



July 2023

# NJEDA Financing and Incentives Opportunities

Mercer County



Department of Economic Development

## Brownfield Redevelopment Incentive – Closing September 21, 2023

- The Brownfield Redevelopment Incentive incentivizes environmental remediation, abatement, and demolition activities which allow for the redevelopment of brownfield sites. These sites can be development into commercial, retail, or mixed-use buildings.
- A \$50 million per year competition. Winners receive a one-time transferrable tax credit.
- Projects receive 50% of remediation costs up to \$4 million (If in Government-Restricted Municipality or Qualified Incentive tract, projects can receive 60% of remediation costs up to \$8 million).
- Fees vary depending on project size.

### **Eligibility (Applicants Must):**

- Receive a letter of support from the governing body.
- Demonstrate the project is not economically feasible without the tax credit award.
- Prove that a project financing gap exists, and the tax credit being considered for the project is equal or less than the project financing gap.
- Meet prevailing wage requirements for all remediation and construction work for the redevelopment project and subsequent redevelopment project, if applicable, including 10 years for building services.
- Not have commenced remediation, unless the full extent of contamination is not known. Prior environmental assessment and investigation up to 24 months prior to application may be eligible for inclusion in the program.
- Certify not in any way responsible or liable for the discharge and are not a corporate successor to the discharger.
- Demonstrate that remediation costs are reasonable and appropriate. DEP will review the proposed costs to determine if the costs are eligible for the program and complete a cost reasonableness determination prior to EDA board approval.
- Be a redevelopment project. The redevelopment project can be a remediation-only project.

## Direct Loan

- New Jersey businesses may be eligible for loan when conventional financing is not available.
- Total loan amount is up to \$2 million for fixed assets or up to \$750,000 for working capital.
- Long term low interest rate loans
- Loan must be repaid after up to 5 years for working capital, up to 10 years for new equipment (5 years for old equipment) and 20 years for real estate transactions.
- Based on the 5-year US treasury floor of 1%

### **Eligibility (Applicants Must):**

- Commit to the retention and/or creation of one new full-time job for every \$65,000 of NJEDA exposure within 2 years.
- Agree to a 1.1x debt service coverage ratio; 1.0X debt service coverage for non-profit.
- Be in operation for at least 2 years.
- Be able to provide fixed assets.
- Not be a homebased business.

## The Food Desert Relief Tax Credit And Food Retail Innovation In Delivery Grant

- Provides grants, tax credits, loans, and assistance to increase access to nutritious foods and alleviate food deserts (West Trenton and East Trenton).
- Developers will be eligible to receive tax credits up to 40 percent of the total project cost for the first supermarket/grocery store in a food desert community and up to 20 percent for the second supermarket/grocery store.
- Owners/operators of supermarkets/grocery stores will be eligible to receive tax credits up to 100 percent of initial operating costs for the first supermarket/grocery store and up to 50 percent of initial operating costs for the second supermarket/grocery store within the first three years after opening to the public.
- (FRIDG) Provides funding to food retailers to purchase self-contained, temperature-controlled lockers with the purpose of expanding food delivery opportunities. Grants will cover between 30% and 50% of total project costs.

### **Eligibility (Applicants Must):**

- Be a retail outlet with at least 16,000 square feet where 90 percent of space is occupied by food and related products.
- Be the first or second supermarket or grocery store in a designated food desert community.
- Commit to accept benefits from federal nutrition assistance programs, including SNAP and WIC.
- (FRIDG) Be an independent operator, be independent supermarket operators, be cooperative retailers, be chain supermarkets, be mass merchandisers, or be warehouse clubs.

## New Jersey Clean Energy Loans

- Lending program for small businesses seeking to finance clean energy projects.
- Between \$250,000 and \$10 million at rate of 3% below the private lender's rate
- NJEDA will only finance up to 50% of the overall loan amount.
- Minority, woman, or veteran owned businesses are eligible for an additional 1% interest rate reduction and 10% loan forgiveness if a project results in at least 1 job being created per \$100,000.

