ASSEMBLY COMMERCE, ECONOMIC DEVELOPMENT AND AGRICULTURE COMMITTEE

STATEMENT TO

ASSEMBLY, No. 5423

STATE OF NEW JERSEY

DATED: MARCH 20, 2025

The Assembly Commerce, Economic Development and Agriculture Committee reports favorably Assembly Bill No. 5423.

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 Small Business E-commerce Support Program is a pilot product under the Main Street Recovery Finance Program, established pursuant to the "New Jersey Economic Recovery Act of 2020." Under the 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.