



HCEDC

Hudson County
Economic Development
Corporation

Lunch and Learn

Understanding New Jersey's Film & TV Industry Today

May 26 , 2026 1 PM

— Opening Doors in Hudson County —
www.hudsonedc.org

Supported by:



CRAIG GUY *Craig*
COUNTY EXECUTIVE

& The Board of County Commissioners

Welcome!



Use the chat feature below to ask questions.



Click on the Closed Caption "CC" button below to turn on captions.

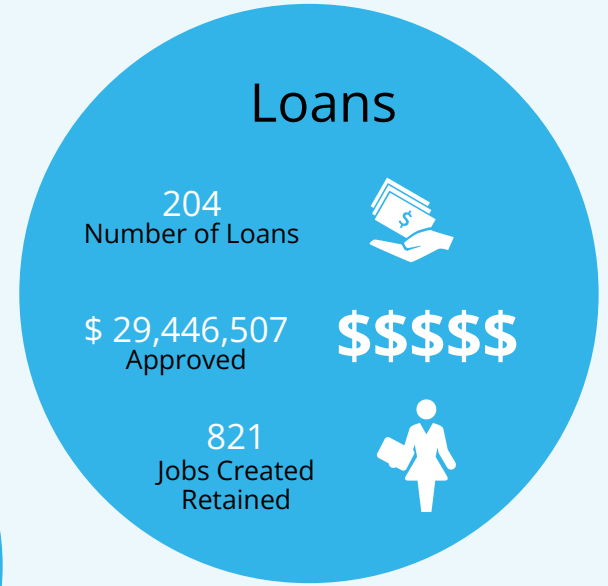
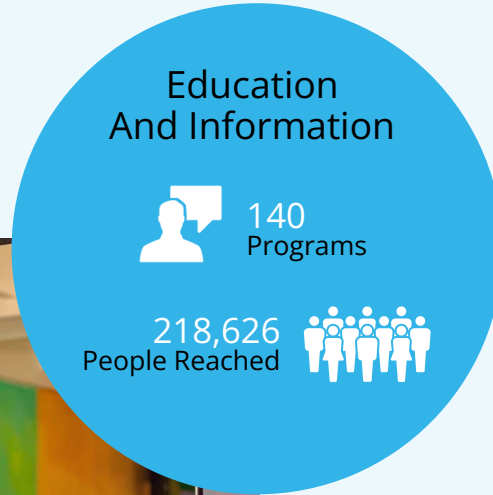


Spanish Captions:
Click on the CC button below and change language.

Subtítulos en Español:
Haga clic en el botón CC y cambie el idioma.

About HCEDC

Business Loans, Education, and Information



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NJ MOTION PICTURE & TELEVISION COMMISSION

Deck for Hudson County May 2026



COMMISSION OVERVIEW

The New Jersey Motion Picture & Television Commission has helped build this economically vital industry for over 45 years. As part of the New Jersey Economic Development Authority, the Commission attracts and supports production work and promotes infrastructure growth for the economic benefits the State and its residents. The Commission's experienced staff assists filmmakers with all their needs including location scouting, obtaining permits, interfacing with municipalities and State agencies, understanding the tax incentive program, locating vendors and suppliers and navigating State and local regulations. The Commission also provides access to key production tools and resources, including NJ-411, the state's comprehensive digital directory connecting productions to local crew, vendors, and services; Reel-Scout, the Commission's robust location and asset database and NJ Take 2, an innovative upcycling program that diverts set materials from landfills and supports reuse by nonprofits and communities. Through its NJ Film Ready Program, the Commission partners with municipalities to establish statewide consistency in local filming operations, including uniform permitting processes, designated municipal liaisons, and clearly defined resources that position New Jersey as a leading production destination.



COMMISSION'S MAIN B2B TALKING POINTS TO STUDIOS & NETWORKS

Third Largest Workforce in the US

Highly experienced production-ready crew base

Mature & Growing Infrastructure

"Whatever your production needs, Jersey's got you covered"
(camera, lighting, wardrobe rentals, soundstages, set & prop construction, etc.)

Wide Variety of "Look-a-Like" Locations

Incredibly diverse landscapes and backgrounds in a geographically compact area

Concierge-Level Film Commission

Offering expert assistance with location scouting, permitting and tax incentive insight

Top-Tier Tax Incentives

Competitive, consistent, comprehensive



NJ IS ON THE RISE!



Film Shoots Are Down in U.S. This Year, Except In New Jersey

So far, California, New York and Georgia declined in filming counts while the Garden State saw gains.

Top U.S. States for Film and TV Production

In the first quarter of 2026, New Jersey saw the biggest growth year-over-year, while California stayed No. 1 overall even as it saw declines in shoots, per ProdPro's figures.

State	TV and Movie Filming Count	Filming Count Y-o-Y %	Production Spend	Production Spend Y-o-Y %
California	81	-14%	\$1,481,000,000	2%
New York	43	-14%	\$871,000,000	1%
New Jersey	16	45%	\$211,000,000	37%
Georgia	26	-11%	\$370,000,000	-5%
Illinois	9	0%	\$253,000,000	2%
New Mexico	5	-29%	\$50,000,000	-66%

SOURCE: PRODPRO TV & FILM INDUSTRY INSIGHTS REPORT (Q1 2026; RELEASED APRIL 14, 2026)