### **Eligibility (Applicants Must):**

- Have fewer than 750 employees, including employees of its affiliates.
- Be in good standing with the NJ Department of Labor and Workforce Development (LWD) and NJ Department of Environmental Protection (DEP).
- Have a valid tax clearance certificate no older than 180 days at time of approval for financing.
- Be located in New Jersey.
- Be seeking to finance a clean energy project.
- Use a clean energy technology that has already been demonstrated in the US or internationally.
- Be requesting a loan of \$500,000 to \$20 million for the project in total (NJEDA and private financing).
- Be requesting 50% or less of the total loan amount from the NJEDA (\$250,000-\$10 million).
- Not be enrolled in any other state SSBCI program.
- Have a term sheet, letter of intent, draft agreement, commitment letter, or similar document.
- Score 50 points or higher in the scoring table (refer to website).

## New Jersey Entrepreneur Support

- \$5 million program that provides a guarantee of an investor loan advance for working capital.
- First-come, first-served
- \$400,000 company exposure cap
- 80% guarantee of investment amount for one year from the date of note issuance

### **Eligibility (Applicants Must):**

- Have a minimum of 50% of employees in New Jersey, as reported on NJWR-30, Federal Form 941, PEO Letter, or other similar documentation, at application submission date.
- Have fewer than 225 total employees at the time of application.
- Have a corporate headquarters in New Jersey (including at least one C suite member with a principal office in New Jersey).
- Be aligned with at least one of the NJEDA's established targeted industries.
- Be a valid New Jersey tax clearance certificate from the Division of Taxation.
- Be in good standing with NJ Workforce Development (DOL) at time of application and at time of any payment events with all decisions of good standing at the discretion of the Commissioner of the Department of Labor.

### **Eligibility:**

- Investors must be institutional investors, individuals, trusts, corporations, etc.
- Investors must have a valid New Jersey tax clearance certificate from the Division of Taxation (if required).
- Investors must not be Employees/founders.
- Investors must date the bridge loan/convertible March 10, 2023 or later. The loan must have a minimum of a one-year maturity, must be unsecured, and cannot have any current payment requirements (principal or interest) in year one.
- In the event the investor converts the note, it may be eligible for the New Jersey's Angel Investor Tax Credit Program if all program eligibility is met (20% or 25% based on program guidelines).
- If the investor converts the note to equity, the Authority will be provided with a warrant for 20% of the guarantee amount, under the same pricing as the investor's conversion pricing on the Authority's standard warrant form.

## Small Business Fund

- Creditworthy small businesses may be eligible for assistance.
- Applicants can receive up to \$500,000 with a fixed interest rate.
- Financing can be used for fixed assets or working capital.
- Minority-owned or women-owned businesses may qualify under criteria that support their unique circumstances.

### **Eligibility:**

- Applicants must agree to a 1.1x debt service coverage ratio; 1.0x debt service coverage for non-profits.
- New Jersey-based small businesses must be in operation for at least one full year from date of application.
- Businesses must have no more than \$3 million in total revenue to be eligible.
- New Jersey-based not-for-profits in operation for at least three full years from date of application.
- Must be able to provide fixed assets (e.g. real property and machinery/equipment).
- Homebased business are ineligible.

## Urban Enterprise Zone Manufacturers Energy Sales Tax Exemptions

- Urban Enterprise Zone (UEZ)-certified manufacturers that employ at least 250 full-time workers, at least 50% of whom are involved in the manufacturing process, may be eligible for an exemption from the sales and use tax for electricity and natural gas utilities, both the commodity and its transmission, consumed at the UEZ-certified location.

