

NJ Film Works Grant Program Specifications	
Funding Source	<p>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.</p>
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

	<ul style="list-style-type: none"> • 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 • 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 ¹ , 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</p>

¹ [N.J.A.C. 19:30-6.1A, General fee applicability.](#)

	<p>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> <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)**

Criteria 2 – Ability to serve NJ’s Overburdened Communities (Up to 10 points)

- Identifies specific strategies to successfully recruit and serve residents of New Jersey’s overburdened communities **(Up to 10 points)**.

Criteria 3 – Ability to provide wraparound supports and low- or no-cost training (Up to 15 points)

- 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, social services, career readiness, childcare, housing assistance, etc. Identifies which supports will be provided **(Up to 10 points)**
- Details strategy to provide low- or no-cost training to participants **(Up to 5 points)**

Criteria 4 – Ability to implement proposed program for film and digital media occupations and prior experience implementing workforce development initiatives (Up to 30 points)

- 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)**

	<ul style="list-style-type: none"> • 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>
<p>Funding Disbursement</p>	<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 ○ 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</p>

	<p>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>
<p>Additional Specifications</p>	<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 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

	<p>program names, flyers, websites, use of logos, and communication materials.</p> <ul style="list-style-type: none">• 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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