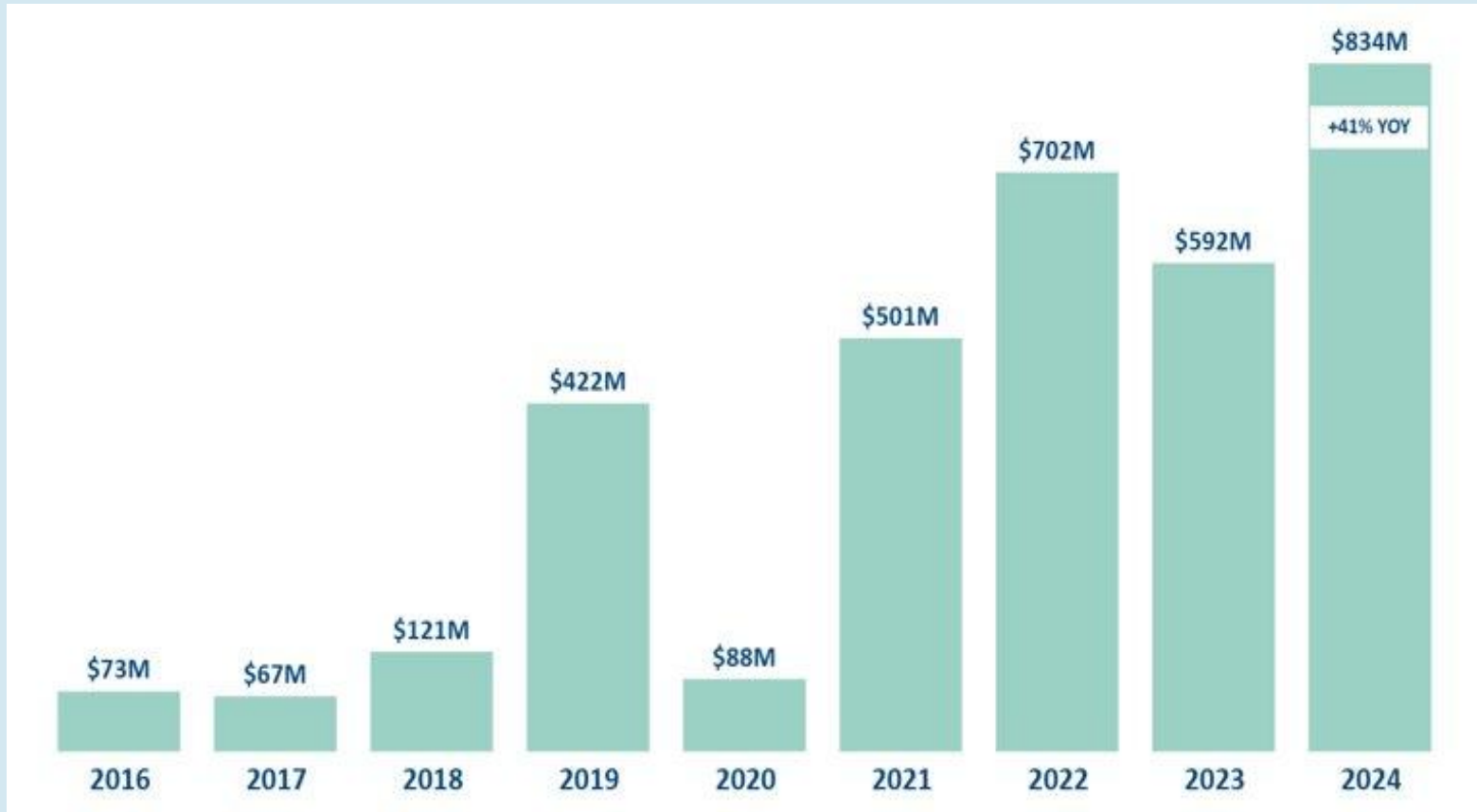
ProdPro tracking includes "all projects filming in each location. If filmed in multiple locations, spend is attributed proportionally to each location based on estimated share."

New Jersey leads the nation in YOY production growth (Q1 2026)

New Jersey growth contrasts with broader industry trend

Source: Hollywood Report (04/14/26)

