



WELCOME TO NEW JERSEY

THE FUTURE OF FILM IS HERE.

choose.
new jersey



Princeton



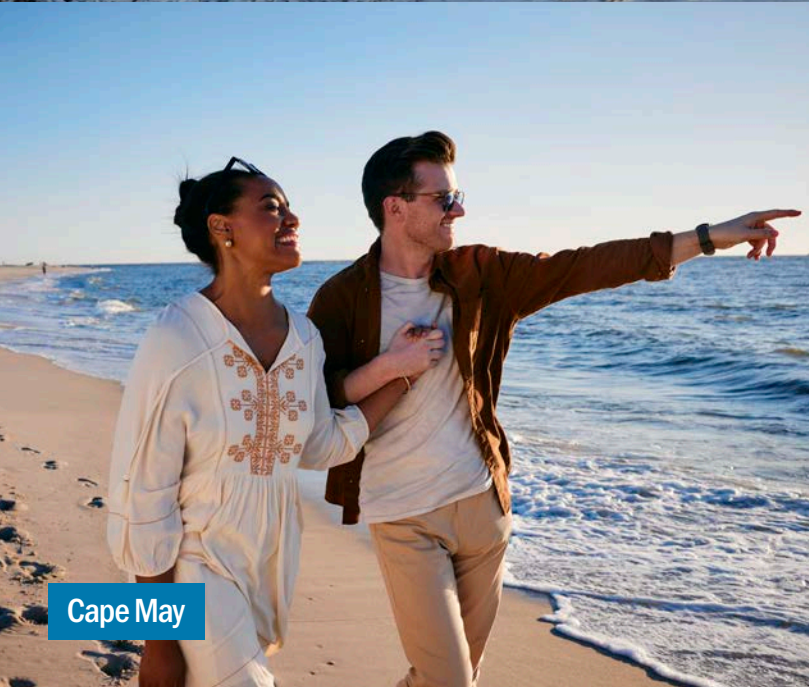
Ocean Grove



Clinton



Lambertville



Cape May



Jersey City

FILM THRIVES IN NEW JERSEY

Under Governor Phil Murphy's economic plan, New Jersey has reinvigorated its film industry. The State offers one of the nation's most attractive incentive programs for filmmakers, featuring an up to 35% tax credit and a 2% or 4% diversity bonus. Lionsgate and Netflix have both recently announced large studio production facilities coming to the State and will soon join the 30 studios already in New Jersey.

Our communities are film-ready. Here, you will find a pro-film environment with cooperative counties and municipalities, an extensive transportation system, and a breathtaking variety of locations and landscapes. The New York-New Jersey metro area has the highest concentration of creative and technical professionals outside of California, including a strong network of support services and vendors. Additionally, the New Jersey Motion Picture and Television Commission offers a full range of services to assist in getting your project through to completion.

Shoot your next production in New Jersey and take advantage of New Jersey's financial incentives, top talent, and beautiful geography.



West Side Story (2021) in Paterson



The Walking Dead: The Ones Who Live

(2024) in Bayonne

READY... AND ACTION!

New Jersey inspires innovators and storytellers. We're home to Oscar and Emmy Award winners spanning motion picture history, from beloved classics to contemporary box office hits to streaming sensations.

Welcome to a cinematographer's dream. Our state's diverse landscapes and settings serve as a backdrop to your film and lend rich texture, historical context, mood, and style to any production. Sandy beaches, wetlands, green mountains, cityscapes — our state has them all. *The Sopranos*, *Law & Order: Special Victims Unit*, *Oz*, *Friday the 13th*, *Malcolm X*, *A Beautiful Mind*, *Transformers: Revenge of the Fallen*, *West Side Story*, *The Trial of the Chicago 7*, *Mean Girls* (2024), and *Joker* were all filmed here. M. Night Shyamalan's *Knock at The Cabin*, Peacock's *The Best Man: Final Chapters*, Ben Stiller's Apple TV+ series *Severance*, Christopher Nolan's Oscar-winning film *Oppenheimer*, and the Bob Dylan biopic starring Timothée Chalamet *A Complete Unknown* recently filmed in New Jersey.

Discover why New Jersey is a world-class location for film and television production.



The Best Man: Final Chapters (2022)

at Palisades Stages in Kearny

Mean Girls (2024) in Woodbridge

THE SPOTLIGHT IS ON NEW JERSEY

New Jersey is a force within the television and film industry. The State recently expanded its film and digital media tax credit incentives and increased its investment in long-term studio facilities.

Since 2021, New Jersey's film industry shattered all previous records. Film and television production in New Jersey poured more than \$1.7 billion into the State's economy. New Jersey hosted over 1,790 productions, including 223 feature films, 42 miniseries, and 304 television series. These productions created more than 20,000 jobs.

This is only the beginning – the State's film and television industry is continuing to grow. Lionsgate Newark Studio, a 350,000 sq. ft. facility and the State's first-ever "purpose-built" TV and film production facility, is set to open in early 2025. Netflix recently announced a \$1 billion investment and plans to build a 300-acre studio in Fort Monmouth – which will be one of the largest film production studios in the world. These two new studios will soon join the other production studios located throughout the State. Whether your needs are large or small, we are confident you will find the right facility in New Jersey.

HERE'S WHY YOU SHOULD FILM IN NEW JERSEY

- ✓ **LOCATION WITH CHARACTER**

New Jersey is one of the most topographically diverse states in the nation. From the iconic Jersey Shore to bucolic farms, the Kittatinny Mountains, and the New York City skyline, we have landscapes that are urban, rural, and everything in between. New Jersey is one of the only states that can replicate nearly any other region in the country.
- ✓ **UNPARALLELED ACCESSIBILITY**

New Jersey is one of the most connected states in the Northeast, meaning cast and crew can travel with ease. Newark Liberty International Airport, John F. Kennedy International Airport, and LaGuardia Airport make up the #1 busiest airport system in the United States. The nearby Philadelphia International Airport offers even more flights, making travel convenient. New Jersey also has an extensive mass transit system, including NJ Transit, which offers quick regional rail access to New York and Philadelphia, and Amtrak.
- ✓ **TOP INDUSTRY TALENT**

The New York-New Jersey metro area is home to the largest concentration of film and television professionals outside of Los Angeles. Screenwriters, set designers, caterers — it takes a village to create a full-scale production. New Jersey's vast network of vendors and support services ensures that your production needs can be fully met. New Jersey's motion picture industry employed over 20,000 people since 2021, and that number is expected to grow with the emergence of new studios.
- ✓ **VALUES THAT MATTER**

In New Jersey, we don't just talk about fundamental values like opportunity, prosperity, and liberty. We live them. New Jersey is among the most diverse states in the nation, according to the 2020 U.S. Census. We're home to one of the most diverse U.S. universities (Rutgers University) and the most diverse city in the nation, Jersey City.
- ✓ **RED CARPET TREATMENT**

The New Jersey Motion Picture and Television Commission offers a full range of concierge services, including tax credit support, assistance in scouting and securing film locations, and guidance on the various laws and regulations required to film on location. The Commission maintains an extensive library of location photos depicting sites throughout the State and an online Production Services Directory listing for each county.



Lionsgate

FULL-SCALE FACILITIES

New Jersey is home to 30 professional-grade production studios, and that number is expanding.

Palisades Stages, the first major soundstage built in the State, opened in Kearny in 2021. Built to accommodate productions of all sizes, it offers 23,000 sq. ft. of studio space, 27 ft. high ceilings, an industry-standard lighting grid, green rooms, and loading bays. Its close proximity to New York City and other popular locations such as Newark and Jersey City is another tremendous asset.

Cinelease Caven Point in Jersey City, currently the largest studio complex in the State, offers three spacious soundstages ranging in size from 19,000 to 25,000 sq. ft., 40 ft. to the grid. Ample power and office and flex spaces are available on site.

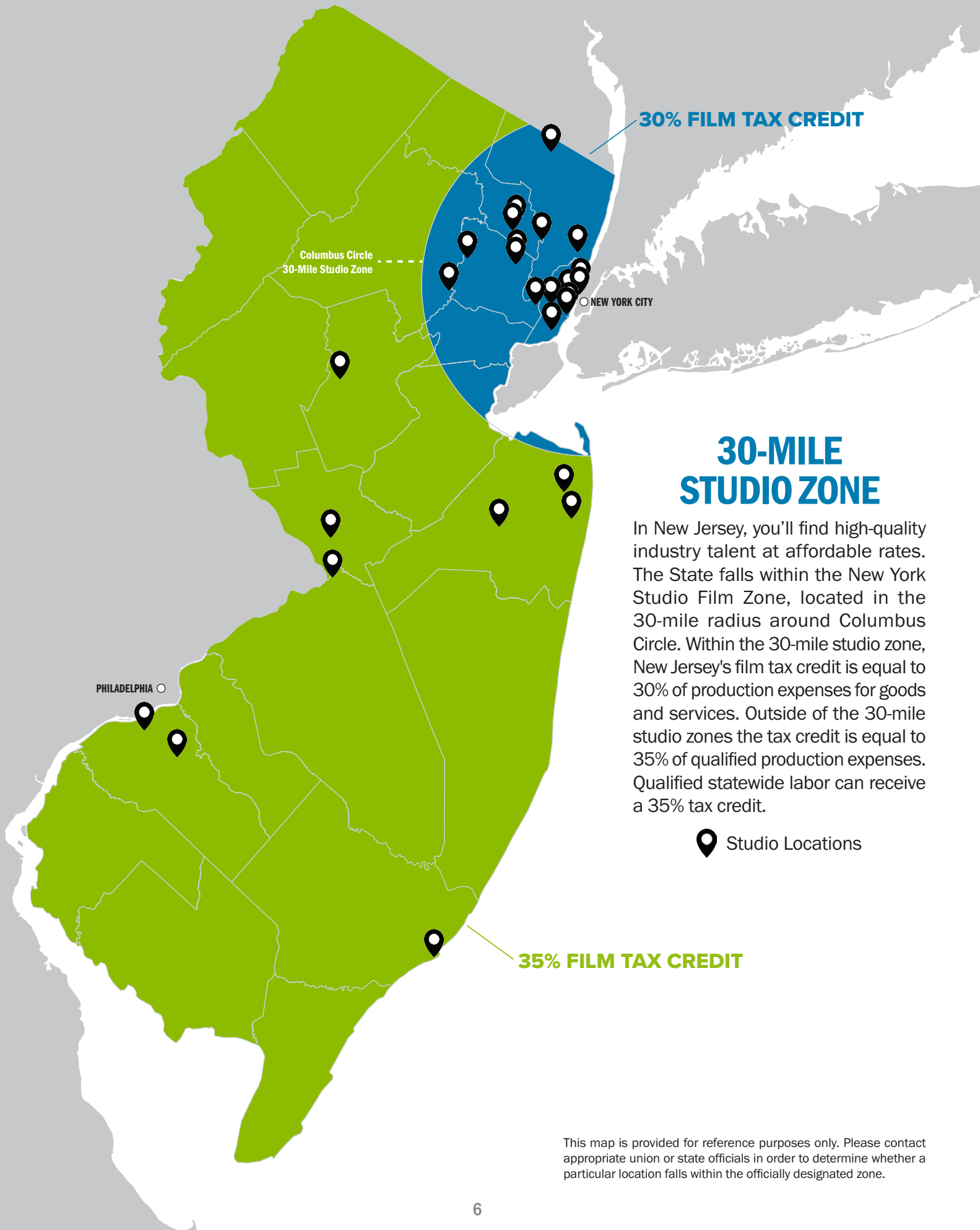
10 Basin Studios in Kearny opened in 2022 and features a massive 36,000 sq. ft. stage, 27 ft. to the grid, fully soundproofed and equipped with 2400 amps with 3-phase dedicated stage power, and 10,000 sq. ft. of office space.



Cinelease Caven Point



Netflix



30% FILM TAX CREDIT

Columbus Circle
30-Mile Studio Zone

NEW YORK CITY

PHILADELPHIA

30-MILE STUDIO ZONE

In New Jersey, you'll find high-quality industry talent at affordable rates. The State falls within the New York Studio Film Zone, located in the 30-mile radius around Columbus Circle. Within the 30-mile studio zone, New Jersey's film tax credit is equal to 30% of production expenses for goods and services. Outside of the 30-mile studio zones the tax credit is equal to 35% of qualified production expenses. Qualified statewide labor can receive a 35% tax credit.

 Studio Locations

35% FILM TAX CREDIT

This map is provided for reference purposes only. Please contact appropriate union or state officials in order to determine whether a particular location falls within the officially designated zone.

SUPPORTING YOUR PRODUCTION

FILM TAX CREDIT

New Jersey's robust Film and Digital Media Tax Credit program allows filmmakers to maximize the dollars spent on production while staying within budget. The New Jersey Economic Development Authority (NJEDA) awards tax credits up to 35% of qualified film production expenses.

Eligibility

Feature films, TV series, or shows of 22 minutes or more in length intended for a national audience must meet one of the following:

- 60% of the total production expenses incurred (excluding post-production) are services and goods purchased through authorized New Jersey vendors.

