

**52:16A-136a & 52:16A-136b**  
**LEGISLATIVE HISTORY CHECKLIST**

Compiled by the NJ State Law Library

**LAWS OF:** 2023                    **CHAPTER:** 185

**NJSA:** 52:16A-136a & 52:16A-136b Promotes small business Internet presence.

**BILL NO:** A4752                    (Substituted for S3210 (1R))

**SPONSOR(S)** Tully, Chris and others

**DATE INTRODUCED:** 10/3/2022

**COMMITTEE:**                    **ASSEMBLY:** Commerce & Economic Development  
Community Development & Affairs  
Appropriations

**SENATE:** Budget & Appropriations

**AMENDED DURING PASSAGE:** Yes

**DATE OF PASSAGE:**    **ASSEMBLY:** 12/07/2023

**SENATE:** 12/11/2023

**DATE OF APPROVAL:** 12/21/2023

**FOLLOWING ARE ATTACHED IF AVAILABLE:**

**FINAL TEXT OF BILL** (A4752 Aca w/GR (2R) enacted)    Yes

**A4752**

**INTRODUCED BILL:** (Includes sponsor(s) statement)    Yes

**COMMITTEE STATEMENT:**    **ASSEMBLY:**    Yes    Commerce & Economic Development  
Community Development & Affairs  
Appropriations

**SENATE:**    Yes    Budget & Appropriations

(Audio archived recordings of the committee meetings, corresponding to the date of the committee statement, *may possibly* be found at [www.njleg.state.nj.us](http://www.njleg.state.nj.us))

**FLOOR AMENDMENT STATEMENT:**    No

**LEGISLATIVE FISCAL ESTIMATE:**    Yes

**S3210 (1R)**

**INTRODUCED BILL:** (Includes sponsor(s) statement)    Yes

**COMMITTEE STATEMENT:**    **ASSEMBLY:**    No

**SENATE:**    Yes    Commerce  
Budget & Appropriations

(Audio archived recordings of the committee meetings, corresponding to the date of the committee statement, **may possibly** be found at [www.njleg.state.nj.us](http://www.njleg.state.nj.us))

**FLOOR AMENDMENT STATEMENT:** No

**LEGISLATIVE FISCAL ESTIMATE:** Yes

**VETO MESSAGE:** Yes

**GOVERNOR'S PRESS RELEASE ON SIGNING:** Yes

**FOLLOWING WERE PRINTED:**

To check for circulating copies, contact New Jersey State Government Publications at the State Library (609) 278-2640 ext.103 or <mailto:refdesk@njstatelib.org>

**REPORTS:** No

**HEARINGS:** No

**NEWSPAPER ARTICLES:** No

CL/JA

§§1,2  
C.52:16A-136a  
and 52:16A-136b  
§3  
Note to §§1,2

P.L. 2023, CHAPTER 185, *approved December 21, 2023*  
Assembly, No. 4752 (*Second Reprint*)

1 AN ACT requiring the New Jersey <sup>2</sup>Small Business Development  
2 Centers] Business Action Center<sup>2</sup> to <sup>2</sup>establish a program]  
3 collect and produce certain information<sup>2</sup> to help small businesses  
4 develop an Internet presence, supplementing Title 52 of the New  
5 Jersey Statutes.

6  
7 **BE IT ENACTED** by the Senate and General Assembly of the State  
8 of New Jersey:

9  
10 1. a. The New Jersey <sup>2</sup>Small Business Development Centers,  
11 in consultation with the <sup>2</sup>Business Action Center established in the  
12 Department of State pursuant to Reorganization Plan No. 003-2011,  
13 shall <sup>2</sup>, in consultation with the New Jersey Economic Development  
14 Authority and the New Jersey Small Business Development  
15 Centers,<sup>2</sup> establish <sup>2</sup>[a program to] and maintain publicly available  
16 information and guidance to help small businesses learn about  
17 available programs that<sup>2</sup> help businesses develop an Internet  
18 presence. <sup>2</sup>[The program shall be limited to businesses in the State  
19 with fewer than 25 employees.]<sup>2</sup>

20 b. The <sup>2</sup>[program shall be staffed with full-time employees and  
21 volunteers and shall] guidance shall provide information on  
22 available programs that<sup>2</sup> :

23 (1) provide assistance with launching websites and social media  
24 web pages;

25 (2) assist businesses with setting up technological tools for an  
26 Internet presence;

27 (3) provide continuing assistance with the technological tools  
28 until the business has an understanding of how to use those  
29 technological tools to enhance the business's Internet presence;

30 (4) expand online sales;

31 (5) implement digital payroll, sales, inventory, and other  
32 processes; and

33 (6) connect with other business owners.

**EXPLANATION** – Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

<sup>1</sup>Assembly ACD committee amendments adopted December 5, 2022.

<sup>2</sup>Assembly amendments adopted in accordance with Governor's recommendations December 4, 2023.

1       <sup>2</sup>[c. The center shall establish the terms and conditions by  
2 which a business may participate in the program.]<sup>2</sup>

3  
4       2. The New Jersey <sup>2</sup>[Small Business Development Centers]  
5 Business Action Center<sup>2</sup>, in <sup>2</sup>[establishing a program to help small  
6 businesses develop an Internet presence] creating guidance<sup>2</sup>  
7 pursuant to section 1 of P.L. , c. (C. ) (pending before the  
8 Legislature as this bill), shall conduct outreach to institutions of  
9 higher education, county colleges, the technology sector, local  
10 community centers, libraries, and other similar entities <sup>2</sup>[to recruit  
11 volunteers]<sup>2</sup> to assist the center in <sup>2</sup>[administering] compiling<sup>2</sup> and  
12 promoting <sup>2</sup>information about<sup>2</sup> the <sup>2</sup>[program] available programs<sup>2</sup>.

13  
14       3. This act shall take effect <sup>1</sup>[120] 240<sup>1</sup> days following  
15 enactment.

16  
17  
18  
19  
20

\_\_\_\_\_

Promotes small business Internet presence.

# ASSEMBLY, No. 4752

## STATE OF NEW JERSEY 220th LEGISLATURE

INTRODUCED OCTOBER 3, 2022

**Sponsored by:**

**Assemblyman P. CHRISTOPHER TULLY**

**District 38 (Bergen and Passaic)**

**Assemblyman DANIEL R. BENSON**

**District 14 (Mercer and Middlesex)**

**Assemblywoman ANNETTE CHAPARRO**

**District 33 (Hudson)**

**Co-Sponsored by:**

**Assemblywoman McKnight, Assemblymen Stanley, Conaway, Moriarty,  
Karabinchak, Assemblywoman Reynolds-Jackson and Assemblyman Auth**

**SYNOPSIS**

Promotes small business Internet presence.

**CURRENT VERSION OF TEXT**

As introduced.



**(Sponsorship Updated As Of: 10/27/2022)**

1 AN ACT requiring the New Jersey Small Business Development  
2 Centers to establish a program to help small businesses develop  
3 an Internet presence, supplementing Title 52 of the New Jersey  
4 Statutes.

5  
6 **BE IT ENACTED** by the Senate and General Assembly of the State  
7 of New Jersey:

8  
9 1. a. The New Jersey Small Business Development Centers, in  
10 consultation with the Business Action Center established in the  
11 Department of State pursuant to Reorganization Plan No. 003-2011,  
12 shall establish a program to help businesses develop an Internet  
13 presence. The program shall be limited to businesses in the State  
14 with fewer than 25 employees.