ESTIMATED TOTAL IN-STATE SPEND



2025 Projects With Large Spends

Bad Day (Netflix): \$85M*

Crystal Lake (A24): \$76M

Power: Origin (Lionsgate): \$70M*

The Mrs. Parrish (Netflix): \$65M*

Big Mistakes (Netflix): \$60M*

The Housemaid (Lionsgate): \$46M

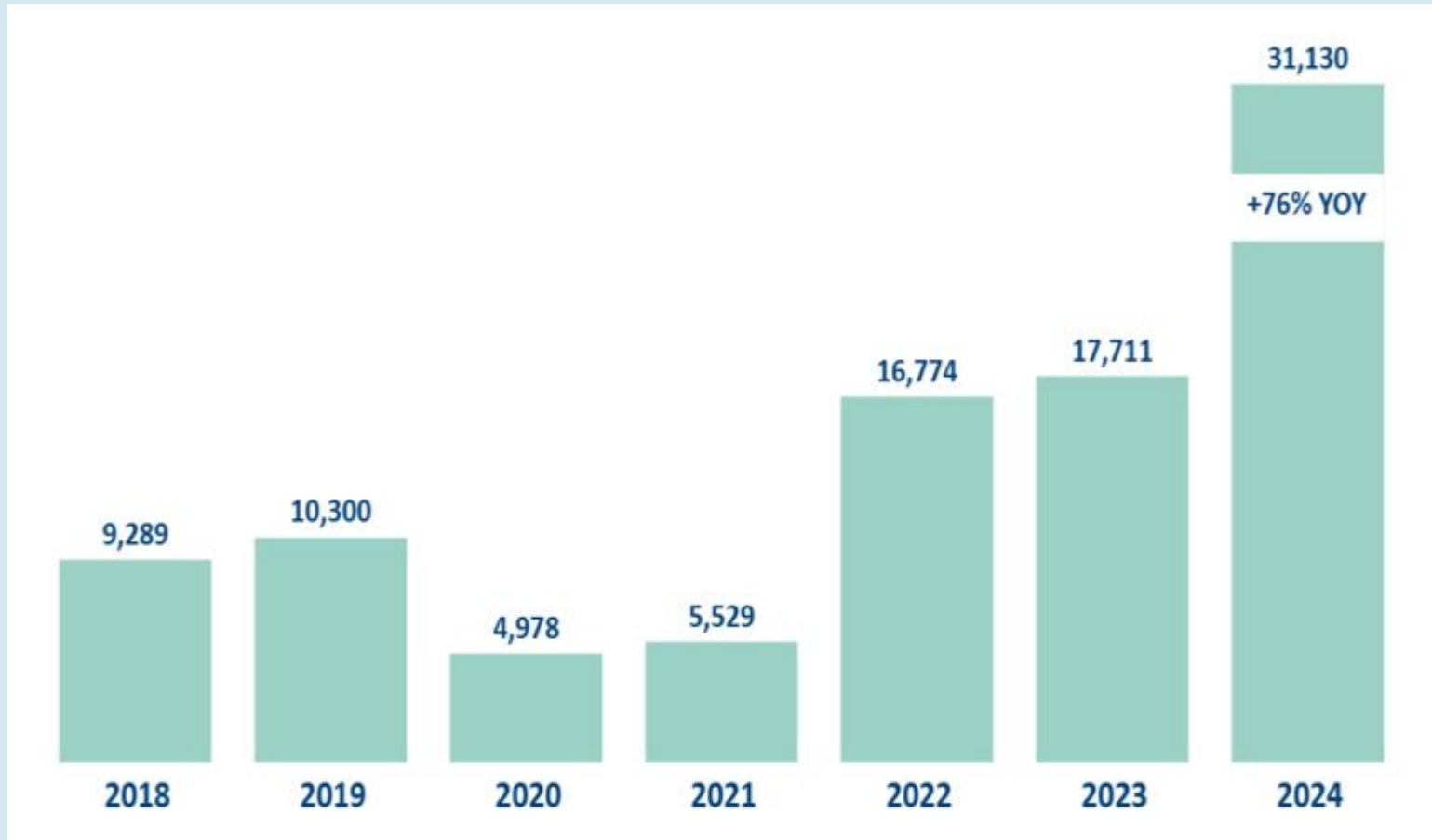
Disclosure Day (NBCUniversal): \$34M

I Play Rocky (Amazon): \$27M

*estimated, pending certification

How Total Estimate Yearly Spend Is Calculated: Of 2024's total film and television in-state productions, 8 percent of projects participated in the New Jersey film tax incentive program and accounted for \$785 million of the year's total \$833 million estimated total spend. The remaining 92% of in-state projects did not use -- or did not qualify -- for the incentive program; the total spend for these non-tax incentive productions was \$48 million. For non-tax incentive productions, the NJMPTVC gathers the total number of filming days directly from the production companies or from the 200 municipalities that issue film permits. The total estimated in-state spend is then calculated using the widely adopted Association of Film Commissioners International (AFCI) production revenue calculator and adjusts for inflation using data obtained from the U.S. Department of Labor Bureau of Labor Statistics' Consumer Price Index (CPI).

CREW/CAST/EXTRA HIRES ARE ON THE RISE



Crew hires in New Jersey increase by 69% in 2024, marking the largest growth in the state's history.

Major contributors in 2024

A Complete Unknown

- Hires: 4,700
- Expenditure: \$30,488,184

The Beast in Me

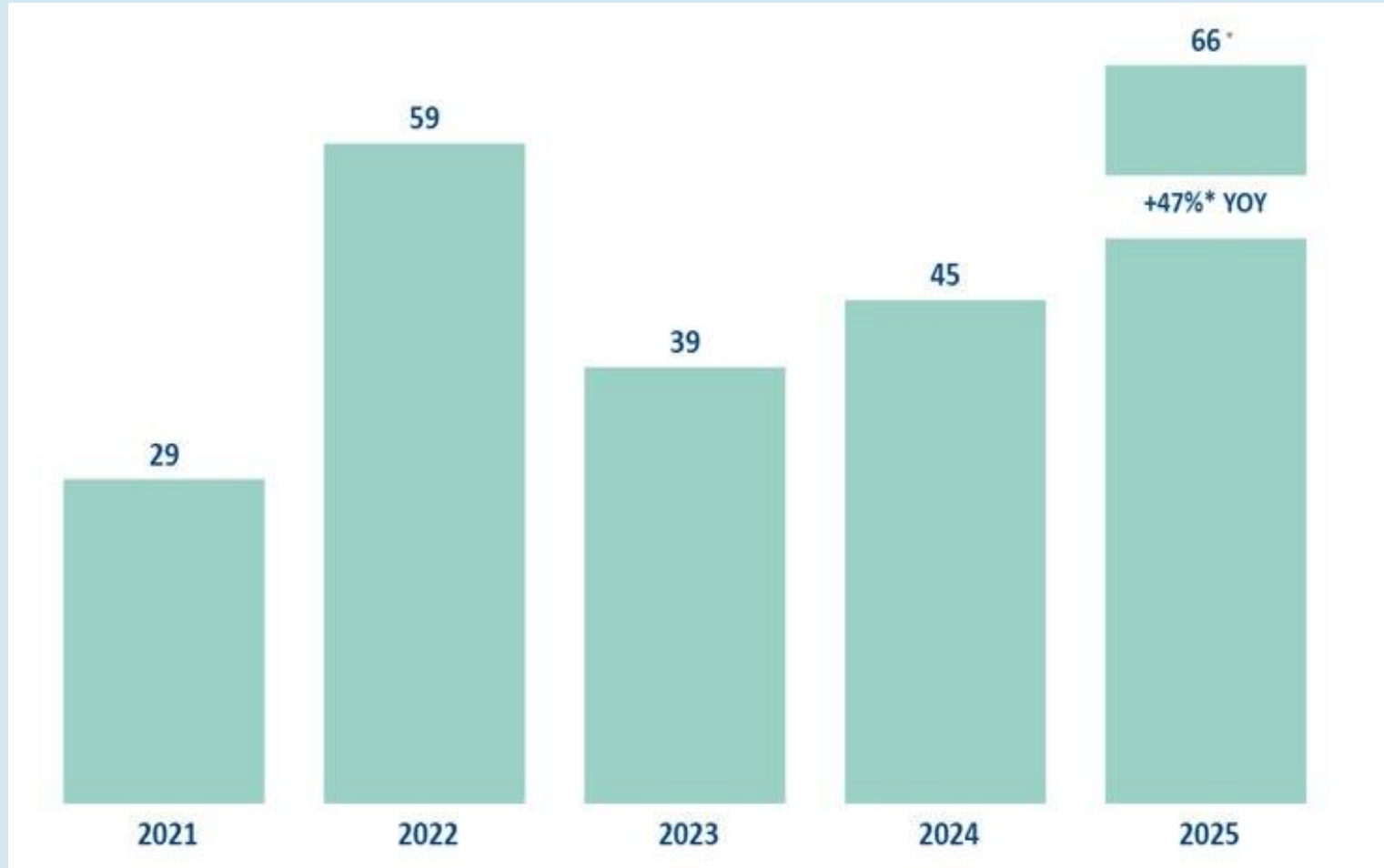
- Hires: 4,450
- Expenditures: \$22,290,872

