



New Jersey Film Works Grant Program

Informational Webinar

May 15, 2025

Website for NJ Film Works



: www.njeda.gov/new-jersey-film-works-grant-program/



Agenda for Today's Webinar

Topic

About the NJEDA and the Film & Digital Media Industry in NJ

Overview of the NJ Film Works Grant Program

Question and Answer

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ABOUT THE NJEDA

The New Jersey Economic Development Authority (NJEDA) grows the state's economy and increases equitable access to opportunity by supporting high-quality job creation, catalyzing investment, and fostering vibrant, inclusive community development.

Film & Digital Media is a key industry for the state and a strategic sector with potential for outsized growth

UNIFIED FILM PROGRAM



ABSORBED BY THE NJEDA IN SEPTEMBER 2023.



AN INDUSTRY LIAISON ENSURING PRODUCTIONS WORKING IN NEW JERSEY HAVE A PLEASANT EXPERIENCE.



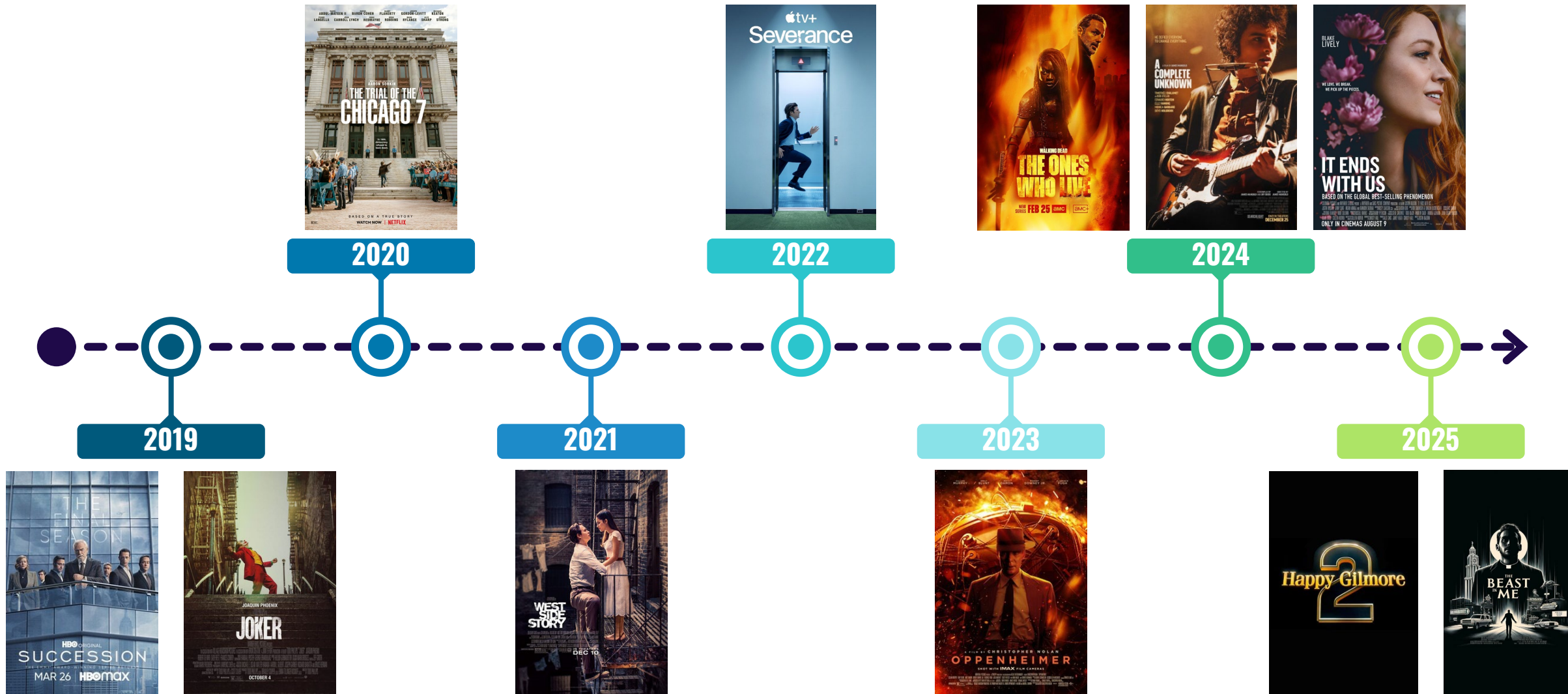
OFFERS GUIDANCE ON STATE LAWS AND REGULATIONS.