15 b. The program shall be staffed with full-time employees and  
16 volunteers and shall:

17 (1) provide assistance with launching websites and social media  
18 web pages;

19 (2) assist businesses with setting up technological tools for an  
20 Internet presence;

21 (3) provide continuing assistance with the technological tools  
22 until the business has an understanding of how to use those  
23 technological tools to enhance the business's Internet presence;

24 (4) expand online sales;

25 (5) implement digital payroll, sales, inventory, and other  
26 processes; and

27 (6) connect with other business owners.

28 c. The center shall establish the terms and conditions by which a  
29 business may participate in the program.

30  
31 2. The New Jersey Small Business Development Centers, in  
32 establishing a program to help small businesses develop an Internet  
33 presence pursuant to section 1 of P.L. , c. (C. ) (pending before  
34 the Legislature as this bill), shall conduct outreach to institutions of  
35 higher education, county colleges, the technology sector, local  
36 community centers, libraries, and other similar entities to recruit  
37 volunteers to assist the center in administering and promoting the  
38 program.

39  
40 3. This act shall take effect 120 days following enactment.

41

42

43

#### STATEMENT

44

45 This bill requires the New Jersey Small Business Development  
46 Centers, in consultation with the Business Action Center located  
47 within the Department of State, to establish a program to help small

1 businesses in the State develop an Internet presence. The program  
2 will be limited to businesses with fewer than 25 employees.

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

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

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

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.

ASSEMBLY COMMUNITY DEVELOPMENT AND AFFAIRS  
COMMITTEE

STATEMENT TO  
**ASSEMBLY, No. 4752**

with committee amendments

**STATE OF NEW JERSEY**

DATED: DECEMBER 5, 2022

The Assembly Community Development and Affairs Committee reports favorably Assembly Bill No. 4752, with committee amendments.

This bill, as amended, 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.

COMMITTEE AMENDMENTS:

The committee amendments delay the effective date of the bill from 120 days to 240 days following enactment.

# 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.

# SENATE BUDGET AND APPROPRIATIONS COMMITTEE

## STATEMENT TO

[First Reprint]

**ASSEMBLY, No. 4752**

# **STATE OF NEW JERSEY**

DATED: MAY 11, 2023

The Senate Budget and 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.

As reported by the committee, Assembly Bill No. 4752 (1R) is identical to Senate Bill No. 3210 (1R), which was also reported by the committee on this date.

### 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.

# LEGISLATIVE FISCAL ESTIMATE

[First Reprint]

## ASSEMBLY, No. 4752

### STATE OF NEW JERSEY 220th LEGISLATURE

DATED: DECEMBER 14, 2022

#### SUMMARY

- Synopsis:** Promotes small business Internet presence.
- Type of Impact:** Potential increase in State costs.
- Agencies Affected:** Department of State.  
New Jersey Small Business Development Centers.

#### Office of Legislative Services Estimate

<b>Fiscal Impact</b>	<b><u>FY 2024 &amp; Annually Thereafter</u></b>
<b>Potential State Cost Increase</b>	Indeterminate

- 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.

#### BILL DESCRIPTION

The bill requires the Small Business Development Centers, in consultation with the Business Action Center in 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 25 employees. The bill requires the program to be staffed by full-time employees and volunteers. The program is intended to help small businesses with establishing and maintaining websites and social media webpages, providing assistance towards understanding and using technological tools to enhance a business's Internet presence, expanding online sales, implementing digital businesses processes, and connecting with other business owners.

The bill also requires the Small Business Development Centers to conduct outreach efforts to various public and private entities, such as institutions of higher education, county colleges, and

the technology sector, to recruit volunteers to assist the center in administering and promoting the program.

## **FISCAL ANALYSIS**

### ***EXECUTIVE BRANCH***

None received.

### ***OFFICE OF LEGISLATIVE SERVICES***

The 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 Small Business Development Centers and the Business Action Center indicates that these entities already engage in some of the activities required by the bill. The Small Business Development Centers offer an E-Business Specialty Program that provides seminars to business owners who want to plan, develop, and market their business using the Internet and manage technology in order to increase the efficiency of their business operations. The program includes seminars in Internet strategies, online innovation, and web-based marketing. The Business Action Center's Office of Small Business Advocacy connects clients with mentorship programs that offer mentoring opportunities to small businesses that may assist them in developing social media strategies.

