

MEMORANDUM

TO: Members of the Authority

FROM: Tim Sullivan
Chief Executive Officer

DATE: March 12, 2025

RE: New Jersey Film Works Grant Program

Summary

The Members are requested to approve:

1. Creation of the New Jersey Film Works Grant Program (“NJ Film Works” or “Grant Program”), a competitive program that will award grants to selected applicants that will aide in implementing innovative workforce development, training, and skills programs focused on strengthening and diversifying New Jersey’s film and digital media talent pipeline.
2. Utilization of a total of \$3 million from the FY ‘23 State Appropriation for Film Industry Strategic Support Fund (Grants-In-Aid).
3. Waiving the application fee for the New Jersey Film Works Grant Program.

Background

New Jersey has witnessed impressive growth in the film and digital media industry, attracting multiple film studios and production companies with many high-profile productions being filmed in the state. This boom is due in large part to the State’s tax and other incentives including the Film and Digital Media Tax Credit Program, the Studio Partners and Film-lease Partners Facilities designation programs, and the pilot Film and Digital Media Studio Infrastructure Program. Utilization of the state’s Film Tax Credit has increased substantially. In State Fiscal Year (SFY) 2019, NJEDA made 4 awards resulting in \$19.7 million of film production spend in the state. In SFY 2021, 24 awards resulted in \$185.5 million spent in NJ. Those figures climbed to 56 awards totaling over \$758 million of film production spend in SFY 2023. More information on these programs can be found at [Film and Digital Media Tax Credit Program - NJEDA](#).

Notable highlights of this industry growth in the state include Lionsgate’s on-going construction in Newark of the first purpose-built studio in New Jersey to be constructed for TV and film production (expected to open in 2025), Netflix’s planned construction of a studio complex in Monmouth County (2027-2028), and the proposed construction of 1888 Studios in Bayonne. The number of film projects and productions in New Jersey in 2024-2025 are expected to reach over 1,000, and the projected number of film-related jobs for 2024 is close to 15,000. These projects mark a pivotal moment in New Jersey’s evolution as an emerging force in film production.

The New Jersey Motion Picture & Television Commission (“Commission”), now part of the Authority, has supported and nurtured the film, and digital media industry for over 45 years. The Commission attracts and supports production work and promotes infrastructure growth through financial incentives, permitting, production services, site selection and clearance.

The NJ Film Works Grant Program will support the State’s goals to prepare New Jersey residents for jobs in a targeted industry and to grow the economy in an equitable and inclusive manner. The Grant Program will build on existing workforce development efforts in New Jersey by offering a competitive funding opportunity to entities that can implement programs that will position New Jersey’s residents for industry careers, with a particular focus on serving Overburdened Communities¹. NJEDA is anticipating applications from a broad range of applicants and expects to make multiple awards.

Program Details

The Grant Program will be a competitive program that will provide funding support to entities that provide New Jersey residents with access to workforce development training, internship, apprenticeship, and learning opportunities for careers in the targeted industry of film & digital media (see Exhibit C), with a particular focus on access for residents of New Jersey’s Overburdened Communities. The overall goals of the Program will be to:

1. Advance New Jersey as a national model for holistic economic growth in the film and digital media industry.
2. Support and expand best practices in industry workforce training programs that enable New Jersey residents to be part of this growing industry that includes a focus on providing training and career opportunities for residents of Overburdened Communities.
3. Capitalize on New Jersey’s long history and expertise in film innovation to support and foster emerging innovations and technologies into training programs.

Eligible grantees will have responsibilities and key deliverables including, but not limited to, the following: offering training for an eligible in-demand occupation; connecting graduates with employers or other entities that can provide job placements, apprenticeships, or paid internships; providing wraparound services as needed; delivering a curriculum and instructional model for the professional development and technical classroom-based components of the Program; conducting a training program specifically accessible for New Jersey residents; providing participants with career guidance; and submitting reports on program outcomes and associated expenditures.

A total of \$3 million, funded from the FY ‘23 State Appropriation for Film Industry Strategic Support Fund (Grants-In-Aid) is available for programs under this Grant Program with minimum and maximum amounts for individual awards set at \$250,000 and \$750,000 respectively. NJEDA anticipates making multiple awards in this grant program. Program specifications can be found in Exhibit A.

NJEDA will deposit the funds into NJEDA’s Economic Recovery Fund and utilize the grant-making powers as defined in the New Jersey Economic Recovery Fund Act per N.J.S.A. 34:1B-7.13 a (12) to disburse funds to each awardee per the disbursement schedule. The statutory provision permits grant funding for initiative-based activities which stimulate growth in targeted industries as defined by NJEDA's Board or supports increasing diversity and inclusion within the State's entrepreneurial economy.