House of Dynamite

- Hires: 2,558
- Expenditures: \$24,132,126

Source: New Jersey Tax Credit Applications CPA Reports

TAX INCENTIVE PROJECTS



While other top-10 domestic production hubs were down in 2024 & 2025. New Jersey showed the greatest growth across both years.

2025 replaced 2022 as the highest number of tax incentive projects in a single year.*

+69% (2025 vs 2023)*

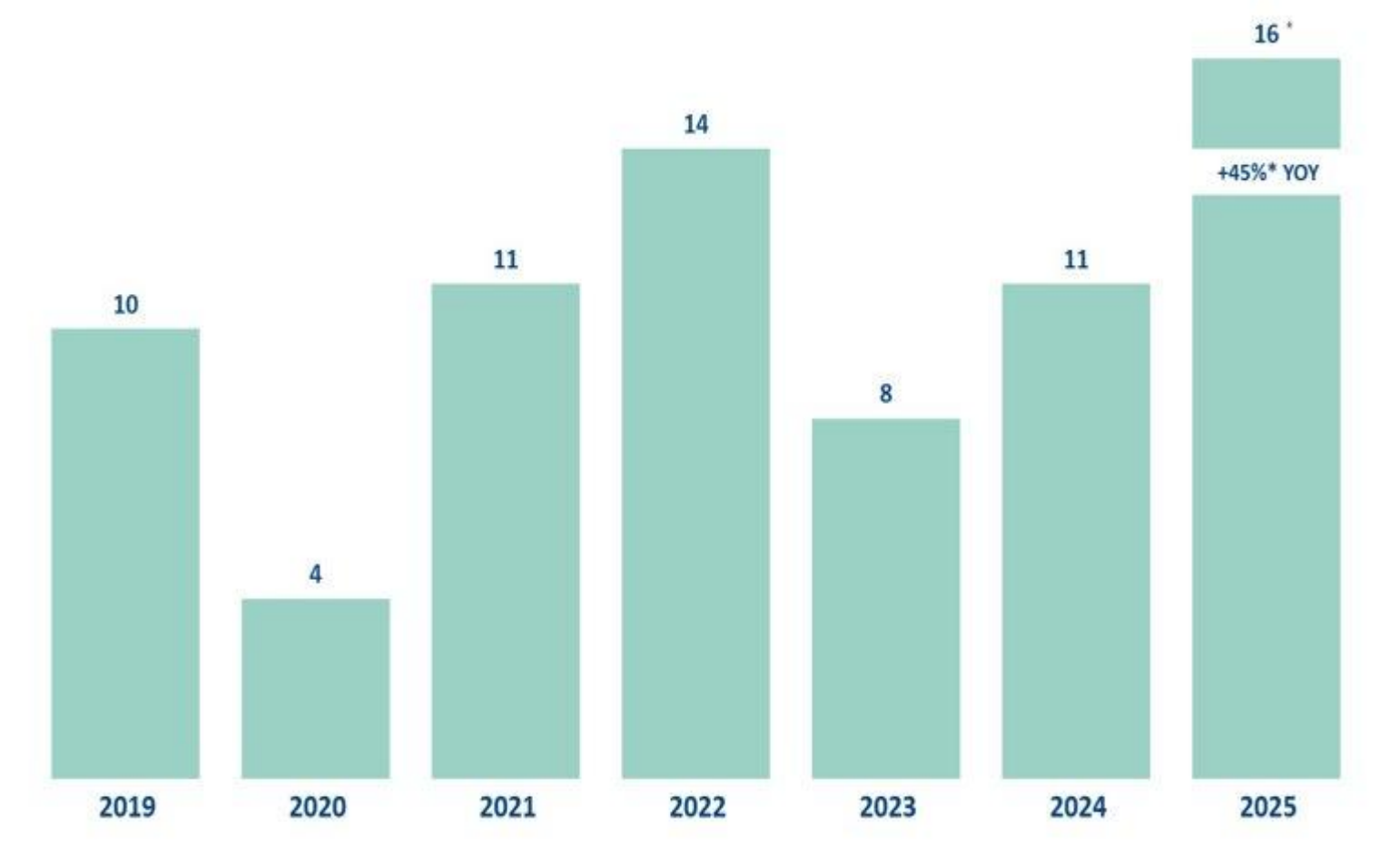
+47% (2025 vs 2024)*

2022: Peak pandemic production
2023 & 2024: Strike threatened years

Source: New Jersey Tax Credit Applications CPA Reports

*2025 projects are estimated, data not available

NEW JERSEY IS ON THE RISE: CAPTURING MORE TV SERIES



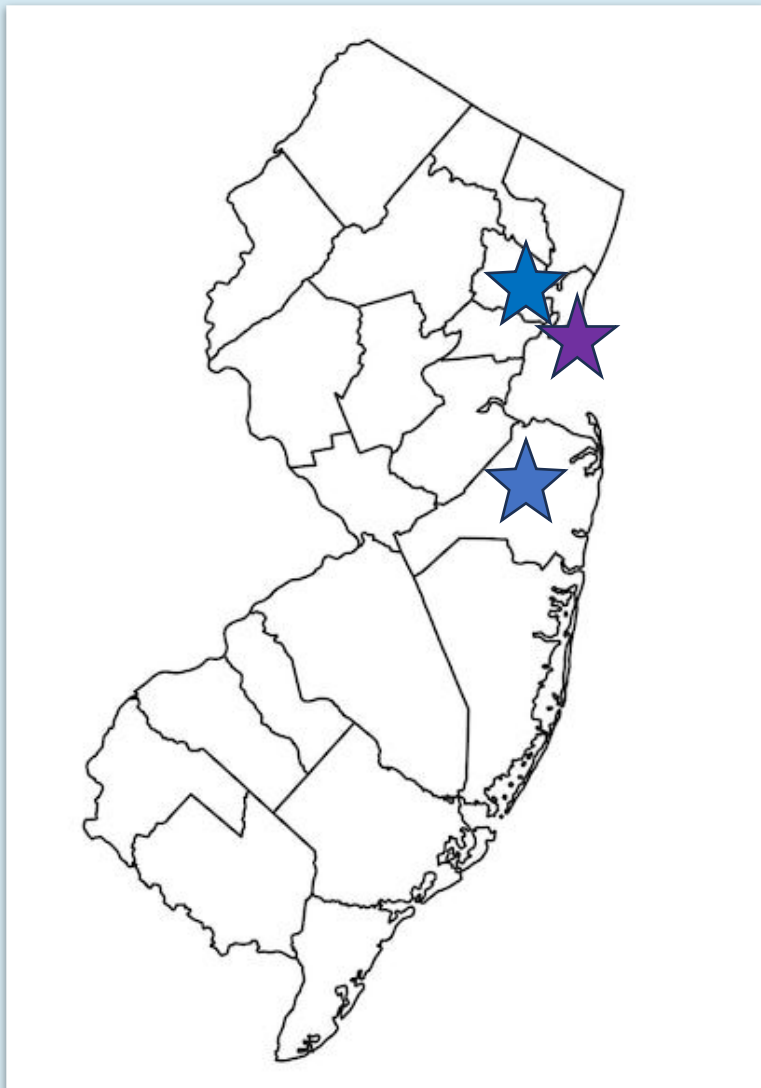
TV series are valuable as they remain in-state longer, driving sustained jobs, repeat spending, and stronger local economic impact.

