

The web is working for American businesses.

The Internet is where business is done and jobs are created.

97%

of Internet users look online for local products and services.²

2 times

as many jobs and twice as much revenue through exports were created by web-savvy SMBs.³

75%

of the economic value created by the Internet is captured by companies in traditional industries.³

9 out of 10

part-time business owners rely on the Internet to conduct their businesses.⁴

Find out more at www.google.com/economicimpact

Sources: 1. Google, "Economic Impact," 2015 2. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. The Internet Association, "Internet Enabled Part-Time Small Businesses Bolster U.S. Economy," October 2013

*Note: The total value that U.S. Google advertisers and website publishers received in 2015 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and nonsponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2015 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: www.google.com/economicimpact/methodology.html.

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The web is working for Hawaii businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$165 billion in economic activity in 2015.¹



\$102 million

of economic activity Google helped provide for Hawaii businesses, website publishers and non-profits in 2015.¹

5,400

Hawaii businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.¹

\$1.22 million

of free advertising was provided to Hawaii non-profits through the Google Ad Grants program.¹

City Mill Company, Ltd.

HONOLULU, HAWAII

Chinese immigrant Chung Kun Ai founded City Mill as a lumber-importing and rice-milling business in Honolulu in 1899. Despite troubles and setbacks over the decades, the enterprise grew and expanded into other areas, including pineapple, laundry, fishing, tobacco, and oil drilling. City Mill eventually became Hawaii's leading supplier of wholesale materials to the building industry, and opened their first retail outlet in the 1950s. Among the oldest family-owned businesses in Hawaii, they are now a thriving home-center business with eight stores across Oahu. "We have a lot of big box competition," says Carol Ai May, Vice President and granddaughter of the founder. "We watch our competition very closely."

"Google helps us better understand our customers, identify what they are looking for, and determine the best way that we can help them."

CAROL AI MAY, VICE PRESIDENT

hours, photos, and directions to their Oahu customers. Google Analytics helps City Mill understand what customers do on their website, so the business can deliver information that matches what people are looking for, especially to those searching with smartphones or other mobile devices. "As the retail industry and customer expectations evolve, we need to stay relevant and updated, and be attractive to the younger customer," Carol

Hawaii's unique business environment, far from the mainland, means that shipping is prohibitively expensive. So City Mill doesn't currently offer e-commerce and depends on in-person store visits for sales. Google My Business is vital for providing store information such as store



says. They also have a YouTube channel that features various DIY videos to educate and engage with customers.

City Mill has been a mainstay of the local economy for over a century. They've been named one of the best places to work nine times by *Hawaii Business* magazine. Carol expects they will continue to grow and become more digitally focused. Over the decades, many employees stayed with the company until retirement, while others have moved on to influence or start other Oahu businesses. "This company has been a training ground for many businesses in Hawaii," Carol marvels. She and other family members see themselves as stewards for their generation and company. "Our business is a problem-solving business," she adds. "And I think we've set the right tools in place to go forward."

City Mill Company, Ltd. has 500 employees.

Visit www.citymill.com