¹ NJ’s Environmental Justice Law at N.J.S.A 13:1D-157 defines overburdened communities as any census block group, as determined in accordance with the most recent United States Census in which: 1) at least 35 percent of the households qualify as low-income households; 2) at least 40 percent of residents identify as minority or as members of a State recognized tribal community; or 3) at least 40 percent of the households have limited English proficiency. ([NJDEP | Environmental Justice | What are Overburdened Communities \(OBC\)?](#))

Eligible Applicants

Eligible applicants can include, but are not limited to, the following:

- Non-profit organizations
- Private workforce training organizations
- Labor unions
- Community-based organizations
- Educational institutions
- For-profit film and digital media companies or consortium/associations of private film and digital media companies

Educational institutions that have an executed MOU for film or digital media workforce training with NJEDA at the time of application are not eligible for this grant program.

Applicants may collaborate with additional entities to implement the training program as needed. However, the NJEDA will only award and enter into a grant agreement with the applicant entity.

Applicants will be required to conduct workforce development training, internship, apprenticeship, and learning opportunities in at least 1 (one) but no more than 3 (three) eligible occupation(s) listed in Exhibit B. Applicants must identify which eligible occupation(s) their initiative will concentrate on.

In addition to the eligibility parameters already stated above, the applicant must also be in substantial good standing with the New Jersey Department of Labor and Workforce Development (NJDOL) and, as applicable, the NJ Department of Environmental Protection (NJDEP) to participate in the program. At the time of the execution of the grant agreement, a current tax clearance certificate will be required to demonstrate the applicant is properly registered to do business in New Jersey and in good standing with the NJ Division of Taxation.

Proposal Scope

Applicants must submit proposals that outline compelling plans to:

- Implement a New Jersey based program that will allow New Jerseyans to access workforce opportunities in the film and digital media industry by providing tangible skills sought by employers. Components of programs must include direct workforce training/skill development, and, where relevant, wraparound services such as access to career services, mentorship, family services (such as childcare, eldercare, or other similar services), counseling, transportation, etc.
- Connect with industry and other stakeholders to implement a program that prepares and connects participants with job opportunities in targeted industries in high-growth and in-demand occupations. Applicants are expected to demonstrate that their proposed program will provide meaningful career opportunities through labor market research, employer and industry engagements, and other relevant analysis.
- Develop and/or utilize outreach, recruitment best practices, program design approaches, and wraparound supports that target and support a diverse and inclusive pool of training participants to successfully complete the program.
- Define program evaluation and success metrics such as: recruitment, enrollment, completion, job placement, and learning acquisition targets.
- Reach and target New Jersey's Overburdened Communities and provide opportunities for economic mobility for these communities.
- Collect, track, and report programmatic data, including trainee demographics, trainee surveys, instructor evaluations, training enrollments and completions, and job placement and retention information.

- Execute the project efficiently and on schedule, achieving well-defined milestones to complete the proposed initiative.

Training programs must either be in-person or hybrid (include both a virtual component and an in-person component). The program must describe a clear approach to make the training accessible for and targeted to New Jersey residents and linked to New Jersey employment opportunities in film and digital media careers.

Eligible Funding Uses

Eligible uses of grant funding are costs associated with training NJ residents only including:

- Costs associated with planning (e.g., staff costs for program development, curriculum materials, etc.)
- Soft launch (e.g., outreach costs, recruitment materials and related costs, etc.)
- Implementation costs (e.g., instructor time, facility fees, participant stipends, equipment or materials, delivery of wraparound services, etc.)
- Administration and overhead costs

No more than ten percent (10%) of the grant amount may be used on administration and overhead costs. Grant funding may not be used for construction, equipment installation, or fit-out of any kind.

Applicants must provide a detailed budget using the budget template included within the Grant Program application materials. The budget should demonstrate how the grant will be used to cover eligible costs related to the proposed program. If there are program collaborators that will receive funding from the grant, they must be included in the application budget and identified for their role in the project.

Scoring and Evaluation Process

Applications will be accepted during a defined application window, which NJEDA will make all potential applicants aware of through a Notice of Funding Availability (NOFA) and other information posted to NJEDA's website. There will be a defined window for potential applicants to submit questions and receive answers.

The Authority will perform a review of applications after the closing of the application period. Applications will first be reviewed for application completeness to ensure that all necessary application information and documents are submitted and complete. Applicants will be given ten (10) business days to cure any deficiencies or provide answers to clarifying questions. If after the 10-day period, the applications are still incomplete, they will be notified the application will not advance to scoring and will be deemed nonresponsive.

The Evaluation Committee will evaluate proposals based on five criteria (see Exhibit A for more detail):

- Impactful program design² and implementation approach³, and the ability of the initiative to meet the needs of New Jersey's growing film and digital media industry
- Ability to serve NJ's Overburdened Communities

² Program design is defined to include the activities leading up to the launch of the program including curriculum development, facility, and technology setup, and planning documents (e.g., recruitment plans, marketing strategies, etc.). The launch of the program is defined as initiation of marketing and recruitment activities that advertise the program to the program target audience.

³ Program implementation is defined to include activities after the launch of the training program including curriculum delivery and instruction, wraparound services, and job placement.

