

Investing in the Missouri economy, helping create economic growth and jobs

\$7.5B

of economic activity: In 2024, Google helped provide \$7.5 billion of economic activity for tens of thousands of Missouri businesses, nonprofits, publishers, creators, and developers.

356,000+

Missouri businesses: More than 356,000 Missouri businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

9,000+

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



ChiChi Foods, St. Louis, Missouri.

"Since we're creating a new category, discovery is key. Google Ads have helped us reach new customers searching for high-protein breakfast."

-Chiara Munzi, Co-founder & CEO

Products:

Google Workspace, Gemini, Google Ads

Improving the lives of Missourians 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 Missouri educational institutions like East Central College and Parkway School District to make Google Career Certificates available to students and to increase employment opportunities.

216,000+ Missourians trained: Grow with Google has partnered with over 150 organizations in the state to train more than 216,000 Missourians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

\$1B investment in AI infrastructure: Missouri is a key investment area for Google's AI infrastructure, which is the backbone of AI innovation and business growth. Google has announced plans to invest \$1 billion into building a 1.4-million-square-foot data center in Kansas City, Missouri.



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I was able to leave a career in sales after four years and land a job with a discount grocery chain as a project manager helping to modernize their retail operations. During my final interview with the Chief Sales and Marketing Officer, the executive asked if I could send him examples of some of my work. I immediately reached for my peer review assignments to show him the quality of my work. I was not only able to switch careers but increased my base pay almost 40%.

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Ravi P.

Google Project Management Certificate graduate
Retail Operations Project Manager at Save A Lot
St. Louis, MO

Helping Missourians when they need it most

\$22M+ in philanthropic giving: Since 2011, Google and Googlers have given more than \$22 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Missouri.

\$83M+ in Ad Grants and Google Workspace to 1,170 Missouri nonprofits: Since 2005, Google.org provided more than \$82 million worth of donated search ads to Missouri nonprofits through the Google Ad Grants program and more than \$1 million worth of Google Workspace licenses for Nonprofits.

6,000+ volunteer hours: Since 2014, through Google.org, Google employees volunteered more than 6,000 hours with nonprofits and schools.

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 Missouri 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.

\$11M+ of Ad Grants to nonprofits: In 2024 alone, Google.org provided more than \$11 million worth of donated search ads to Missouri nonprofits through the Google Ad Grants program.

Partnering with local governments and academic institutions to help Missourians

70% Reduction in Average Speed to Answer, Reduced Blocked Call Rate, and 50% of 32,000 Monthly Queries Resolved by Virtual Agent: Dialogflow, a conversational AI platform, partnered with Genesys, was implemented by the Missouri Department of Social Services to deliver a new intake and scheduling experience, helping manage inquiries, schedule SNAP interviews, and resolve a significant portion of queries without live agent intervention, significantly improving customer service and efficiency.

Simplified Grant Application Process for Child Care

Providers: AppSheet, a no-code application development platform, combined with the existing Workspace license, was utilized by the Missouri Department of Elementary and Secondary Education (DESE), in partnership with Wipro, to build an end-to-end workflow for child care providers to apply for CCDF and ARPA funds, simplifying the grant application process.

Connecting Healthcare Workers with PPE and Modernizing Systems:

A custom Google tool facilitates the connection of healthcare workers with PPE manufacturers and suppliers for the State of Missouri, in a joint effort with the Missouri Hospital Association, addressing critical supply chain needs. Additionally, the State of Missouri utilized App Mod to modernize existing applications, suggesting overall system improvements.