2025 replaced 2022 as the highest number of TV productions in a single year.*

+100% (2025 vs 2023)*
+45% (2025 vs 2024)*

Source: New Jersey Tax Credit Applications CPA Reports
*Total number of TV projects are estimated, data not available

NJEDA BOARD-APPROVED PARTNERSHIPS



STUDIO PARTNER

- Lionsgate (Newark)
- Netflix (Fort Monmouth)
- Paramount (Bayonne)

FILM LEASE PARTNER

- 1888 Studios (Bayonne)
- [Available]
- [Available]

WORKFORCE DEVELOPMENT

NJ FILM WORKS GRANT PROGRAM

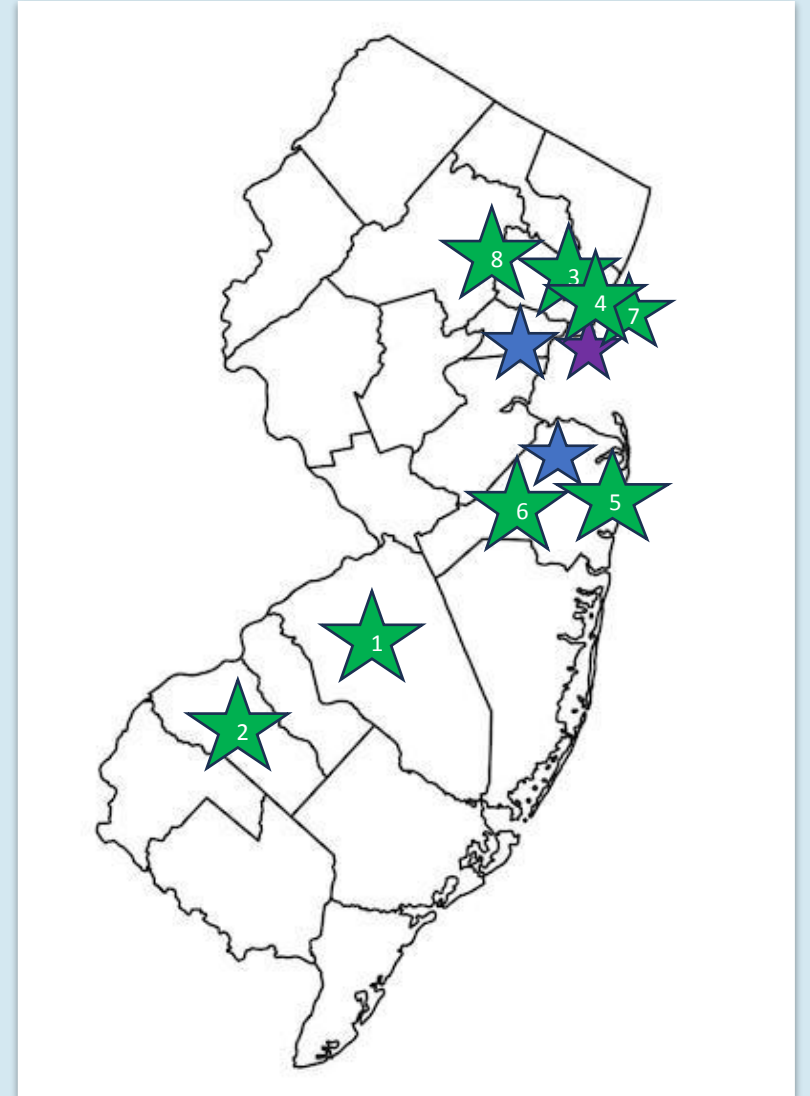
1. Aspire Youth Development (Lumberton)
2. Independent Content Studio (Paulsboro & Gibbstown)
3. Invest Newark (Newark)
4. Abel Cine Tech (Newark)
5. Reel Works / Reel Stories Teen Filmmaking (Fort Monmouth)