- Ability to provide wraparound supports and low or no-cost training
- Ability to implement proposed program for film and digital media occupations and prior experience creating and implementing workforce development initiatives
- Justification for the proposed use of funds with a reasonable budget to implement the proposed training program

The minimum score required to be considered for an award is 80 points, with the highest score possible being 100 points.

To maximize the total amount of funding allocated through this grant, NJEDA may opt to request revisions to the proposed budgets or scopes per the following protocol:

NJEDA will fully fund the top scoring proposals within the maximum program funding of \$3 million and within the funding sub-allocations as described above. If the next highest scoring applicant(s) has a budget request that would exceed the total maximum program funding available, NJEDA may request that the applicant(s) revise their budget and/or scope. The applicant(s) has the right to decline or accept the budget revision option.

- If this applicant(s) declines, NJEDA may make the same offer to the next highest scoring applicant(s).
- This process may continue until a qualifying applicant(s)'s proposal either fits within the maximum of \$3 million available or the applicant(s) accepts the offer to revise its budget to fit within the maximum program funding available.
- Any applicant(s) that accepts the offer to revise their budget will have the revised application evaluated by NJEDA to determine if the revision would lower their proposal's ranking to an extent that they are no longer the next highest ranked proposal or they no longer meet the minimum score.

Grant Agreement and Disbursement

NJEDA will enter into a grant agreement solely with the applicant, and the applicant will be held responsible for complying with the terms of the grant. Funds will be disbursed according to the following schedule:

- 30 percent of the grant will be disbursed following execution of a grant agreement between NJEDA and the selected applicant.
- 30 percent of the grant will be disbursed upon the applicant's submission of a mid-program report and associated materials, with exact timing and format to be determined based on the grantee's implementation plan and reflected in the grant agreement.
- Up to 40 percent of the grant amount will be disbursed upon receipt of the final report no more than 120 calendar days after the end of the term of the grant and based upon the following:
 - 10% of the grant amount following receipt of a satisfactory final report
 - 10% of the grant amount pro-rated against the proposed number of participants enrolled, at least 25% of the proposed participants enrolled%*
 - 10% of the grant amount pro-rated against the proposed number of participants completing the program, so long as at least 25% of the proposed participants completed the program*
 - 10% of the grant amount pro-rated against the proposed number of program graduates placed in paid employment, internship, or apprenticeship within the industry (see Exhibit C) or trained occupation, within 90 calendar days of program completion, so long as at least 25% of the proposed participants were placed**

*Disbursements based on proposed project outcomes can be pro-rated, so long as the awardee documents it has met at least 25% of the proposed goal. For example, a

\$500,000 grant is awarded based on the following proposed program outcomes: 100 participants enrolled, 80 participants completing the training, and 70 program graduates being placed into employment, paid internship, or apprenticeship in the film/digital media industry within 90 calendar days of the program completion. The following illustrative payout scenarios can be calculated:

Illustrative scenario 1: If the awardee demonstrates they met all three proposed outcomes, the grantee's payout for each of those milestones would be \$50,000 (10% of \$500,000 for each milestone).

Illustrative scenario 2: If the awardee demonstrates they enrolled 100/100 participants, 75/80 completed the program, and 70/70 were placed, the grantees' s payout for each of those milestones would be \$50,000, \$46,875 (based on meeting 93.8% of the goal), and \$50,000 respectively.

Illustrative scenario 3: If the awardee demonstrates they enrolled 80/100 participants, 60/80 completed the program, and 17/70 were placed, the grantee's payout for each of those milestones would be \$40,000 (based on meeting 80% of the goal), \$37,500 (based on meeting 75% of the goal), and \$0 (based on meeting less than 25% of the goal), respectively.

Additional Specifications

- NJEDA will reserve a royalty-free, non-exclusive irrevocable license to reproduce, publish, or otherwise use any copyrightable materials developed utilizing funds awarded through this grant, inclusive of training curriculum materials and program reports.
- NJEDA will require quarterly expense reporting from grantees in a template approved by NJEDA, which is expected to include an expense cover sheet and supporting documentation, including receipts, invoices, and proofs of payment for all grant-related expenses. The grantee will be expected to adhere to Generally Accepted Accounting Principles (GAAP) and utilize grant funding for agreed upon allowable costs as defined within the grant budget. NJEDA, at its discretion, may conduct an audit and/or reject proposed costs incurred by the grantee that are determined to not be allowable under the project scope of work defined in the grant agreement. At the end of the grant agreement period, any underspent funds or disallowed costs will be returned by the grantee to NJEDA.
- NJEDA will require grantees to provide quarterly reporting on program data, including enrollment, completion, and job outcomes from the training, attendance, exam and credential results, recruitment plans, wraparound services, trainee evaluations, expenses, progress against milestones, challenges/successes, and demographics information.
- NJEDA will review and approve all branding for programs offered by grantees through the funding received from this grant, including program names, flyers, websites, use of logos, and communication materials.
- Awarded programs must include "NJ Film Works" as part of the program's branding, with logo and branding materials to be provided and/or approved by the NJEDA.
- Awarded applicants are required to engage with the NJ Department of Labor regarding registering any training program(s) that is funded through the grant with the NJ Department of Labor's Eligible Training Provider List (ETPL).