### **Eligibility:**

- The business must be a manufacturer and must continue to employ at least 250 full-time workers, at least 50% of whom are involved in the manufacturing process.
- The business will file an annual application with the NJEDA and must receive tax clearance and pass a site visit.
- The business must maintain its UEZ certification throughout the exemption period

## Angel Match Program

- Angel investors directly invest in early-stage, product-based technology companies.
- On a 1-to-1 basis (NJEDA will match every dollar invested by qualified outside investor)
- Unsecured convertible promissory notes ranging from \$100,000 to \$500,000
- 10-year, 3% interest investment

### **Eligibility (Applicants Must):**

- Be in an early stage within a targeted industry.
- Be structured as a C-Corporation or as an LLC.
- Be located in physical commercial office, co-working or incubator space in New Jersey and agree to remain located in New Jersey.
- Have at least 50 percent of full-time employees working in New Jersey and agree to keep 50% of full-time employees in New Jersey.
- Have no more than 100 total employees working for the company.
- Have a minimum of 2 full-time founders/ C-level executives working in New Jersey.
- Be registered to do business in New Jersey and in good standing as certified by a valid NJ Tax Clearance Certificate.
- Be in the business of commercializing and marketing a product (service-based offerings would not be considered eligible).
- Must have minimum revenues of \$100,000 within the trailing 12 months (TTM). Research, grants, consulting, or other any other method that could be considered service-based revenue are excluded.
- Capital efficient and scalable – revenue growth will significantly outpace the expense growth and funding requirements.
- Target a large, identifiable market.

### **Eligibility (Investors Must):**

- Be a minimum of two investors.
- Be an investment entity (Venture Capital Fund, Angel Fund, Family Office, Investment Partnership, or LLC) or an individual member of an organized investment group. Funds raised from employees or family members will not be considered.
- Invest a minimum of \$100,000, and be in the form of preferred equity with a defined price per share.
- Agree to the investment ratio of 1(NJEDA): 1(Outside Investor).
- Investor funds to be matched by the Angel Match Program note must be closed within 60 days from receipt of NJEDA commitment letter.

## Cannabis Equity Grant Program

- This program is aimed at assisting cannabis related start-ups by providing businesses with grant funding for early-stage start-up expenses and operational costs.
- Total of \$10 million in state funding
- \$250,000 grants to eligible businesses (Joint Ventures), \$150,000 for Seed Equity Grant

### **Eligibility:**

#### **Joint Ventures**

- Business who are farther along in the licensing process but still have significant carrying costs.
- Requires conditional or annual license, secured real estate, and municipal approval (upload information proving approvals)
- 24 awards
- Open to all applicants; 40% set-aside for social equity applicants; 5% set aside for Impact Zones

#### **Seed Equity Grant**

- Business must have a conditional license.
- Targeted toward entities with a conditional license and want to obtain an annual license but need more assistance to progress to their actual application
- 24 awards
- EDA sponsored Technical Assistance Training enrollment is mandatory.
- Open to Social Equity applicants; 5% set aside for businesses located in Impact Zones.

## Emerge Program – **NEW**

- This program provides per-job tax credits to projects that invest private capital into the state and create new good-paying jobs (or keep a large number of good-paying jobs).
- Base credit for new jobs range between \$500 - \$4000. Bonuses can increase to a maximum of \$4000, and an additional \$1000 bonus if covered by a labor harmony agreement.
- Applications are subject to fees depending on size of project.

### **Eligibility (Applicants Must):**

- Create at least 35 new, full-time jobs. In some circumstances, this job creation requirement may be lower if a business is primarily engaged in a targeted industry, or if a business meets the definition of a “small business” as defined in the EmERGE Program rules.
- Be located in an Eligible Incentive location (refer to map online).
- Meet minimum capital investment requirements.
- Ensure emerge tax credits yield a minimum net positive economic benefit to the state of 200 percent to 400 percent depending on project location.
- Ensure that at least 80 percent of incented employees’ work time is spent in New Jersey and 80 percent of the withholdings of new or retained full-time jobs are subject to the ‘New Jersey Gross Income Tax Act’.
- Ensure the Qualified Business Facility can accommodate at least 50 percent of incented jobs.
- Commit to stay at the Qualified Business Facility for 1.5 times the eligibility period.
- Demonstrate that the award of the tax credit is a “material factor” in the decision to create or retain at least the minimum number of full-time jobs.

## Main Street Lenders Grants

- This program provides grants to eligible micro business lenders.
- The lenders can use these grants to create new micro business loan products or supplement existing micro business loan products. They can also qualify for additional funding if they provide technical assistance.
- The maximum amount is \$1.5 million (\$1 million lending grant, \$500,000 technical assistance).

### **Eligibility (Applicants Must):**

- Have at least 10 years of small and micro business lending experience.
- Serve New Jersey based business with the loan products.
- Be one of the following: CDFI, MDIs, or other eligible lenders defined under Subsection b. of section 86 of P.L. 2020, c. 156.
- Be ready to provide detailed information regarding lending history or technical assistance history.
- Have at least 2 years of experience in providing technical assistance (for technical assistance grant).

## Indoor Amusement Park Grant

- This program provides grants to for-profit establishments that operate indoor amusement parks, arcades and entertainment facilities, and demonstrate a minimum 50% reduction in indoor gross revenue for the 12-month period beginning April 1, 2019 to March 31, 2020 and/or April 1, 2020 to March 31, 2021
- Minimum award of \$5,000, award cap of \$150,000

### **Eligibility (Applicants Must):**

- Be a for-profit entity.
- Demonstrate a minimum of 50% reduction in gross revenue in one of the two 12-month periods.
- Demonstrate a need for the grant which is determined by reduction in gross revenue in their federal tax returns.
- Be in good standing with NJ department of labor, NJ department of Environmental protection, and NJEDA.
- Use funds for operational costs only.

## Innovation Evergreen Fund - **NEW**

- This program forms a platform that partners with the private sector to raise and invest capital into New Jersey-based companies.
- Partners with private venture capital firms to co-invest the funds in eligible early-stage businesses in New Jersey.
- The Evergreen Program will secure funding and strategic support from the sale of state corporate tax credits in a competitive auction.

**Please Refer to the Website for More Information**

## Sales and Use Tax Exemption Program

- This program provides sales tax exemptions for a company with 1,000 or more employees when purchasing machinery, equipment, furniture and furnishings, fixtures, and building materials.

### **Eligibility (Applicants Must):**

- Have 1,000 or more employees and relocate at least 500 workers to a new or substantially rehabilitated facility, OR relocate 250 or more employees in Life Sciences or manufacturing.
- Maintain the retained full-time jobs for five years.
- Demonstrate that receiving the Sales and Use Tax Exemption benefit is a material factor in the company's decision not to relocate outside of New Jersey, and they must provide health care benefits to employees, and they or a predecessor entity must have operated in New Jersey for at least 10 years (point-of-purchase/retail facilities are excluded).

## Small Business Improvement Grant

- This program offers reimbursement for costs associated with making building improvements or purchasing new furniture, fixtures and equipment.
- 50% of eligible total project costs up to \$50,000
- Total of \$15 million program
- One application per federal Employer Identification

### **Eligibility (Applicants):**

- Applicants must rent or own and operate from facility.
- Applicants must meet SBA definition of a Small Business – determined by employee count and NAICS code.
- Project cost must be at least \$5,000.
- Project must have commenced on or after March 9, 2020 and within the 2 years prior to your application date.
- Payment must have been made within the 2 years prior to your application date.
- Applicants must provide a current tax clearance certificate prior to approval.
- Applicants must be in good standing with Department of Labor and Department of Environmental Protection.
- Applicants must certify at time of application that they are not in default of any other EDA or State assistance.
- Applicants must certify at application the applicant is willing to pay wages that are the greater of \$15/hour or 120% of the minimum wage rate. Tipped employees are required to be paid only 120% of minimum wage rate.
- Remain in the location for at least two years for grants up to \$25,000, or at least four years for all other grant award amounts.
- Home-based businesses and Landlords are ineligible.

### **Eligibility (Project):**

- Interior or exterior building improvements, or purchase and/or installation of furniture, fixtures, and equipment (FFE).
- Total project cost must be at least \$5,000.
- Work must be complete on or after March 9, 2020, and or within 2 years of application date.
- Projects with total costs over \$50,000 are subject to Green Building Standards for lighting and/or mechanical work.
- Projects utilizing contractors with 4 or more employees (total workforce, not specific to project) may be subject to Affirmative Action requirements.



## Aspire Program – NEW

- This program is a financing tool to support commercial, mixed-use, and residential real estate development projects.
- Tax credits equal to 45% (60% if utilizing four percent LIHTCs) of project costs up to \$42 million, or \$60 million in economically disadvantaged locations.
- Fees vary depending on project cost and project type.

### **Eligibility (Applicants Must):**

- Demonstrate through NJEDA analysis that without the incentive award, the redevelopment project is not economically feasible.
- Demonstrate that a project financing gap exists and/or the redevelopment project will generate a below market rate of return.
- Be located in a designated “Incentive Area.”
- Include developer who has an equity participation of at least 20 percent of the total cost.
- Result in a net positive benefit to the State.
- Meet specific cost thresholds, depending on where the project is located.

## Child Care Facilities Improvement Program

- This program provides funding to improve child care facilities, and promote healthy childhood environments
- Grants cover the full amount of a project’s costs (only 20% may be used for soft costs) between \$50,000 and \$200,000.
- Awards based of quoted project cost plus an addition 15%

### **Eligibility (Applicants):**

- Child care center licensed by NJDCF as of June 4, 2021
- Applicants must currently enroll, or have enrolled in the 12 months prior to the date of application, at least one (1) child receiving support through New Jersey Department of Human Services (NJ DHS) Child Care Assistance Program
- Applicants may be for-profit businesses or non-profit organizations
- Applicants can own or lease space
- Applicants must be in good standing with the New Jersey Departments of Labor and Workforce Development, Environmental Protection, NJDCF, and NJ DHS
- Applicant must not be debarred from receiving federal funds, as indicated through System for Award Management (SAM)
- Applicants are limited to one (1) application per DCF-licensed child care center location, and two (2) applications per Employer Identification (EIN).
- Applicants who are not currently enrolled in DHS’ Grow NJ Kids (GNJK) quality rating system must commit to enroll within one (1) year of executing a grant agreement with the EDA.
- Grantees must commit to maintaining their licensure with DCF to provide child care for four (4) years following execution of the grant agreement at the location of the facility improvement project.

### **Eligibility (Project):**

- Labor and materials cost for interior and exterior facility improvements to create high quality early childhood learning environments. [Please see the full list of eligible facility improvement projects here.](#)
- Contractors conducting facility improvements must be a DOL Public Works Registered Contractor and abide by state prevailing wage and affirmative action requirements
- The Program will not provide reimbursement for costs already incurred prior to award

## Premier Lending Program

- This program is a partnership with banks to overcome the financial obstacles that can stall the growth of NJ based businesses and nonprofits.
- Up to \$2 million loan participation or \$1.5 million loan guarantee for fixed assets
- Up to \$750,000 loan participation or \$1.5 million loan guarantee for term working capital

### **Eligibility (Applicants Must):**

- Be in operation for at least two full years.
- Commit to the retention and/or creation of one new full-time job for every \$65,000 of NJEDA exposure within 2 years.
- Agree to 1.1x Debt Service Coverage Ratio for businesses; 1.0x Debt Service Coverage Ratio for not-for-profits. 100% loan-to-value for real estate and 90% for equipment.
- Be able to provide fixed assets (e.g. real property and machinery/equipment).
- Not be a Homebased business