NJ FILM ACADEMY

6. NJ Film Academy - Brookdale (Lincroft)
7. Hudson Community College (Jersey City)

DREAMSCAPE LEARN

8. NJ Montclair State College (Montclair)



TAX INCENTIVE OVERVIEW

New Jersey offers one of the most competitive film and digital media tax credit programs in the country, designed to attract large-scale productions, support workforce growth, and strengthen long-term studio investment. The program is administered by the New Jersey Economic Development Authority (NJEDA) and is funded through FY 2049.

Program Funding

- \$430 million annually
- \$150M – Film-Lease Production Companies
- \$150M – Studio Partners
- \$100M – Legacy Film Productions
- \$30M – Digital Media Projects
- Unused credits may roll over to future years.

Credit Amounts

- 30% credit on qualified wages and goods/services inside of the 30-mile zone
- 35% credit on qualified wages and goods/services outside of the 30-mile zone
- 40% credit on qualified wages and good/services outside of the 30-mile zone for Film-Lease Production Companies
- 35% credit on qualified good/services outside of the 30-mile zone for Studio Partners
- 40% credit on all qualified production expense for Studio Partners
- 4% New Jersey Hiring Bonus for productions meeting workforce criteria
- Additional bonuses available for qualifying productions (capped at 5%)

TAX INCENTIVE OVERVIEW

Eligible Productions

- Feature films
- Scripted and unscripted television (include competition reality and a minimum of 4-episode order)
- Streaming series
- Digital media content
- Reality series qualify with a minimum multi-episode order from a major network or streaming platform.

Eligibility Thresholds

Film Projects

- \$1M minimum NJ spend or
- 60% of total production costs incurred in New Jersey

Digital Media Projects

- \$2M minimum through NJ vendors
- 50% of qualified wages paid to NJ residents

TAX INCENTIVE OVERVIEW

Film-Lease Partner & Studio Programs

- New Jersey designates a limited number of Film-Lease Partner Facilities and Studio Partners, providing enhanced incentives for long-term infrastructure investment (35% - 40%)
- Minimum 250,000 sq. ft. facility commitment
- Long-term operational agreements:
 - Film-Lease Partner Facilities: Minimum of 5 years
 - Studio Partner: Minimum of 10 years
- Ability to access higher credit thresholds and expanded eligible costs

Bonus Incentives

- New Jersey Hiring Bonus (4%)
For productions hiring NJ residents, particularly from underserved or economically distressed areas.
- Promote NJ Bonus (4%, available only to Studio Partners and Film-Lease Production Companies with a minimum of 3-year lease from a Film-Lease Production Facility)
Available to qualifying productions that promote New Jersey through marketing, workforce training, or on-screen representation.

LOCATION LIBRARY & PACKAGES

Housed within Reel Scout, the Location Library is a curated database of diverse filming locations across New Jersey, showcasing everything from urban landscapes to scenic rural vistas. This system allows for efficient searching and management of locations enhancing accessibility for filmmakers.

Alongside the library, we offer Location Packages for scripts as a free service provided by the NJMPTVC. These packages are tailored collections of locations that align with specific narrative requirements, enabling filmmakers to visualize and plan shoots effectively.

NJ-411

A comprehensive online directory and resource platform tailored for the New Jersey film industry. It serves as a central hub for filmmakers, production companies, and crew members to access essential information, including contacts, services, and facilities available throughout the state.

By streamlining communication and resources, NJ-411 enhances the efficiency of film productions and fosters connections within the local industry.

BUILDING NEW JERSEY'S ENTERTAINMENT INFRASTRUCTURE

Q4 2025 NEW APPROVED LISTEES

- Crew: **136**
- Services: **99**

Q4 2025 Total: 235

2025 TOTAL DIRECTORY

- Q4 vs Q3: **+8%**
- Q4 vs Q2: **+36%**
- Q4 vs Q1: **+50%**


- 2025 Total Crew: **1396**
- 2025 Total Services: **1715**

2025 Total Directory Size: 3,111

Welcome to the brand-new

NJ-411


A comprehensive listing of registered New Jersey businesses providing support services, crew, and talent



Support Services

Tap into New Jersey support services and vendors


[SUPPORT REGISTER](#) [SUPPORT LOGIN](#)



Crew

Search New Jersey film industry professionals

[CREW REGISTER](#) [CREW LOGIN](#)



