



NJEDA Film Tax and Digital Media Tax Credit Program

Promote NJ Bonus

Plan Outlining Specific Goals to Promote or Invest in New Jersey

Applicant Name: _____

Title of Film/Television Production or Digital Media Fiscal Year: _____

Introduction

Statute allows for a bonus tax credit of four percent of the qualified film/digital media production expenses for projects that are accompanied by a plan outlining specific goals to promote or invest in New Jersey. The plan must include at least four of the eight criteria outlined in the statute. Applicants that are interested in applying for this bonus should fill out this form in its entirety and provide information where required.

Additional Information / Questions ?

For applicants that wish to pursue this bonus, this form is the Promote NJ plan that the Authority has established to be used by the applicant to outline its goals. The Authority will not accept or review a Promote NJ plan submission that does not include this completed form. Questions regarding this form should be sent to filmtaxcredit@njeda.com

Please be advised that the Authority will review the information provided on this Promote NJ plan and, if deemed satisfactory, may approve this Promote NJ plan. However, a film/ digital production will need to evidence to the Authority, through the tax credit verification process following completion of the production, that at least 4 of the goals outlined in this plan were met.

It's highly recommended that applicants who are pursuing this bonus keep detailed records of efforts that were made in pursuit of the goals outlined within this plan.

Promote NJ Criteria

Check the boxes of at least 4 criteria listed on the following page.

1. The creation of a video at least three minutes in length of publicly accessible locations in New Jersey used for the film, with commentary on how and why each location was chosen, published on the Internet website promoting the film or in another form and manner approved by the authority. To receive credit for this promotional criterion, a taxpayer shall provide a list of locations in New Jersey used for the film and relevant footage for use by the authority for promotional purposes.
2. The creation of five public social media posts including commentary on positive experiences at publicly accessible New Jersey locations or positive experiences filming in the State. The social media posts shall originate from an official account of the taxpayer, the film, a leading actor or actress in the film, or as otherwise permitted by the authority. To receive credit for this promotional criterion, the taxpayer shall provide the Internet website on which the post is publicly visible for use by the authority for promotional purposes.
3. The placement of a New Jersey promotional logo provided by the authority for a two-second exposure, not displayed over content or on a shared card, and displayed before the below-the-line crew crawl and after contractual credit placement obligations.
4. The film is set, at least in part, in New Jersey, and the State is referenced in the film.
5. Support for a workforce development program established by the taxpayer with a college, including a community college, an apprentice program, or a university in this State, which program includes direct training or employment opportunities on the film for residents of this State.
6. A film industry recruiting program established by the taxpayer providing paid internships or entry-level employment opportunities in film crew positions for State residents of an economically disadvantaged area in the State, a distressed municipality as that term is defined in section 55 of P.L.2020, c.156 (C.34:1B-323), or land owned by the federal government on or before December 31, 2005.
7. The taxpayer engages at least five vendors authorized to do business in New Jersey that employ at least one full-time employee at a physical location in an economically disadvantaged area in the State, a distressed municipality as that term is defined in section 55 of P.L.2020, c.156 (C.34:1B-323), or on land owned by the federal government on or before December 31, 2005.
8. Any alternative criteria as the authority shall provide pursuant to rules and regulations adopted by the authority



What information can be evidenced to the Authority to prove that at least 4 of the goals outlined in this plan were met?

Please include additional information, as needed. Any documentation uploaded here should also be uploaded to the application with this PDF

Authorized Representative Name:

Authorized Representative Title:

Date:

Authorized Representative Signature: