

SENATE ECONOMIC GROWTH COMMITTEE

STATEMENT TO

SENATE, No. 3800

STATE OF NEW JERSEY

DATED: OCTOBER 8, 2026

The Senate Economic Growth Committee reports favorably Senate Bill No. 3800.

As reported, this bill requires that the New Jersey Economic Development Authority (authority) include the provision of social media development services among the services offered to eligible small businesses through its Small Business E-commerce Support Program.

The authority created the Small Business E-commerce Support Program as a pilot product under the Main Street Recovery Finance Program, established pursuant to the “New Jersey Economic Recovery Act of 2020.” Under this pilot product, the authority offers e-commerce and digital marketing consulting services to eligible small businesses, including restaurants, retail stores, and personal care businesses that are situated in a commercial location within the State. Currently, the consultancy services offered through the pilot product generally include assistance related to the development of Internet websites, e-commerce platforms, and digital marketing plans. The bill requires that these services also include assistance related to the development of social media platforms.