Additional details on proposal requirements, scoring criteria, and disbursement structure are outlined in the attached product specifications (Exhibit A).

Fees & Administrative Expenses

The state appropriation allows for NJEDA to retain an administration fee. As allowed by NJEDA's recently revised fee rules⁴, the New Jersey Film Works Grant Program will not charge an application fee as NJEDA will utilize a portion of the appropriated funds for NJEDA's in person costs.

Appeals

Entities whose applications are denied will have the right to appeal. Appeals must be filed within the timeframe set in the declination letter (which must be at least 10 business days). The Director of Legal Affairs will designate Hearing Officers who will review the applications, the appeals, and any other relevant documents or information. The Hearing Officer will recommend a final agency decision for the Board to adopt.

Recommendation

The Members are asked to approve (1) creation of the New Jersey Film Works Grant Program, a competitive program that will award grants to selected applicants that will aide in implementing innovative workforce training and skills programs focused on strengthening and diversifying New Jersey's film and digital media talent pipeline., (2) utilization of a total of \$3 million from the FY '23 State Appropriation for Film Industry Strategic Support Fund (Grants-In-Aid), and (3) waiving the application fee for the New Jersey Film Works Grant Program.

Tim Sullivan, CEO

Prepared by: Luke Brunskill, David Ramsay

Attachments

Exhibit A – Grant Program Specifications

Exhibit B – Eligible Occupations for Grant Program

Exhibit C – Targeted Industry Definition for Film & Digital Media

⁴ [N.J.A.C. 19:30-6.1A, General fee applicability.](#)

Exhibit A – Grant Program Specifications

NJ Film Works Grant Program Specifications	
Funding Source	A total of \$3 million will be available through this program, with minimum and maximum award amounts set at \$250,000 and \$750,000 respectively. All \$3 million will be sourced from the FY 2023 State Appropriation - Film Industry Strategic Support Fund for workforce training in the film and digital media industry.
Program Purpose	<p>The Grant Program will provide funding support to entities that provide New Jersey residents with access to workforce development training, internship, apprenticeship, and learning opportunities for careers in the targeted industry of film & digital media, with a particular focus on access for New Jersey’s Overburdened Communities.</p> <p>NJEDA is seeking proposals from entities to implement and deliver programs that will allow New Jerseyans to access workforce opportunities in the film and digital media industry and address identified labor market shortages by providing tangible skill development and/or job readiness training. Components of programs must include direct workforce training and job placement services, and where relevant, wrap around supports, including but not limited to, career services, mentorship, childcare, counseling, and transportation.</p> <p>Evaluation criteria will consider programs that can provide near-term job placement for trainees within the film and digital media industry or trained occupation, including training providers with a direct connection to an employment partner or job placement organization, training providers or employers that operate a train-to-hire program, entities partnering with relevant labor unions committed to placing trainees in a union apprenticeship program, and entities offering paid internships.</p>
Eligible Applicants	<p>Eligible applicants can include, but are not limited to:</p> <ul style="list-style-type: none"> • Non-profit organizations • Private workforce training organizations • Labor unions • Community-based organizations • Educational institutions • For-profit film and digital media companies or consortium/associations of private film and digital media companies <p>Applicants may collaborate with additional entities to implement the training program as needed. However, the NJEDA will only award and enter into a grant agreement with the applicant entity.</p> <p>Educational institutions that have an executed MOU for film or digital media workforce training with NJEDA at the time of application are not eligible for this grant program.</p>

	<p>The Authority will perform a review of applications after the closing of the application period. Applications will first be reviewed for application completeness to ensure that all necessary application information and documents are submitted and complete. Applicants will be given ten (10) business days to cure any deficiencies or provide answers to clarifying questions. If after the 10-day period, the applications are still incomplete, they will be notified the application will not advance to scoring and will be deemed nonresponsive.</p> <p>In addition to the eligibility parameters already stated above, the applicant must also be in substantial good standing with the New Jersey Department of Labor and Workforce Development (NJDOL) and NJ Department of Environmental Protection (DEP) to participate in the program. At the time of the execution of the grant agreement, as well as at the time of each disbursement of funds, a current tax clearance certificate will be required to demonstrate the awarded applicant is properly registered to do business in New Jersey and in good standing with the NJ Division of Taxation.</p>
<p>Eligible Use of Funds</p>	<p>Eligible uses of grant funding are costs associated with training NJ residents only including:</p> <ul style="list-style-type: none"> • Costs associated with planning (e.g., staff costs for program development, curriculum materials, etc.) • Soft launch (e.g., outreach costs, recruitment materials and related costs, etc.) • Implementation costs (e.g., instructor time, facility fees, participant stipends, equipment or materials, delivery of support services, etc.) • Administration and overhead costs <p>Proposed initiatives must provide workforce development training for at least one of the following occupations (but no more than three). The proposed training(s) should provide tangible skill development and/or job readiness training specific to the selected occupation(s). Please see Exhibit B for detailed job descriptions.</p> <p>Eligible Occupations:</p> <ul style="list-style-type: none"> • Assistant Camera • Assistant Editor • Audio and Video Technician • Audio Recordist • Camera Operator, Television, Video, and Film • Costume Designer • Digital Imaging Technician (DIT) • Film and TV Editor • Greens/Greensman • Hair Stylist • Makeup Artist • Production Accountant • Production Assistant • Props Craftsperson