OR

- Qualified production expenses incurred in New Jersey exceed \$1 million.*

Requirements

- End credits include "Filmed in New Jersey" logo.
- Principal photography must start within 180 days of submitting an application. If a project has already started shooting or is complete, it can still qualify.

DIVERSITY BONUS

To create a more inclusive workforce, New Jersey offers an additional tax credit of 2% or 4% for productions that meet certain criteria. The Diversity Bonus aims to increase diversity onscreen (the actors involved, the content of stories) and behind the cameras (the composition of the crews, the diversity of companies involved in production).

Applicants must submit a diversity plan to NJEDA for approval, which should include:

- Intent to prioritize actively recruiting and hiring African Americans, Hispanics, Asian Americans, Native Americans, and women in all areas of production of the film, specifically production crew and staff, entry-level positions, management positions, and talent-related positions.
- A hiring goal of no less than 25% of total film production employees to be women and minority persons.
- Indicating whether and, if so, how the applicant intends to participate in training, education, and recruitment programs that are organized in cooperation with New Jersey state colleges and universities, labor organizations, and the motion picture industry. Such cooperation is encouraged but not required.
- Description of efforts to ensure equal employment opportunities in recruitment, selection, appointment, promotion, and training. There are additional local hiring requirements to obtain the total 4% bonus for prioritizing hiring New Jersey residents as on-screen talent.

Diversity plans are reviewed and approved by the NJEDA and New Jersey Office of Diversity and Inclusion.

*Reality shows, which are otherwise ineligible for the Film Tax Credit, may be eligible if the production company creating the reality show owns, leases, or otherwise occupies a production facility of at least 20,000 sq. ft. in an Urban Enterprise Zone for at least two years and makes a capital investment of at least \$3 million in that facility.



STUDIO FACILITY INCENTIVES

STUDIO PARTNERS AND FILM-LEASE PARTNERS DESIGNATION

To encourage the development of large, long-term studio facilities, two additional and separate allocation designations were created by the Economic Recovery Act of 2020.

Studio Partners

Eligible Studio Partner designation applicants must be a production company with site control of a production facility that is at least 250,000 sq. ft. for at least 10 years. Prior to approval, the production site needs to have at least preliminary site plan approval, an executed redevelopment agreement, or an adopted redevelopment plan that contemplates the construction of the production facility and, following designation approval, can provide a temporary or permanent certificate of occupancy for the facility within 36 months. Only three Studio Partner designations are available, which will be awarded on a first-come, first-served basis.

The Studio Partner designation allows a production company to capture additional above-the-line salaries and wages as part of its tax credit award calculation to increase its award percentage. Studio Partners first apply to the Authority to be designated and then submit applications for each film project made in New Jersey thereafter.

Film-Lease Partner Facility

Applicants must be production companies that have at least a Letter of Intent or other site control documentation for a production facility of at least 50,000 sq. ft. for at least five years. Additionally, the applicant shall commit to spending, on an annual average basis, \$50 million in qualified film production expenses over the applicant's commitment period.

Studio Partners and Film-Lease Partners first apply to the NJEDA to be designated and then submit applications for each film project produced in New Jersey thereafter. There are no restrictions on the number of production companies that can receive the Film-Lease Partner designation.

The tax credit award percentage for Studio and Film-Lease Partners is identical to that of the legacy program for film productions. However, Studio and Film-Lease Partners benefit from a separate approval queue and separate annual allocation of \$100 million for each designation category.

Film-Lease Production Companies

The Film-Lease Partner Facility Designation allows future tenants of a designated Film-Lease Partner Facility to receive increased tax credit awards for using the facility for film projects. Tax credit award increases apply if the facility's tenant qualifies as a "Film-Lease production company." To qualify, the production company must occupy space at a designated Film-Lease Partner facility and film at least 50% of shoot days in New Jersey. At least 50% of the New Jersey shoot days must be filmed at the designated facility.

Qualified applications are allowed an increased base tax credit of 40% and can qualify for excess above-the-line wage and salary payments, which are normally capped at \$500,000 per person. Studio Partner and Film-Lease production company projects have access to a separate allocation of \$150 million annually and benefit from a separate project queue.



THE BEST STORIES ARE TOLD HERE

The motion picture industry is alive and thriving in New Jersey more than a century later. In the wake of recent financial incentives, studios, networks, and independent productions are flocking here.

Our State has the crucial assets producers are looking for and has cemented its status as a premier destination for film and television production.

We stand prepared to collaborate with you on your film or studio project. Join us in the next era of storytelling.

CHOOSE NEW JERSEY FOR YOUR NEXT PROJECT.



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