

ASSEMBLY APPROPRIATIONS COMMITTEE

STATEMENT TO

[First Reprint]

ASSEMBLY, No. 4752

STATE OF NEW JERSEY

DATED: DECEMBER 12, 2022

The Assembly Appropriations Committee reports favorably Assembly Bill No. 4752 (1R).

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.

FISCAL IMPACT:

The Office of Legislative Services (OLS) concludes that the bill may result in an indeterminate potential increase in State expenditures related to the establishment of a program to help small businesses develop an Internet presence. Information available through the websites for the New Jersey Small Business Development Centers and the Business Action Center indicates that these entities already engage in some of the activities required by the bill.