	<ul style="list-style-type: none"> • Rigger/Grip/Set Grip • Scenic Painter • Set Carpenter • Set Construction • Set Design • Set Dresser • Set Electrician/Electrician • Set Painter • Sound Utility Technician • Special Effects Artists (Physical) • Visual Effects Artist • Wardrobe Assistant/Costume Attendant/Costumer <p>Training programs must either be in-person or hybrid (include both a virtual component and an in-person component). The program must describe a clear approach to make the training accessible for and targeted to New Jersey residents and linked to New Jersey employment opportunities in film and digital media careers.</p>
Fees & Administrative Costs	As allowed by NJEDA's recently revised fee rules ⁵ , no application fee will be charged as the Authority is using part of the appropriated funds for NJEDA's administrative costs.
Term of Grant Period	The term of the grant may not exceed two (2) years.
Grant Amounts	<p>\$3 million will be available through this grant. Grants will be subject to minimum and maximum amounts of \$250,000 and \$750,000 respectively.</p> <p>NJEDA will fully fund the top scoring proposals within the maximum program funding of \$3 million and within the funding sub-allocations as described above. If the next highest scoring applicant(s) has a budget request that would exceed the total maximum program funding available, NJEDA may request that the applicant(s) revise their budget and/or scope. The applicant(s) has the right to decline or accept the budget revision option.</p> <ul style="list-style-type: none"> ○ If this applicant(s) declines, NJEDA may make the same offer to the next highest scoring applicant(s). ○ This process may continue until a qualifying applicant(s)'s proposal either fits within the maximum of \$3 million available or the applicant(s) accepts the offer to revise its budget to fit within the maximum program funding available. ○ Any applicant(s) that accepts the offer to revise their budget will have the revised application evaluated by NJEDA to determine if the revision would lower their proposal's ranking to an extent that they are no longer the next highest ranked proposal or they no longer meet the minimum score. <p>No more than ten percent (10%) of the grant amount may be used for administration and overhead costs.</p>

⁵ [N.J.A.C. 19:30-6.1A, General fee applicability.](#)

	<p>Applicants must provide a detailed budget using the budget template included within the Grant Program application materials. The budget should demonstrate how the grant will be used to cover eligible costs related to the proposed program. All program collaborators that are receiving grant funding must be included in the application budget and identified for their role in the project.</p>
<p>Scoring Criteria</p>	<p>The minimum score requirement to be considered for an award is 80 points, with the highest score possibility being 100 points. Applications will be scored by an Evaluation Committee based on the following criteria:</p> <p>Highest Score Possibility: 80 points Minimum Score Requirement: 100 points</p> <p>In general, applicants will have the opportunity to receive the points outlined below based on the following criteria:</p> <p>Criteria 1 – Ability to meet the needs of New Jersey’s film and digital media industry as described in the grant specifications (Up to 35 points)</p> <ul style="list-style-type: none"> • Details a compelling, impactful, and scalable program concept that will fulfill a workforce-related need in the film and digital media industry and position New Jerseyans to enter a thriving career (Up to 15 points) • Clearly details strategies to provide near-term job placement for trainees, including direct connections to employment partners or job placement organizations, training providers or employers that operate a train-to-hire program, partnerships with relevant labor unions committed to placing trainees in a union apprenticeship program, and entities offering paid internships. Also details strategies to engage industry and build a network of employer partners who will be integrated into the program, including development of industry vetted curriculum and the selection of training candidates. (Up to 15 points) • Details a track record of related experiences operating workforce development programs resulting in successful outcomes (e.g., completers placed in quality employment and retained, increased wages), including experience recruiting, training, and/or providing services to a diverse group of participants and has a team with the qualifications and experience required to implement the program (Up to 5 points) <p>Criteria 2 – Ability to serve NJ’s Overburdened Communities (Up to 10 points)</p> <ul style="list-style-type: none"> • Identifies specific strategies to successfully recruit and serve residents of New Jersey’s overburdened communities (Up to 10 points). <p>Criteria 3 – Ability to provide wraparound supports and low- or no-cost training (Up to 15 points)</p> <ul style="list-style-type: none"> • Clearly details process to identify necessary wraparound supports for program participants and the methods by which the applicant will provide such wrap around supports, such as transportation,