## Small Business Lease Grant

- This program provides grant funding to cover a portion of lease payments for business and non-profits leasing additional space.
- Two grant awards of 20% of the total annual lease payment

### **Eligibility (Applicants Must):**

- Be a commercial business, nonprofit, or operator of an incubator.
- Meet SBA definition of a Small Business – determined by employee count and NAICS code.
- Provide a current tax clearance certificate prior to approval.
- Provide certification from the landlord showing they are current on lease payments.
- Be in good standing with Department of Labor and Department of Environmental Protection.
- Certify at time of application that they are not in default of any other NJEDA or State assistance.
- Certify at application the applicant will pay wages that are the greater of \$15/hour or 120% of the minimum wage rate for the term of the grant agreement (five years). Tipped employees are only required to be paid 120% of minimum wage rate.
- Commit to remaining in the facility for at least five years.

### **Eligibility (Project):**

- Square footage: between 250 to 10,000 square feet – over 10,000 is still eligible however, over 10,000 square feet will not be incentivized. For lease extensions, renewals, or amendments, the applicant must expand or add a minimum of 250 square feet.
- Must include first-floor (street-level) space. Leases that include two floors are eligible, but must include first-floor (street-level) space.
- Lease payments can only include the leasing of square footage (equipment cannot be included).
- Must be a minimum 5-year term not including extensions.
- Leases must be executed within 12 months of application.
- Must be market-rate based on commercial real-estate information.

## Small Business Bonding Readiness Assistance Program

- This program provides a comprehensive series of classes, workshops, and strategic counseling sessions covering a variety of topics relevant to small businesses in all sectors, including bonding and insurance, business development, financial presentation, construction and contract law, construction management, estimating, and credit. At the end of the program, all participating businesses receive a Bonding Readiness Segment Report, which provides an in-depth assessment of their strengths and weaknesses to help them plan for the future.

**Please Refer to the Website for More Information**

## Bond Financing

- This program allows Creditworthy manufacturing companies, 501(c)(3) not-for-profit organizations, and exempt facilities in New Jersey to receive long-term financing.
- \$500,000 to \$10 million in tax-exempt bonds
- Up to 20 years for real estate and 10 years for equipment.
- Assistance can be used for expansions, land and building acquisitions, new construction, and equipment purchases.

### **Eligibility (Applicants Must):**

- Meet the eligibility requirement outlined in the Internal Revenue Code (IRC)

## Construction Inflation Fund

- This program provides grants for real estate development projects that have experience increased construction costs and project funding gaps resulting from COVID-19.
- Grants of \$500,000 - \$5 million, up to 20% of Total Project Costs covered

### **Eligibility (Applicants Must):**

- Construct commercial, manufacturing, mixed-use developments, or warehouses.
- Have at least \$5 million of total project costs.
- Have a COVID-19 induced funding gap evidence by related documentation.
- Have no more than 500 employees.
- Agree to a 50% developer fee deferral.
- Must be in good standing with New Jersey Department of Labor and Workforce Development, the NJ Department of Environmental Protection, and the NJ division of taxation.

## Recovery Loan Loss Reserve Fund

- This program will offer 50% loan guarantees to qualified Community Development Financial Institutions (CDFIs) and Minority Depository Institutions (MDIs) that will create or have an existing eligible loan program that meets the necessary requirements per NJEDA and the federal State Small Business Credit Initiative (SSBCI) criteria.
- Each entity is eligible for an allocation of up to \$2.5 million per entity.

