



# WELCOME TO NEW JERSEY

THE FUTURE OF FILM IS HERE.

choose.  
new jersey



Princeton



Ocean Grove



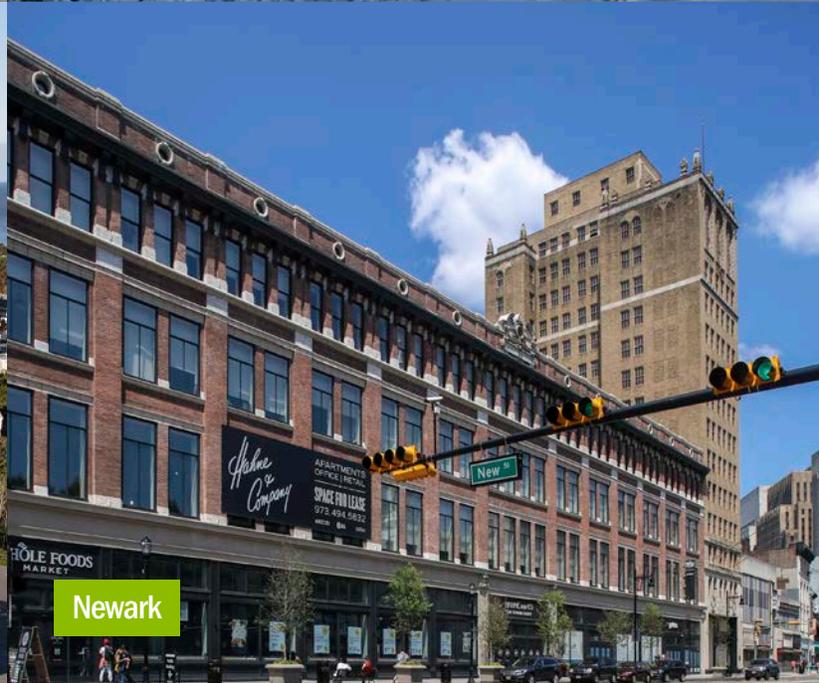
Collingswood



Clinton



Cape May



Newark

# FILM WHERE IT ALL BEGAN

New Jersey is the birthplace of the film industry. It was in West Orange that Thomas Edison and his team invented the kinetograph (a motion picture camera) and kinetoscope (forerunner of the film projector) in the late 1800s. He also built the world's first film production studio, "The Black Maria," on his laboratory grounds. Fort Lee was the silent film capital of the world in the early 1900s, with as many as 11 major studios.

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 a 30% or 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 29 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 the Garden State and take advantage of New Jersey's financial incentives, top talent, and beautiful geography.



West Side Story in Paterson



Severance at Bell Works in Holmdel

## READY... AND ACTION!

New Jersey inspires innovators and storytellers. We're home to Oscar and Emmy Award winners spanning the entirety of 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 not only as a backdrop but also lend rich texture, historical context, mood, and style to any production. Sandy beaches, wetlands, green mountains, cityscapes – our state has them all. Make an impact with audiences as you brilliantly capture your potent dramas, wild comedies, nerve-jangling thrillers, and high-octane action adventures set against vivid New Jersey scenery. *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*, and *Joker* were all filmed here. M. Night Shyamalan's *Knock at The Cabin*, Peacock's *The Best Man: Final Chapters*, and Ben Stiller's Apple TV+ series *Severance* recently wrapped in New Jersey.

The greatest Hollywood talent has Jersey roots, including Meryl Streep, John Travolta, Danny DeVito, Michael Douglas, Queen Latifah, Anne Hathaway, Jack Nicholson, Taye Diggs, and Damien Chazelle.

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



The Best Man: Final Chapters  
at Palisades Stages in Kearny



Joker in Newark

# 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 the state's 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 \$1.1 billion dollars into the state's economy. New Jersey hosted over 800 productions, including 143 feature films and 147 television series. These productions created more than 14,000 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 2024. 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 that 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, Kittatinny Mountains, and the New York City skyline, we have landscapes that are urban, rural, and everything in between. New Jersey is full of natural beauty and 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. Cast and crew can travel with ease. We are home to Newark Liberty International Airport and extensive mass transit including New Jersey Transit, which offers quick regional rail access to New York and Philadelphia, and Amtrak.



## **TOP INDUSTRY TALENT**

New Jersey 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. Over 14,000 people were employed in New Jersey's motion picture industry 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 Jersey City consistently ranks among the Top 10 most diverse cities in the nation. Diversity is our greatest strength, and a plethora of colorful, striking backgrounds inspire new ideas that spur innovation and authentic storytelling.



## **RED CARPET TREATMENT**

The New Jersey Motion Picture and Television Commission offers a full range of concierge services, including tax credit support and assistance in scouting and securing film locations and services. 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 a growing number of professional-grade production studios. There are currently 29 film studios in the state, and that number is expanding.

Palisades Stages, the first major soundstage to be built in the state, opened for business 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, loading bays, and ample parking. Its close proximity to New York City and other popular locations such as Newark and Jersey City is also a 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. It also has 10,000 sq. ft. of office space and ample parking.