PROVIDES CRITICAL INFORMATION ON LOCATIONS AND IN-STATE VENDORS.

FILM MOMENTUM

To date, 45 projects have committed to filming in New Jersey in 2025. This puts the state on track to surpass the combined number of incentivized projects in both 2023 (32) and 2024 (35). These new projects strengthen an already robust list of projects that have filmed in New Jersey in the past 6 years.



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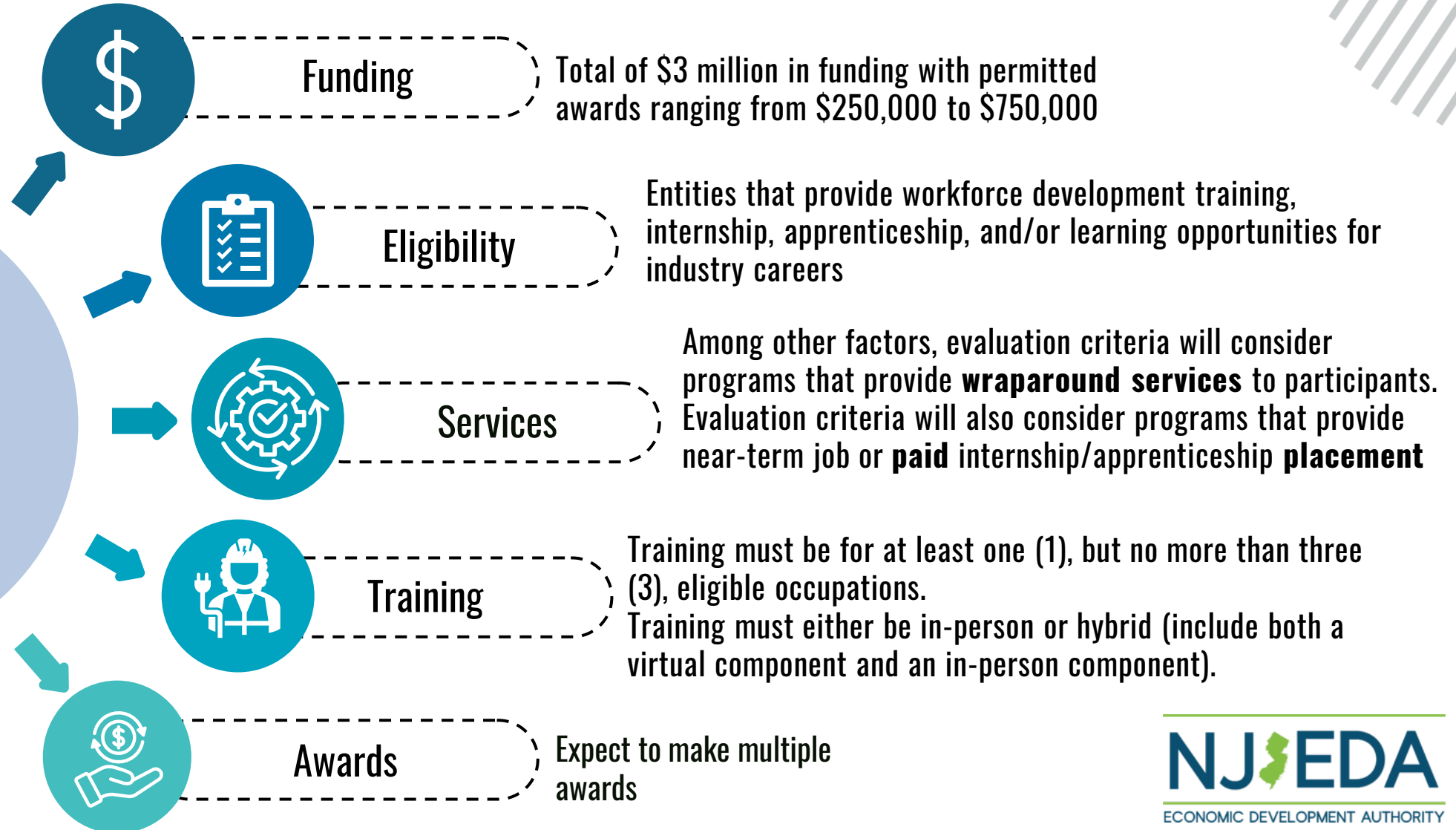
Overview of the NJ Film Works Grant Program

Question and Answer

NJ Film Works Grant Program

NJEDA approved a new competitive grant opportunity in March 2025 to implement workforce training programs that prepare New Jerseyans for jobs in film & digital media, with a focus on NJ's overburdened communities.

