to small businesses.



**SkyTL, Powered by Improving Aviation**, Tampa, Florida. SkyTL, Powered by Improving Aviation, founded by aerospace engineer Rocio Frej Vitalle, works with agencies globally to predict, prevent, and respond to wildfires. The firm's highly accurate models are based on data from drones, cameras, and sensors.

### Products:

Google Kubernetes Engine, Vertex AI, Google Cloud, Gemini, Google for Startups

*"When working on new weather analysis features, for example, we can input a single data point into Gemini to generate the necessary information much faster."*

**Rocio Frej Vitalle**  
Founder & CEO

## Improving the lives of Floridians 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 10 Florida educational institutions like Miami Dade College and Barry University to make Google Career Certificates available to students and to increase employment opportunities.

**607,000+ Floridians trained:** Grow with Google has partnered with over 470 organizations in the state to train more than 607,000 Floridians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.



*Through this certificate program, I learned more about user experience and was able to integrate it into my role as a Technical Writer. Recently I moved to a new role, and having the UX knowledge really helped me stand out among other candidates.*

**Annie W.**

Google UX Design Certificate graduate  
Senior Technical Writer at Fairmarkit  
Tampa, FL

## Helping Floridians when they need it most

**\$19M+ in philanthropic giving:** Since 2006, Google and Googlers have given more than \$19 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Florida.

**\$298M+ in Ad Grants and Google Workspace to 4,220 Florida nonprofits:** Since 2006, Google.org provided \$293 million worth of donated search ads to Florida nonprofits through the Google Ad Grants program and more than \$5 million worth of Google Workspace licenses for Nonprofits.

**25,000+ volunteer hours:** Since 2011, through Google.org, Google employees volunteered more than 25,000 hours with nonprofits and schools.

**\$42M+ of Ad Grants to nonprofits:** In 2024 alone, Google.org provided more than \$42 million worth of donated search ads to Florida nonprofits through the Google Ad Grants program.

**Google.org pro bono support:** As part of a Google.org Fellowship, a team of Google employees (software engineers, product managers, UXers, & more) are working full-time for six months with Miami-Dade County to deploy CiviForm, a tool that makes it easier for residents to access and apply to various government and community resources. Another Google.org Fellowship team worked full-time with GiveDirectly to build & launch Delphi, a tool that uses AI to perform automatic building damage assessments on satellite imagery of disaster sites, then overlays that disaster damage data alongside socioeconomic vulnerability data to help aid actors more efficiently and effectively identify areas with the highest need after a disaster. In the wake of Hurricane Ian, this tool was used to offer \$700 cash assistance to nearly 3,500 residents of Collier, Charlotte, and Lee Counties.

**More than \$500,000 in Crisis Response funding** including disaster recovery efforts. Our response to critical events like hurricanes has included strategic partnerships with the Volunteer Florida Foundation, enabling us to provide essential aid and recovery support.

## Partnering with local governments and academic institutions to help Floridians

**75% Reduction in manual work:** South Florida Water Management District (SFWMD), which is responsible for the water resources of over 9 million residents, has experienced a significant reduction in manual processes. By using Google Cloud, the SFWMD has achieved a 75% reduction in the manual work required for wrangling satellite imagery. This allows their teams to focus on analysis and decision-making related to critical water management.

**Enabling Data Analysis to inform community decisions:** The City of Miami partnered with Google Cloud to develop a data warehouse to analyze the impacts of the COVID-19 pandemic on its businesses, schools, and tourism. This initiative enabled city officials to gain a better understanding of how different communities were affected, leading to the development of an effective data-driven approach to reopening the economy. As a result of this collaboration, the City of Miami can now generate analysis much faster and utilize data visualization tools to make information easily understandable for local business leaders and agency officials.

**Pasco Sheriff's Office has significantly reduced enterprise cybersecurity risk** through its partnership with Google Cloud. The agency rapidly migrated applications to Google Cloud's CJIS-compliant infrastructure and established a Regional Center of Excellence for Cybersecurity and AI innovation with a \$1.6 million Department of Justice grant.

**Miami-Dade County Public Schools**, which serve over 356,000 students in 500 locations as America's third-largest district, has reimaged the hurricane damage application in two (2) weeks by leveraging Google Maps and Google Cloud's enterprise data warehouse to quickly assess damage, minimize staff safety risks, and provide timely information to the community about school reopening status. Future innovations include AI-powered satellite imagery analysis for automated damage assessment capability post-hurricane.