



NEW YORK STATE SENATOR

Terrence Murphy

Senator Murphy: A Presence on the Internet Can Mean Big Business for Small Companies

TERRENCE MURPHY November 29, 2017

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Peekskill, NY - Four out of every five consumers use search engines to find information about local business. Surprisingly, while 74% of small business owners in New York agree that an online presence is important, only 48% are actually visible on the Internet.

As a small business owner, Senator Terrence Murphy is aware that having a presence on the internet is crucial to any organization's success. To help convey this message, Senator

Murphy appeared as the guest speaker at the New York Get Your Business Online program sponsored by Google. The event, held November 28th at the refurbished Peekskill Central Market Dramatic Hall, attracted owners and stakeholders representing 50 local businesses.

"More than 90% of all businesses in New York have less than 500 employees. You are the backbone of the state," said Senator Murphy. "I am proud to partner with Google to help small businesses get vital information that will increase their visibility. Getting more local small businesses online will help fuel the local economy and create new jobs. When you are successful, we are all successful."

"We are honored to host Senator Murphy at our Get Your Business Online workshop in Peekskill," said Carley Graham Garcia, Head of External Affairs at Google New York. "Small businesses are the cornerstone of many communities and we are proud to work alongside Senator Murphy to ensure small business owners in his district have the tools they need to grow their online presence."

Frank Vasquez, Properties Manager for the Peekskill Central Market Dramatic Hall said, "We were very excited when Google chose our location for their workshop. It gave us an opportunity to show the community that this space can be used for a variety of events. Of course, having dignitaries like Senator Murphy stop by helps enhance our image as one of Peekskill's top cultural destinations."

With a history that dates back to 1838, The Dramatic Hall serves as a space to host weddings, private parties, plays, and live music performances and other events.

Last year, Google helped provide \$3.27 billion of economic activity for over 119,000 New York businesses, website publishers and non-profits. Google also provided \$72.1 million of free

advertising to New York non-profits through the Google Ad Grants program in 2016.

Established in 2011, Get Your Business Online has helped more than 325,000 small businesses get online in all 50 states.