	<p>social services, career readiness, childcare, housing assistance, etc. Identifies which supports will be provided (Up to 10 points)</p> <ul style="list-style-type: none"> • Details strategy to provide low- or no-cost training to participants (Up to 5 points) <p>Criteria 4 – Ability to implement proposed program for film and digital media occupations and prior experience implementing workforce development initiatives (Up to 30 points)</p> <ul style="list-style-type: none"> • Proposes achievable program outcomes including number of participants enrolled in the program, number of participants completing the program, and number of program graduates placed in employment, paid internship, or apprenticeship within the industry or trained occupation within 90 calendar days of program completion (Up to 15 points) • Utilizes instructors with current, real-world experience in the film and digital media industry to ensure relevant learning and facilitate job placement (Up to 5 points) • Provides an achievable implementation plan, with quarterly tasks identified in the spreadsheet template provided in the application guidance, and details strategies to mitigate anticipated challenges (Up to 5 points) • Describes an approach to conduct ongoing program evaluation and improvement (Up to 5 points) <p>Criteria 5 – Budget (Up to 10 points)</p> <ul style="list-style-type: none"> • Provides a realistic budget aligned with proposed program in spreadsheet format utilizing the template provided in the application guidance and plan for program sustainability beyond the grant term (Up to 10 points) <p>To maximize the total amount of funding allocated through this grant, NJEDA may request revisions to the proposed budgets or scopes of the next highest-scoring proposal(s) that, if awarded, would bring the allocation above the funding cap. These changes may result in some applicants not receiving the full amount of their requested grant award.</p>
Funding Disbursement	<p>The grant will be disbursed according to the following milestones:</p> <ul style="list-style-type: none"> • 30% of the grant will be disbursed upon execution of a grant agreement between NJEDA and the selected applicant • 30% of the grant will be disbursed upon the applicant’s submission of a mid-program report demonstrating progress against the implementation plan and associated materials, with exact timing and format to be determined based on the grantee’s implementation plan and reflected in the grant agreement • Up to 40% of the grant amount will be disbursed upon receipt of the final report no more than 120 calendar days after the end of the term of the grant and based upon the following: <ul style="list-style-type: none"> ○ 10% of the grant amount following receipt of the satisfactory final report

	<ul style="list-style-type: none"> ○ 10% of the grant amount pro-rated against the proposed number of participants enrolled, at least 25% of the proposed participants enrolled%* ○ 10% of the grant amount pro-rated against the proposed number of participants completing the program, so long as at least 25% of the proposed participants completed the program* ○ 10% of the grant amount pro-rated against the proposed number of program graduates placed in paid employment, internship, or apprenticeship within the industry or trained occupation, within 90 calendar days of program completion, so long as at least 25% of the proposed participants were placed* <p>*Disbursements based on proposed project outcomes can be pro-rated, so long as the awardee documents it has met at least 25% of the proposed goal. For example, a \$500,000 grant is awarded based on the following proposed program outcomes: 100 participants enrolled, 80 participants completing the training, and 70 program graduates being placed into employment, paid internship, or apprenticeship within 90 calendar days of the program completion. The following illustrative payout scenarios can be calculated:</p> <p>Illustrative scenario 1: If the awardee demonstrates they met all three proposed outcomes, the grantee’s payout for each of those milestones would be \$50,000 (10% of \$500,000 for each milestone).</p> <p>Illustrative scenario 2: If the awardee demonstrates they enrolled 100/100 participants, 75/80 completed the program, and 70/70 were placed, the grantees’ s payout for each of those milestones would be \$50,000 for the enrollment goal, \$46,875 (based on meeting 93.8% of the completion goal), and \$50,000 for the placement goal.</p> <p>Illustrative scenario 3: If the awardee demonstrates they enrolled 80/100 participants, 60/80 completed the program, and 17/70 were placed, the grantee’s payout for each of those milestones would be \$40,000 (based on meeting 80% of the enrollment goal), \$37,500 (based on meeting 75% of the completion goal), and \$0 (based on meeting less than 25% of the placement goal).</p>
Additional Specifications	<ul style="list-style-type: none"> ● NJEDA will reserve a royalty-free, non-exclusive irrevocable license to reproduce, publish, or otherwise use any copyrightable materials developed utilizing funds awarded through this grant, inclusive of training curriculum materials and program reports. ● NJEDA will require quarterly expense reporting from grantees in a template approved by NJEDA, which is expected to include an expense cover sheet and supporting documentation, including receipts, invoices, and proofs of payment for all grant-related expenses. The grantee will be expected to adhere to Generally Accepted Accounting Principles (GAAP) and utilize grant funding for agreed upon allowable costs as defined within the grant budget. ● NJEDA, at its discretion, may conduct an audit or disallowance action for any costs incurred by the grantee that are determined to not be allowable under the project scope of work defined in the grant agreement. At the end of the grant agreement period, any