NJ Actor's Hub

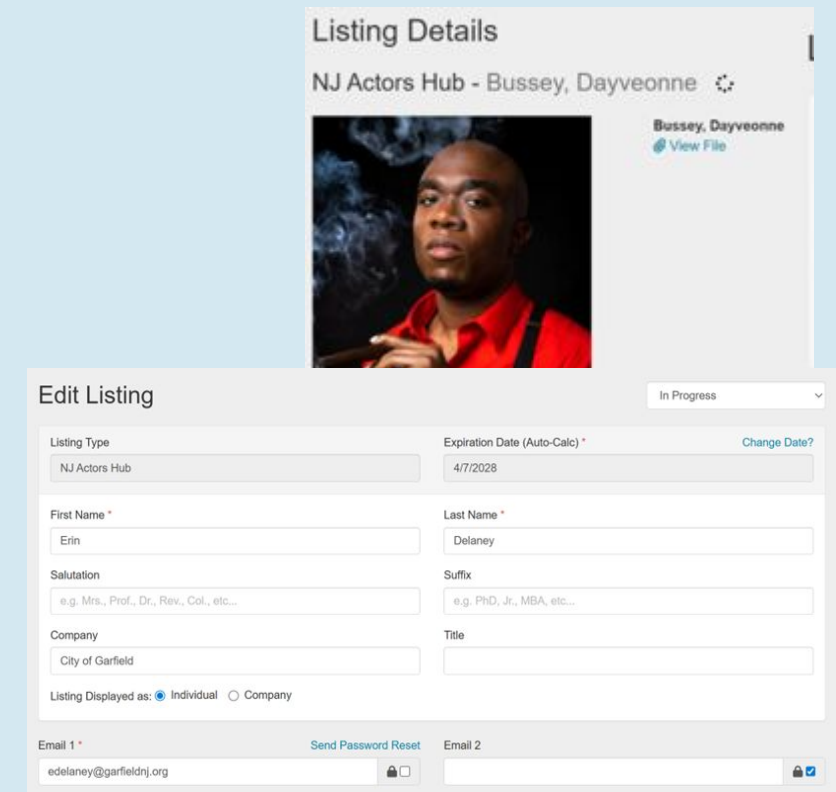
Search for NJ-Based On-Screen Talent

[ACTORS REGISTER](#) [ACTORS LOGIN](#)

NJ ACTOR'S HUB

A brand-new extension of the NJ-411, the NJ Actor's Hub offers employment opportunities for NJ residents working in front of the camera.

- Supports the new 4% Cast & Crew Hiring Incentive
- Connects SAG-AFTRA franchised casting agencies with background talent
- Filters talent by credits, head shot, and location to facilitate uplift of local talent



The image shows two overlapping screenshots from the NJ Actor's Hub website. The top screenshot, titled "Listing Details", shows a listing for "NJ Actors Hub - Bussey, Dayveonne" with a profile picture of a man in a red shirt and a "View File" link. The bottom screenshot, titled "Edit Listing", shows a form with the following fields:

- Listing Type: NJ Actors Hub
- Expiration Date (Auto-Calc): 4/7/2028
- First Name *: Erin
- Last Name *: Delaney
- Salutation: e.g. Mrs., Prof., Dr., Rev., Col., etc...
- Suffix: e.g. PhD, Jr., MBA, etc...
- Company: City of Garfield
- Title: (empty)
- Listing Displayed as: Individual Company
- Email 1 *: edelaney@garfieldnj.org
- Email 2: (empty)

NJ FILM READY

NJ Film Ready is a multi-step certification program designed to help communities effectively accommodate film and television productions by establishing greater consistency at the local level and empowering municipalities to market themselves as film-friendly destinations. The program strengthens New Jersey's position as a national leader in film and television production.

NJMPTVC's Film Ready Workshops offer training and guidance from industry professionals, along with NJMPTVC commissioners and staff. These sessions cover key topics including the economic impact of on-location filming, ordinances, streamlining permitting and fees, opportunities for small businesses, and strategies for expanding local film infrastructure.

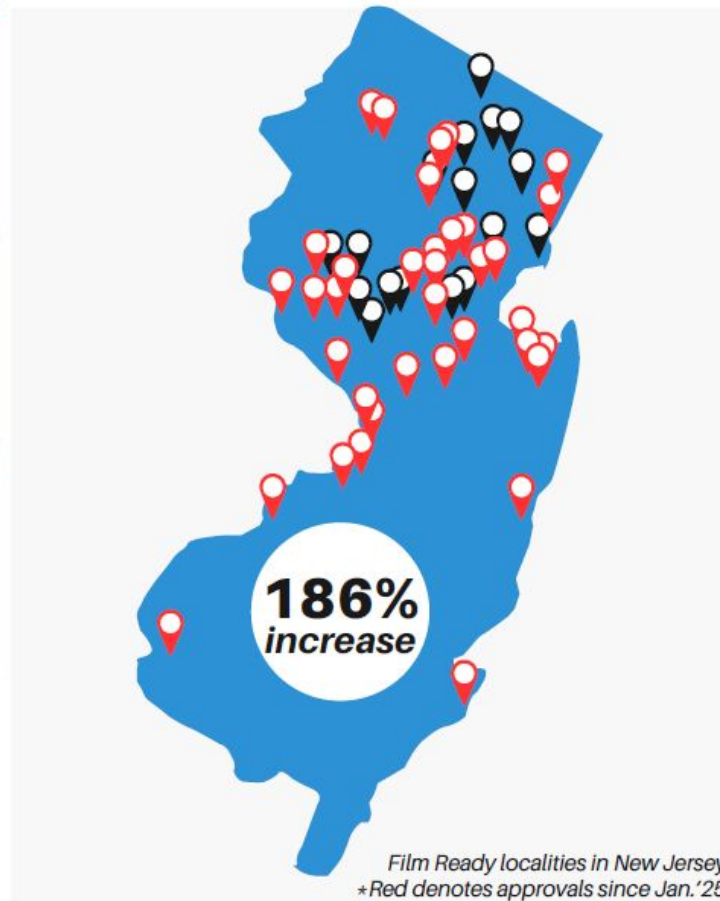
FILM READY NEW JERSEY CERTIFICATION DASHBOARD - 5/15/26