The Small Business Development Centers are supported by State, federal, and private funding. The use of volunteers to help manage and conduct program activities will help constrain any potential State cost increase resulting from the program.

*Section: Revenue, Finance, and Appropriations*

*Analyst: Scott A. Brodsky  
Staff Fiscal and Budget Analyst*

*Approved: Thomas Koenig  
Legislative Budget and Finance Officer*

This legislative fiscal estimate has been produced by the Office of Legislative Services due to the failure of the Executive Branch to respond to our request for a fiscal note.

This fiscal estimate has been prepared pursuant to P.L.1980, c.67 (C.52:13B-6 et seq.).

# SENATE, No. 3210

## STATE OF NEW JERSEY 220th LEGISLATURE

INTRODUCED OCTOBER 17, 2022

**Sponsored by:**

**Senator VIN GOPAL**

**District 11 (Monmouth)**

**Senator NELLIE POU**

**District 35 (Bergen and Passaic)**

**SYNOPSIS**

Promotes small business Internet presence.

**CURRENT VERSION OF TEXT**

As introduced.



**(Sponsorship Updated As Of: 12/19/2022)**

1 AN ACT requiring the New Jersey Small Business Development  
2 Centers to establish a program to help small businesses develop  
3 an Internet presence, supplementing Title 52 of the New Jersey  
4 Statutes.

5  
6 **BE IT ENACTED** by the Senate and General Assembly of the State  
7 of New Jersey:

8  
9 1. a. The New Jersey Small Business Development Centers, in  
10 consultation with the Business Action Center established in the  
11 Department of State pursuant to Reorganization Plan No. 003-2011,  
12 shall establish a program to help businesses develop an Internet  
13 presence. The program shall be limited to businesses in the State  
14 with fewer than 25 employees.

15 b. The program shall be staffed with full-time employees and  
16 volunteers and shall:

17 (1) provide assistance with launching websites and social media  
18 web pages;

19 (2) assist businesses with setting up technological tools for an  
20 Internet presence;

21 (3) provide continuing assistance with the technological tools  
22 until the business has an understanding of how to use those  
23 technological tools to enhance the business's Internet presence;

24 (4) expand online sales;

25 (5) implement digital payroll, sales, inventory, and other  
26 processes; and

27 (6) connect with other business owners.

28 c. The center shall establish the terms and conditions by which a  
29 business may participate in the program.

30  
31 2. The New Jersey Small Business Development Centers, in  
32 establishing a program to help small businesses develop an Internet  
33 presence pursuant to section 1 of P.L. , c. (C. ) (pending before  
34 the Legislature as this bill), shall conduct outreach to institutions of  
35 higher education, county colleges, the technology sector, local  
36 community centers, libraries, and other similar entities to recruit  
37 volunteers to assist the center in administering and promoting the  
38 program.

39  
40 3. This act shall take effect 120 days following enactment.

41

42

43

#### STATEMENT

44

45 This bill requires the New Jersey Small Business Development  
46 Centers, in consultation with the Business Action Center located  
47 within the Department of State, to establish a program to help small

**S3210 GOPAL, POU**

3

1 businesses in the State develop an Internet presence. The program  
2 will be limited to businesses with fewer than 25 employees.

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

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

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

# SENATE COMMERCE COMMITTEE

## STATEMENT TO

### **SENATE, No. 3210**

with committee amendments

# **STATE OF NEW JERSEY**

DATED: DECEMBER 19, 2022

The Senate Commerce Committee reports favorably and with committee amendments Senate Bill No. 3210.

As amended, 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.

As amended and reported, this bill is identical to Assembly Bill No. 4752 (1R).