PROGRAM DESIGN



Eligible Applicants

Open to entities that can implement workforce and skills training programs, including but not limited to:

Community-Based Organizations

Labor Unions

Consortiums of film/digital media companies

Private workforce training organizations

Educational Institutions

Non-Profit Organizations

For-profit film/digital media companies



Note: Applicants must be registered to do business in NJ to be eligible

Scope of Work



- Implement a **NJ-based program** that will allow residents to access workforce opportunities in the film & digital media industry by providing **workforce development, training, and tangible skill development**
- Engage with industry and other stakeholders to design and implement a program that prepares and/or connects participants **with job opportunities in the industry in high-growth and in-demand occupations**
- Develop and/or utilize outreach and recruitment practices, program design approaches, and **wraparound supports** as needed to support a **diverse and inclusive** pool of training participants to successfully complete the program
- Execute the project efficiently and **on schedule**, achieving well-defined milestones and carrying out tasks to complete the proposed initiative

Scope of Work, continued



- 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 in industry careers
- **Collect, track, and report programmatic data**, including trainee demographics, trainee surveys, instructor evaluations, training enrollments and completions, and job placement and retention information

Focus on Supporting Overburdened Communities

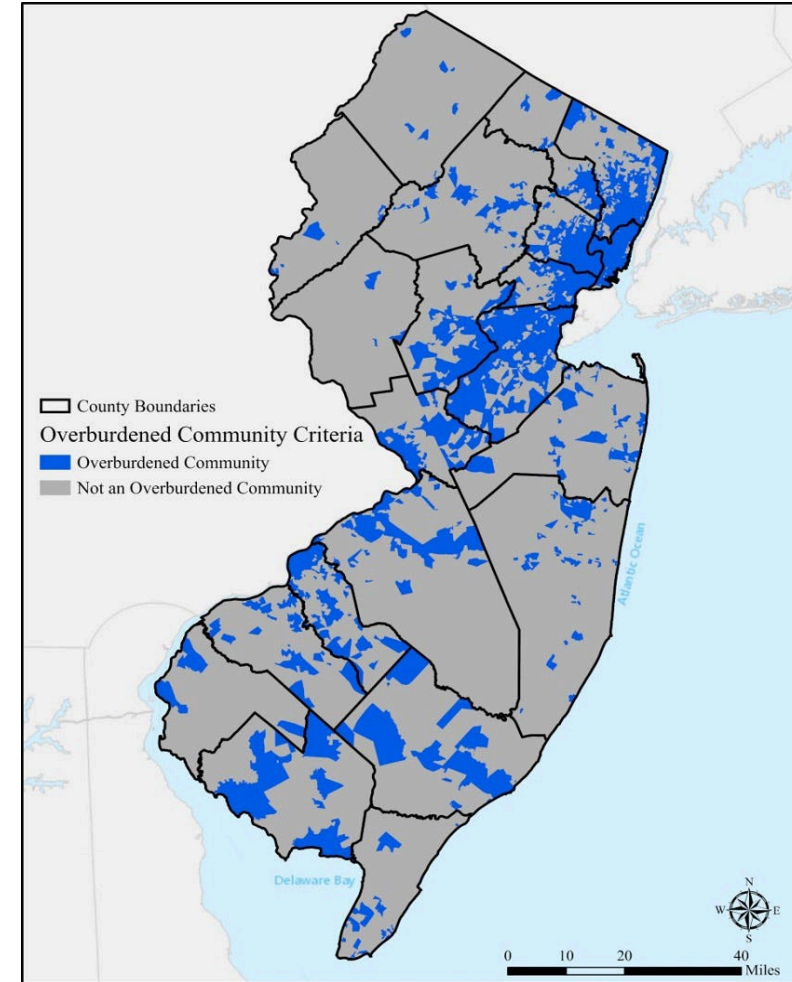
Overburdened Communities (OBCs) by law are census block groups with:

- 1 At least 35 percent **low-income** households; *or*
- 2 At least 40 percent of the residents identify as **minority** or as members of a State recognized **tribal community**; *or*
- 3 At least 40 percent of households have **limited English proficiency**

(NJDEP, 2023; 5 Year American Community Survey - 2017 to 2021)



Prioritize OBCs into program design with criteria and application scoring rubrics



Overburdened communities in New Jersey

Eligible Programs

- Primary training location must be in New Jersey (NJ-based program)
- Training must either be in-person or hybrid (include both a virtual component and an in-person component)
- Applicants may collaborate with additional entities to implement the program
- Applicants will be required to conduct workforce development training, internship, apprenticeship, and learning opportunities in at least 1, but no more than 3, eligible occupation(s)

Eligible Film & Digital Media Occupations

Programs must conduct training in at least one (but no more than three) of the eligible occupations:

- 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
- 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

Award Amount and Eligible Costs

Individual awards can range from a minimum of \$250,000 to a maximum of \$750,000 to support:

- Planning (e.g., staff costs for program development, curriculum)
- Implementation costs (e.g., instructor time, facility fees, participant equipment or materials, delivery of wraparound services)
- Soft launch (e.g., outreach and recruitment materials and related costs)
- Administration and overhead costs (10% cap)

Application

Application Link can be found on the NJ Film Works webpage – click “Apply Here”

Applications must be submitted by 5pm on July 11th

Required documents found in the application include:

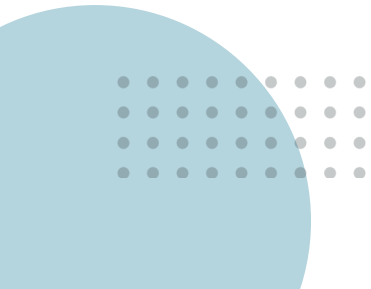
- ☒ Answers to Program Questions, including written responses to narrative questions about the proposed program
- ☒ Certificate of Alternate Name (if applicable)
- ☒ Primary applicant’s organizational formation documents (required)
- ☒ Religious Affiliation (if applicable)
- ☒ Program Budget using NJEDA’s template (required)
- ☒ Visualization of proposed program’s implementation plan in a table, Gantt chart, graphic, or other format (required)
- ☒ Legal Questionnaire (required)
- ☒ Certificate of Non-Involvement in Prohibited Activities in Russia or Belarus (required)
- ☒ Certification of Application (required)



Application, Budget Template Example

**PLEASE SEE EXAMPLES IN RED TYPE AND DELETE BEFORE SUBMITTING YOUR BUDGET*

Personnel Salaries/Wages (excluding Instructor Salaries/Wages)								
Organization Name	Name	Job Title	Responsibilities	Full-time or Part-time	Annual Salary	Fringe Amount	% Charged to Budget	Total Budgeted Cost
<i>Applicant Name</i>	<i>John Smith</i>	<i>Executive Director</i>	<i>Year 1 - Overall project management</i>	<i>Full time</i>	<i>\$80,000</i>	<i>\$5,000</i>	<i>25%</i>	<i>\$21,250</i>
<i>Applicant Name</i>	<i>John Smith</i>	<i>Executive Director</i>	<i>Year 2 - Overall project management</i>	<i>Full time</i>	<i>\$80,000</i>	<i>\$5,000</i>	<i>100%</i>	<i>\$85,000</i>
<i>Applicant Name</i>	<i>Jane Smythe</i>	<i>Finance Officer</i>	<i>Year 1 - Oversee project financials</i>	<i>Part time</i>	<i>\$35,000</i>	<i>\$2,000</i>	<i>15%</i>	<i>\$5,550</i>
<i>Applicant Name</i>	<i>Jane Smythe</i>	<i>Finance Officer</i>	<i>Year 2 - Oversee project financials</i>	<i>Part time</i>	<i>\$35,000</i>	<i>\$2,000</i>	<i>20%</i>	<i>\$7,400</i>
<i>Collaborator 1 Name</i>	<i>Reggie Thomas</i>	<i>Career Specialist</i>	<i>Year 2 - Facilitate job placement</i>	<i>Part time</i>	<i>\$35,000</i>	<i>\$2,000</i>	<i>100%</i>	<i>\$37,000</i>
<i>Collaborator 2 Name</i>	<i>Regina Thompson</i>	<i>Tech Specialist</i>	<i>Year 1 - Subject Matter Expert</i>	<i>Part time</i>	<i>\$35,000</i>	<i>\$2,000</i>	<i>100%</i>	<i>\$37,000</i>
								<i>\$0</i>
								<i>\$0</i>
								<i>\$0</i>
							Total Personnel Costs:	\$193,200