585
Total towns & counties
available to be Film Ready

245
Localities have
attended a Film
Ready Workshop

10
Total workshops

63
Total certified
localities
as of 5/15/26



Applications approved
since Jan. '25

41

Recertifications approved
since July '25

4

Applications in queue

15*

*includes 14 pending applications
submitted prior to new req's

Pre-applications in process

76

AGGRESSIVE BUSINESS DEVELOPMENT/OUTREACH

NJMPTVC actively engages with industry decision-makers and stakeholders, including regular trips to Los Angeles and attendance at major film festivals. In 2025, the Executive Director met with over 200 decision-making executives, highlighting the Commission's proactive efforts.

These initiatives are crucial for building relationships, attracting new projects, and ensuring New Jersey remains a top choice for filming locations.

The logo for Lionsgate, featuring the word "LIONSGATE" in a bold, blue, sans-serif font.The logo for Netflix, featuring the word "NETFLIX" in a bold, red, sans-serif font.The logo for Peacock, featuring the word "peacock" in a black, lowercase, sans-serif font, with a colorful peacock tail to the right.The logo for Sony Pictures Television Studios, featuring the words "SONY PICTURES TELEVISION" in a black, sans-serif font, with "STUDIOS" in a smaller font below, all enclosed in a thin black border.The logo for Roku, featuring the word "Roku" in a white, sans-serif font inside a purple square.The logo for Disney, featuring the word "Disney" in its signature script font.

NJ FILM EXPO

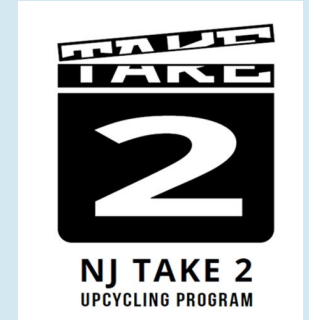
Started in 2025, The NJ Film Expo is an annual event that brings together industry professionals, filmmakers, and enthusiasts to celebrate and promote New Jersey's vibrant film culture. In 2025, NJ Film Expo had 100+ vendors, welcomed 4,000+ attendees, and generated \$2.4M in press value.

Featuring screenings, panels, workshops, and networking opportunities, the expo serves as a platform for discussing industry trends, showcasing our growing infrastructure, the nation's third-largest film and TV workforce and the state's wide range of "look-alike" locations. This event highlights New Jersey's commitment to supporting and growing its film industry.



NJ TAKE 2 PROGRAM

The NJ Take 2 Program encourages film and television productions to donate surplus materials (sets, wardrobe, props) to local arts organizations (schools, shelters) and nonprofit groups fostering sustainability and supporting community creative initiatives. Eight productions have donated materials since the inception of the program.



NJ TAKE 2 RECIPIENTS

- Oasis New Jersey, Paterson
- Heart of Hannah, Clifton
- Trinity Center for Community, Asbury Park
- The Warehouse NJ, (various locations)
- First Baptist Church of Madison, Madison
- Montclair Neighborhood Development, Montclair
- Communities in Cooperation Inc, (various locations)
- Shani Baraka Women's Center, Newark
- She Leads Sisterhood, Prospect Park
- Market Street Mission, (various locations)
- Blair Academy, Blairstown Twp
- Clifton Public Schools, Clifton
- Middletown High School (North & South), Middletown
- Cranford High School, Cranford
- Elizabeth High School, Elizabeth
- East Brunswick High School, East Brunswick
- Stockton University, Galloway
- Drew University, Madison
- Rider University, Lawrenceville

PUBLICITY VALUE (Q4 2025)

Paramount signs with 1888 Studios

- Audience: 51,726,023
- Publicity Value: \$1,393,802



Springsteen: Deliver Me from Nowhere in-state spend

- Audience: 7,504,942
- Publicity Value: \$93,078



New Film Ready 2025 Cohorts

- Audience: 5,033,588
- Publicity Value: \$94,416



Agility PR Solutions

- Press Mentions Jan-Dec 2025: 3,560

(Source: Critical Mention & Agility PR Solutions)

SOCIAL MEDIA METRICS

Q1 2026 vs. Q4 2025



Platform	% Change	Trend Notes
Facebook 	+6.1%	Strongest platform for visibility, reach, and conversions. Driving traffic and action, not just awareness. Top content includes film-related news and industry updates. Total Followers - 7,050
Instagram 	+19.7%	Leading platform for audience discovery and engagement. Performance is driven by static posts and supported by Stories, with over 50% of views coming from non-followers. Total Followers - 4,482
LinkedIn 	-8.9%	Newest platform, continues to grow. Strong platform for industry credibility and professional engagement. Engagement quality is improving (comments and reactions up). Total Followers - 946
X (Twitter) 	+38.1	Increased activity and strong engagement growth. Likes and retweets indicate content is resonating. Follower growth declined suggests strong engagement but weaker conversion. Total Followers - 1,796

TOTAL FOLLOWERS (ALL PLATFORMS)
14,274 followers +9.4% vs Q4 2025

Sources: Buffer, Meta Business Suite, Instagram & LinkedIn



Questions?

Thank you!

Contact us via:

email - info@hudsonedc.org

phone - (201) 369-4370 ext. 2

website - www.hudsonedc.org

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