#### COMMITTEE AMENDMENTS:

The committee amended the bill to delay the effective date of the bill from 120 days to 240 days following enactment.

# SENATE BUDGET AND APPROPRIATIONS COMMITTEE

## STATEMENT TO

[First Reprint]

**SENATE, No. 3210**

# **STATE OF NEW JERSEY**

DATED: MAY 11, 2023

The Senate Budget and Appropriations Committee reports favorably Senate Bill No. 3210 (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.

As reported by the committee, Senate Bill No. 3210 (1R) is identical to Assembly Bill No. 4752 (1R), which was also reported by the committee on this date.

### 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.

# LEGISLATIVE FISCAL ESTIMATE

[First Reprint]

## SENATE, No. 3210 STATE OF NEW JERSEY 220th LEGISLATURE

DATED: DECEMBER 30, 2022

### SUMMARY

**Synopsis:** Promotes small business Internet presence.

**Type of Impact:** Potential increase in State costs.

**Agencies Affected:** Department of State.  
New Jersey Small Business Development Centers.

#### Office of Legislative Services Estimate

<b>Fiscal Impact</b>	<b><u>FY 2024 &amp; Annually Thereafter</u></b>
<b>Potential State Cost Increase</b>	Indeterminate

- 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.

### BILL DESCRIPTION

The bill requires the Small Business Development Centers, in consultation with the Business Action Center in 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 25 employees. The bill requires the program to be staffed by full-time employees and volunteers. The program is intended to help small businesses with establishing and maintaining websites and social media webpages, providing assistance towards understanding and using technological tools to enhance a business's Internet presence, expanding online sales, implementing digital business processes, and connecting with other business owners.

The bill also requires the Small Business Development Centers to conduct outreach efforts to various public and private entities, such as institutions of higher education, county colleges, and

the technology sector, to recruit volunteers to assist the center in administering and promoting the program.

## **FISCAL ANALYSIS**

### ***EXECUTIVE BRANCH***

None received.

### ***OFFICE OF LEGISLATIVE SERVICES***

The 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 Small Business Development Centers and the Business Action Center indicates that these entities already engage in some of the activities required by the bill. The Small Business Development Centers offer an E-Business Specialty Program that provides seminars to business owners who want to plan, develop, and market their business using the Internet and manage technology in order to increase the efficiency of their business operations. The program includes seminars in Internet strategies, online innovation, and web-based marketing. The Business Action Center's Office of Small Business Advocacy connects clients with mentorship programs that offer mentoring opportunities to small businesses that may assist them in developing social media strategies.

The Small Business Development Centers are supported by State, federal, and private funding. The use of volunteers to help manage and conduct program activities will help constrain any potential State cost increase resulting from the program.

*Section: Revenue, Finance, and Appropriations*

*Analyst: Scott A. Brodsky  
Staff Fiscal and Budget Analyst*

*Approved: Thomas Koenig  
Legislative Budget and Finance Officer*

This legislative fiscal estimate has been produced by the Office of Legislative Services due to the failure of the Executive Branch to respond to our request for a fiscal note.

This fiscal estimate has been prepared pursuant to P.L.1980, c.67 (C.52:13B-6 et seq.).

# Governor Murphy Takes Action on Legislation

12/21/2023

**TRENTON** – Today, Governor Murphy signed the following bills into law:

**A-4752wGR/S-3210 (Tully, Benson, Chaparro/Gopal, Pou)** - Promotes small business Internet presence

**A-5179wGR/SCS for S-3516 (Verrelli, Murphy, Benson/Cruz-Perez, Turner)** - "Fire Life Safety Damper and Smoke Control System Inspection Verification Act"; Requires routine maintenance and periodic testing of smoke dampers, fire dampers, and smoke control systems in certain buildings by qualified personnel

**A-5225wGR/S-3729 (McKnight, Speight, Murphy/Codey, Pou)** - Provides for coverage of community-based palliative care benefits under Medicaid