Application, Budget Template Example, continued

Instructor Salaries/Wages							
Organization Name		Description	Number of Units	Unit Cost	Total Cost	% Charged to Budget	Total Budgeted Cost
Collaborator 1 Name		Four Camera Operation instructors (one for each cohort)	4	\$3,000	\$12,000	100%	\$12,000
					\$0		\$0
					\$0		\$0
					Total Instructor Fees:		\$12,000

Equipment and Materials							
Organization Name		Description	Number of Units	Unit Cost	Total Cost	% Charged to Budget	Total Budgeted Cost
Applicant Name		Twenty Headsets for on-set training	20	\$100	\$2,000	100%	\$2,000
					\$0		\$0
					Total Equipment & Materials Costs:		\$2,000

Outreach and Recruitment Costs (excluding Personnel)							
Organization Name		Description	Number of Units	Unit Cost	Total Cost	% Charged to Budget	Total Budgeted Cost
Applicant Name		Twenty Posters	20	\$2	\$40	100%	\$40
					\$0		\$0
					\$0		\$0
					Total Outreach & Equipment Costs:		\$40

Facility Fees							
Organization Name		Description	Number of Units	Unit Cost	Total Cost	% Charged to Budget	Total Budgeted Cost
Applicant Name		One week rental of studio space (5 weeks)	5	\$1,000	\$5,000	100%	\$5,000
					\$0		\$0
					Total Facility Costs:		\$5,000

Evaluation Criteria



Proposals will be scored on five criteria:

- Ability to meet the needs of NJ's film & digital media industry **(35 points)**
- Ability to serve NJ's Overburdened Communities **(15 points)**
- Ability to provide wraparound supports and low-or-no cost training **(15 points)**
- Ability to implement proposed program for industry occupations and prior experience implementing workforce development initiatives **(30 points)**
- Realistic budget aligned with proposed program **(30 points)**

Highest possible score is **100 points**

Minimum score required to be considered for an award is **80 points**

Evaluation Criteria, Continued



Ability to meet the needs of the film & digital media industry (up to 35 points)

- 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)
- Strategy to provide near-term job placement, 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. (up to 15 points)
- Track record of related experiences operating successful workforce development programs for diverse participants, and possessing a qualified and experienced team (up to 5 points)

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).

Evaluation Criteria, Continued



Ability to provide wraparound supports and low or no cost training (up to 15 points)

- Clearly defines wraparound supports that will be needed and an approach to provide these services (up to 10 points)
- Outlines an approach to provide low or no cost training to participants (up to 5 points)

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 of number of participants enrolled, number of participants completing, and number of 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 industry experience (up to 5 points)
- Provides a realistic implementation plan, including strategies to mitigate challenges (up to 5 points)
- Describes an approach to conduct ongoing program evaluation and improvement (5 points)

Budget (10 points)

