

CHAPTER 185

AN ACT requiring the New Jersey Business Action Center to collect and produce certain information to help small businesses develop an Internet presence, supplementing Title 52 of the New Jersey Statutes.

BE IT ENACTED *by the Senate and General Assembly of the State of New Jersey:*

C.52:16A-136a New Jersey Business Action Center, publicly available information, guidance, small businesses, Internet presence, establish, maintain.

1. a. The New Jersey Business Action Center established in the Department of State pursuant to Reorganization Plan No. 003-2011, shall, in consultation with the New Jersey Economic Development Authority and the New Jersey Small Business Development Centers, establish and maintain publicly available information and guidance to help small businesses learn about available programs that help businesses develop an Internet presence.

b. The guidance shall provide information on available programs that:

- (1) provide assistance with launching websites and social media web pages;
- (2) assist businesses with setting up technological tools for an Internet presence;
- (3) provide continuing assistance with the technological tools until the business has an understanding of how to use those technological tools to enhance the business's Internet presence;
- (4) expand online sales;
- (5) implement digital payroll, sales, inventory, and other processes; and
- (6) connect with other business owners.

C.52:16A-136b New Jersey Business Action Center, outreach, assistance.

2. The New Jersey Business Action Center, in creating guidance pursuant to section 1 of P.L.2023, c.185 (C.52:16A-136a), shall conduct outreach to institutions of higher education, county colleges, the technology sector, local community centers, libraries, and other similar entities to assist the center in compiling and promoting information about the available programs.

3. This act shall take effect 240 days following enactment.

Approved December 21, 2023.