	<p>underspent funds or disallowed costs will be returned by the grantee to NJEDA.</p> <ul style="list-style-type: none"> • NJEDA will require grantees to provide quarterly reporting on program data, including enrollment, completion, and job outcomes from the training, attendance, exam and credential results, recruitment plans, wraparound services, trainee evaluations, expenses, progress against milestones, challenges/successes, and demographics information. • NJEDA will review and approve all branding for programs offered by grantees through the funding received from this grant, including program names, flyers, websites, use of logos, and communication materials. • Awarded programs must include “NJ Film Works” as part of the program’s branding, with logo and branding materials to be provided and/or approved by the NJEDA. • Awarded applicants are required to engage with the NJ Department of Labor regarding registering any training program(s) that is funded through the grant with the NJ Department of Labor’s Eligible Training Provider List (ETPL).
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Exhibit B – Eligible Occupations for Grant Program

Eligible Occupations for Grant Program	
Occupation	Description⁶
Assistant Editor	Key responsibilities include organizing and managing all the video and audio assets, preparing and maintaining edit logs and shot lists, selecting the best takes, and creating rough cut sequences. Assists with technical issues and maintains the editing software and hardware, as well as exporting, encoding, and delivering the final sequences in various formats. Requires proficiency in editing software, organizational skills, and an understanding of storytelling.
Audio and Video Technician	Set up, maintain, and dismantle audio and video equipment, such as microphones, sound speakers, connecting wires and cables, sound and mixing boards, video cameras, video monitors and servers, and related electronic equipment in live or recorded settings. Requires understanding of, and experience with, AV equipment and software, communication skills, attention to detail, and adaptability.
Audio Recordist	Operate and manage the audio recording equipment on a set, including setting up microphones, operating sound recording devices to capture dialogue and ambient sounds effectively during production, conducting sound checks, and maintaining audio logs. Requires an understanding of, and experience with, audio equipment, including microphones, mixers, recorders, and cables.

⁶ Occupation descriptions have been sourced from the following: Media-Match.com, [Occupational Information Network \(O*NET\)](http://Occupational Information Network (O*NET)), Onassemble.com, and Saturation.io

Camera Operator, Television, Video, and Film	Operate television, video, or film camera to record images or scenes for television, video, or film productions. Requires an understanding of and experience with camera equipment and operation, knowledge of different shot compositions and camera movements, the ability to work well under pressure and in a fast-paced environment, and strong communication skills to collaborate effectively with the director, DP, and other crew members.
Costume Designer	Responsible for designing, creating, and coordinating the clothing and accessories worn during a production. Includes researching historical periods and styles, designing original costumes, managing budgets, and overseeing fittings and alterations. Requires a strong sense of visual aesthetics, creativity, knowledge of textiles and costume history, drawing and computer-aided design (CAD) skills, as well as sewing and pattern-making expertise.
Digital Imaging Technician (DIT)	Responsible for transferring footage from memory cards to a virtual or physical hard drive. Other duties include real-time color correction and facilitating data transfer between production and post-production. Essential skills include strong technical skills in digital camera systems, image processing software, and data management.
Film and TV Editor	Select, assemble, and curate raw footage into a coherent and cohesive narrative. Includes editing moving images on film, video, or other media, as well as working on sound design, visual effects, color correction, and other aspects of post-production. Requires attention to detail, strong sense of storytelling, technical skills and proficiency in editing software, and familiarity with sound design, color correction, and visual effects.
Greens/Greensman	Responsibilities include curating, nurturing, and positioning greenery and natural elements, such as plants and trees, that will be seen on camera. Requires knowledge of, and experience with, designing, installing, and maintaining natural elements.
Hair Stylist	Responsible for styling, cutting, coloring, and maintaining the talents' hair throughout productions, ensuring consistency and authenticity in each scene. Includes working with wigs, hairpieces, and hair extensions and may be required to use chemical solutions, and to administer hair and scalp treatments as necessary. Proficiency in hairstyling techniques, knowledge of period-specific hairstyles, attention to detail, creativity, communication skills, and the ability to collaborate with other department members are essential skills.
Makeup Artist	Responsible for the application of cosmetics and prosthetics to enhance the appearance of talent(s) on screen. Includes working with facial hair and overseeing makeup/appearance continuity on their talent(s). Proficiency in makeup application techniques, knowledge