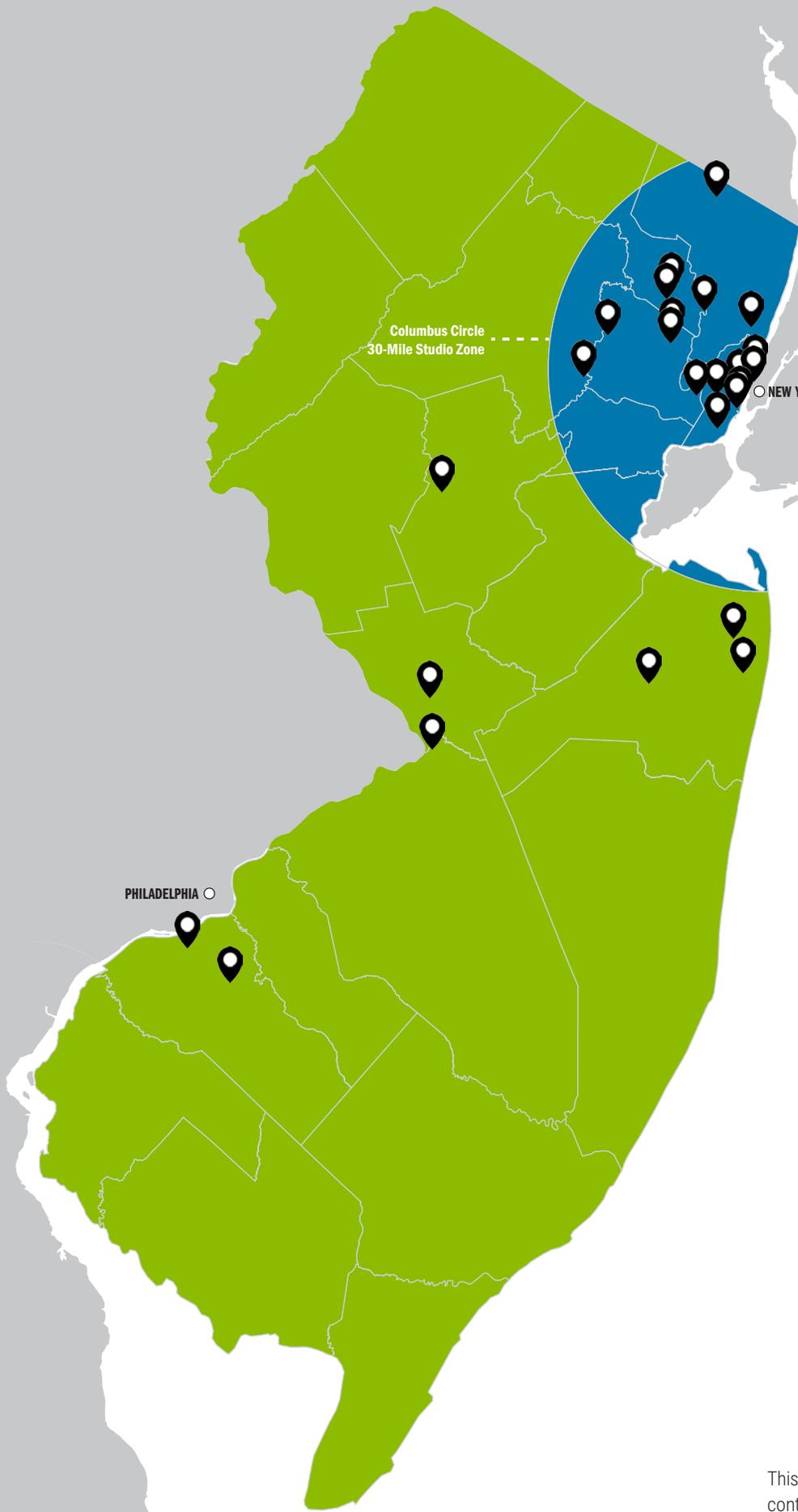
New Jersey will welcome major film studios in Newark and Fort Monmouth, brought to the state by Lionsgate (Lionsgate Newark Studios, opening in 2024) and Netflix, respectively.



Cinelease Caven Point



Netflix



## 30-MILE STUDIO ZONE

In New Jersey, you'll find high-quality industry talent at affordable rates. New Jersey 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. Outside of the 30-mile studio zones, the tax credit is equal to 35% of qualified cast and crew salaries throughout the state.

 Studio Locations

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

In 2021, the New Jersey Economic Development Authority (NJEDA) broadened its support of film and digital media production by expanding its Film and Digital Media Tax Credit program. The program attracts production companies to film and create digital media content in New Jersey and encourages the development of large-scale studios.

New Jersey's robust film tax credit allows filmmakers to "put the money up on the screen," while staying within budget. The tax credit awarded by the NJEDA is equal to 30% 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.

### Required

- End credits include "Filmed in New Jersey" logo.
- Principal photography starts within 180 days of application or 150 days of NJEDA board approval.

Reality shows, which are otherwise ineligible for the Film Tax Credit, may be eligible if the production companies creating the reality shows 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.

## DIVERSITY BONUS

As part of the film tax credit application, 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 15% of total film production 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.

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



# 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, one for Studio Partners and one for Film-Lease Partners.

### Studio Partner Designation

The applicant must be a production company that has site control of a production facility that is at least 250,000 sq. ft. for at least ten years. Additionally, prior to approval, the production facility 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, be able to provide a temporary or permanent certificate of occupancy for the facility within 36 months. Only three Studio Partner designations are available, which are awarded on a first-come, first-served basis to eligible applicants.

In addition to a separate \$100 million pool of incentives, 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, a key feature of the plan.

### Film-Lease Partner Designation

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 a term of 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 would first apply to the NJEDA to be designated and then submit subsequent 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.



## **THE BEST STORIES ARE TOLD HERE**

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

New Jersey is once again in the spotlight. It has the crucial assets that producers are looking for and has cemented its status as a premier destination for film and television production. New Jersey's rich motion picture history sets the stage for future success.

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.**

**choose**  
**new jersey**

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