

ASSEMBLY COMMERCE AND ECONOMIC DEVELOPMENT
COMMITTEE

STATEMENT TO

ASSEMBLY, No. 4752

STATE OF NEW JERSEY

DATED: OCTOBER 20, 2022

The Assembly Commerce and Economic Development Committee reports favorably Assembly Bill No. 4752.

This bill requires the New Jersey Small Business Development Centers, in consultation with the Business Action Center located within the Department of State, to establish a program to help small businesses in the State develop an Internet presence. The program will be limited to businesses with fewer than 25 employees.

The program established by this bill will be staffed with full-time employees as well as volunteers and help small businesses with:

- launching websites and social media web pages;
- setting up technological tools for an Internet presence;
- providing assistance with technological tools until the business has an understanding of how to use those technological tools to enhance the business's Internet presence;
- expanding online sales;
- implementing digital payroll, sales, inventory, and other processes; and
- connecting with other business owners.

The bill also requires the New Jersey Small Business Development Centers to conduct outreach to institutions of higher education, county colleges, the technology sector, local community centers, libraries, and other similar entities to recruit volunteers to assist the center in administering and promoting the program.