	of various makeup products and tools, the ability to interpret a director's vision for a character's appearance, and strong attention to detail are essential skills.
Production Accountant	Responsible for managing finances and maintaining financial records during production, working closely with the producer and the production office. Other responsibilities include preparing schedules and budgets for productions and managing the day-to-day accounting and financial reporting against the budgets. Requires strong analytical and organizational skills, attention to detail, and proficiency in financial software and spreadsheets.
Production Assistant	Responsible for general support of a production. Tasks can include delivering scripts, setting up equipment, running errands, coordinating schedules, assisting with paperwork, and providing general support to the production team and/or various departments. Essential skills include communication, adaptability, multitasking, problem-solving, organization, attention to detail, and a willingness to learn and take on new tasks.
Props Craftsperson	Responsible for managing all the physical items that appear on screen, which are not wardrobe, set pieces, or scenery. Includes sourcing, creating, maintaining, and tracking all props needed for a production. Requires proficiency in researching and sourcing as well as hands-on skills in crafting and modifying props.
Rigger/Grip/Set Grip	Primary responsibility involves the rigging of equipment that supports cameras, including tripods, dollies, tracks, jibs, and cranes, as well as the setup of lighting equipment. Essential skills include an understanding of, and experience with, camera and lighting equipment, the ability to follow precise instructions, and a commitment to safety protocols in a physically demanding role.
Scenic Painter	Primary responsibility revolves around painting sets, props, backdrops, and detailing costumes to ensure visual continuity and authenticity. Proficiency in various painting techniques and knowledge of materials is essential, as is the ability to mix paint to achieve desired hues and finishes and understand how different lighting conditions affect color perception on camera.
Set Carpenter	Responsible for constructing and dismantling the structural elements of a set, working closely with other departments to modify set pieces as needed, and adhering to safety standards while operating a range of tools and machinery. Requires ability to read and interpret design plans, proficiency with hand and power tools, and an understanding of different materials and construction methods.
Set Construction	Responsible for building, painting, and dressing of sets according to the vision of the production designer and director. Work to transform concepts into tangible environments. Interpret blueprints and sketches, construct

	framework, and ensure that all built sets are safe and functional for cast and crew. They may also be involved in dismantling the sets post-production, often repurposing or recycling materials for future use. Proficiency in carpentry, metalwork, and painting is essential, as is familiarity with a wide range of tools and building materials.
Set Design	Responsible for the detailed preparation of design sketches and models and may also be tasked with managing inventories of props and materials. Assists in the design and execution of set constructions, performing research on design trends, and coordinating with other departments to ensure consistency in the visual storytelling. Requires strong artistic ability, proficiency in design software (such as AutoCAD or SketchUp), and an understanding of film production processes.
Set Dresser	Primary responsibility involves the meticulous arrangement and decoration of a film set, including placing furniture, hanging pictures, and adding smaller decor items to give a set a lived-in, realistic appearance that aligns with the storyline and character development. Requires a blend of creative and practical skills, organizational skills, and a keen eye for design and detail to ensure authenticity and coherence.
Set Electrician/Electrician	Responsible for setting up, maintaining, and operating all the electrical equipment used on set. Other responsibilities include collaborating with the Director of Photography and Gaffer to implement the lighting plan, laying cables, setting up generators and power distribution systems, rigging lights, and ensuring electrical safety on set; may also troubleshoot electrical issues, maintain equipment, and adjust lighting levels during filming as required. Technical expertise in electricity, wiring, and lighting equipment is essential, as well as a thorough understanding of safety protocols.
Set Painter	Primary responsibility revolves around painting sets, props, backdrops, and detailing costumes to ensure visual continuity and authenticity. Proficiency in various painting techniques and knowledge of materials is essential, as is the ability to mix paint to achieve desired hues and finishes and understand how different lighting conditions affect color perception on camera.
Sound Utility Technician	Supports the production sound mixer and boom operators by setting up and maintaining audio hardware, minimizing noise on set, and helping resolve any audio problems that might arise. Essential skills include knowledge of, and experience with, sound recording hardware, familiarity with the dialogue capture process, multitasking, and adaptability.
Special Effects Artists (Physical)	Responsible for designing, creating, and implementing physical special effects, including pyrotechnics, atmospheric effects like rain, wind, and fog, mechanical

	effects such as moving set pieces or rigged actions, and prosthetics for makeup. Requires an understanding of physics and mechanical engineering to devise safe and effective special effects solutions, artistic talent for creating visually convincing effects, and proficiency in using tools and special effects equipment.
Visual Effects Artist	Responsible for creating computer-generated imagery (CGI) and other visual effects that enhance or alter scenes in movies, television shows, video games, or commercials. Work closely with directors, animators, and production teams to integrate these effects seamlessly into the live-action footage, ensuring a cohesive and visually stunning result. Requires proficiency in software such as Adobe After Effects, Nuke, Maya, and Houdini, as well as an understanding of animation principles, compositing, lighting, and rendering techniques.
Wardrobe Assistant/Costume Attendant/Costumer	Manage and maintain the costumes used for a production, working closely with costume designers, actors, and other department heads to make sure the costume pieces are fitting correctly, kept in pristine condition, and ready for use. Key skills include a strong understanding of fabrics, sewing, and garment construction, as well as pattern making, tailoring, and embroidery.

Exhibit C – Targeted Industry Definition for Film & Digital Media

Film & Digital Media	Film and digital media industry include, but is not limited to, the production and management of media communications, processes and technologies for theatrical motion pictures, television and cable broadcast, streaming services, web-based platforms. Digital media may include spoken word production and media software including video games. Research and development activities that advance media production, management and technology are also included. Exclusions are productions intended for local broadcast and local performance venues, and companies and businesses that provide indirect sources of support to the production industry such as food services (including craft services and catering) and vehicle rentals used solely for transportation purposes.
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