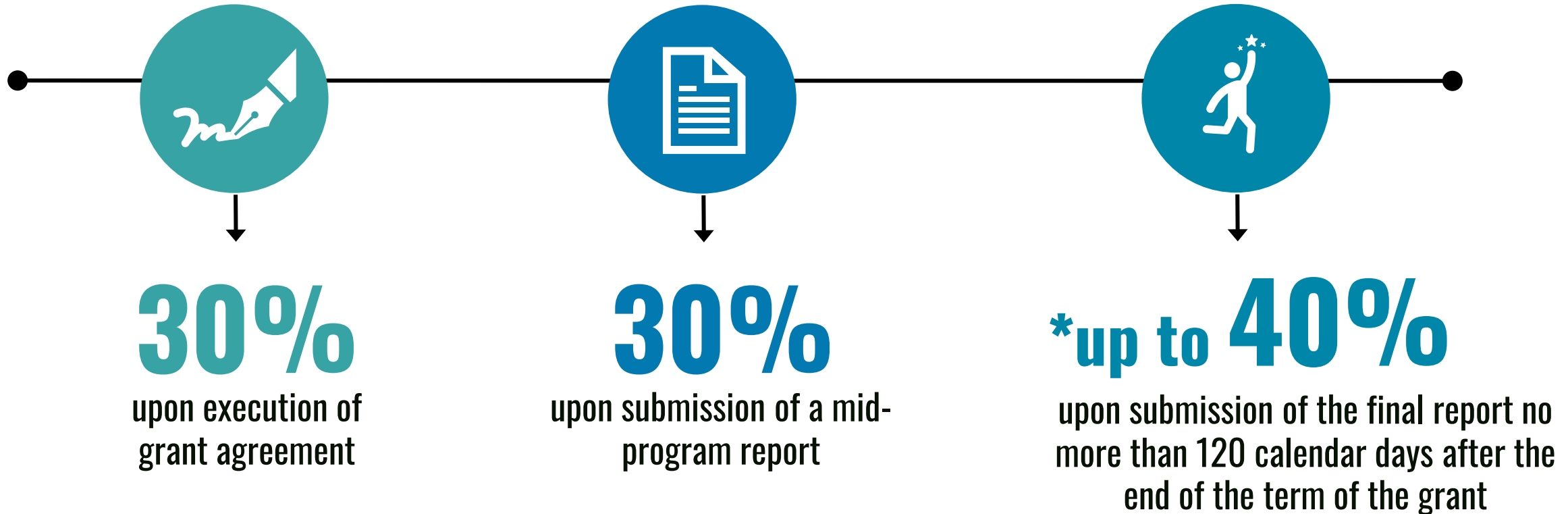
- Realistic budget aligned with program and plan for sustainability after grant term (up to 10 points)

Awarded Applicants

- Following the evaluation of all eligible applications, the highest scoring applications will be recommended for award to the NJEDA Board within the available program funding
- Grant agreements will have a term of 2 (two) years
- At the time of the execution of a 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
- Awarded applicants will be required to engage with the NJ Department of Labor (DOL) regarding programs funded through the grant with the DOL's [Eligible Training Provider List \(ETPL\)](#)

Grant Disbursement

Grant will be disbursed in three phases:



Grant Disbursement, continued

***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:**

- 10% following receipt of the satisfactory final report
- 10% pro-rated against the **proposed number of participants enrolled**, so long as at least 25% of the proposed participants are enrolled
- 10% pro-rated against the **proposed number of participants completing the program**, so long as at least 25% of participants complete the program
- 10% pro-rated against the **proposed number of completers 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 are placed

Example of Pro-rated Disbursement

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 industry or trained occupation within 90 days of the program completion:

Scenario	Enrollment Disbursement (10% of Grant)	Completion Disbursement (10% of Grant)	Placement Disbursement (10% of Grant)
Scenario 1	\$50,000 100/100 enrolled	\$50,000 80/80 completed	\$50,000 70/70 placed
Scenario 2	\$50,000 100/100 enrolled	\$46,875 (based on meeting ~94% of goal) 75/80 completed	\$50,000 70/70 placed
Scenario 3	\$40,000 (based on meeting 80% of goal) 80/100 enrolled	\$37,500 (based on meeting 75% of goal) 60/80 completed	\$0 (based on less than 25%) 17/70 placed

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Questions and Answers



- Written questions can be sent **via email only** to njfilmworks@njeda.gov
- **Subject line:** [applicant name] Questions—NJ Film Works Grant Program
- The final due date for questions is **June 12th**, at 5pm
- EDA will post answers on the NJ Film Works website **through June 26th**
- Final application due date is **July 11th**, at 5pm

Timeline

May 5

Notice of Funding Availability
(NOFA) posted on NJEDA website



May 15

Webinar at 2 PM EDT



June 26

Q&A posted on website



May 12

Application launched at
10 AM EDT



June 12

Final question submissions
close at 5 PM EDT



July 11

Application closed at 5 PM EDT



Thank you!

njfilmworks@njeda.gov

www.njeda.gov/new-jersey-film-works-grant-program/