### **Eligibility:**

- Must be a certified Community Development Finance Institutions (CDFI) by the US Department of Treasury or a Minority Depository Institution (MDI) recognized by FDIC and provide current certification by U.S. Department of Treasury or FDIC to support a MDI status
- Must be able to demonstrate they have the capacity to create/run a program and attract applicants, underwrite, and approve financial assistance (loan program) that meet the defined parameters as stated in the memo.
- Must provide a current NJ Tax Clearance Certificate
- Applicant must be in good standing with Department of Labor and Department of Environmental Protection
- Must complete a legal debarment questionnaire.
- Must provide an assurance affirming that no principal of the financial institution lender has been convicted of a sex offense against a minor (as such terms are defined in section 111 of the Sex Offender Registration and Notification Act (42 U.S.C. §16911)).
- Loan minimum is \$10,000 and maximum is \$250,000
- Applicants can be for-profit or non-profit entities with commercial business locations within NJ.
- Loan interest rate cannot exceed 12%,
- Loan can include deferred payments, moratoriums or interest only for up to 12 months,
- Loan term cannot exceed 7 years,
- Collateral and personal guarantees are permissible but not required
- Minimum global debt service coverage ratio of 1.0
- If creating a new program then minimum credit score must be under 650
- Loans may be used by the business for operating expenses only.
- Examples of permitted uses include payroll, marketing, inventory, rent, mortgage/property tax payments, utilities, or any other expenses that are applicable to the daily operation of the business.
- Ineligible expense uses: any refinancing of existing debt, purchases of equipment, construction, reconstruction, demolition, alteration, repair work, maintenance work, or construction related to installation of equipment where such activity exceeds \$1,999.99.
- Loans must be made to applicants that are in good standing with NJ Department of Taxation and must provide a current tax clearance certificate when the loan is registered with NJEDA.
- CDFIs and MDIs that have received grants from NJEDA to create lending products or provide technical assistance (i.e., Main Street Lenders Grant) cannot use this guarantee program to support the same recipients of that loan program. Businesses could be served with the technical assistance support and be registered under this program.
- Loans provided by the CDFIs and MDIs and registered under the product must meet all SSBCI requirements.
- Must provide an assurance affirming that no principal of the borrowing entity has been convicted of a sex offense against a minor (as such terms are defined in section 111 of the Sex Offender Registration and Notification Act (42 U.S.C. § 16911)).
- Loan must be registered with NJEDA within 90 days after the closing date of the loan by the CDFI/MDI. Loans beyond this window will not be eligible to be covered by the guaranteed allocation.

## **Film and Digital Media Tax Credit**

- This program is a tax credit up to 35% of qualified film production expenses.
- This program aims to promote film and digital media production in New Jersey.

### **Eligibility:**

- Be a feature film, a television series, or a television show of 22 minutes or more in length, intended for a national audience, or a television series or a television show of 22 minutes or more in length intended for a national or regional audience, including, but not limited to, a game show, award show, or other gala event filmed and produced at a nonprofit arts and cultural venue receiving State funding. Productions featuring news, current events, weather, and market reports or public programming, talk show, sports event, or reality show, a production that solicits funds, a production containing obscene material as defined under N.J.S.2C:34-2 and N.J.S.2C:34-3, or a production primarily for private, industrial, corporate, or institutional purposes are not eligible for film tax credits.
- 60 percent of the total film production expenses (exclusive of post -production costs) must be incurred for services and goods purchased through vendors authorized to do business in New Jersey **OR** Qualified film production expenses (expenses incurred in New Jersey for the production of a film) must exceed \$1 million per production.
- End credits must include “Filmed in New Jersey” statement or logo.
- Principal photography of the project must commence within 180 days of application.
- “Reality shows”, which are otherwise ineligible, may be eligible for the Film Tax Credit Program if the production company of the reality show owns, leases, or otherwise occupies a production facility of at least 20,000 square feet in an Urban Enterprise Zone for at least two years, and, after July 1, 2018, makes a capital investment of at least \$3 million in that facility.

## **Sustain and Serve NJ**

- This program makes grant funding available for nonprofit organizations for increases in cost associated with purchasing meals from New Jersey-based restaurants that have been negatively impacted by Covid-19 and distributing those meals at no cost.

**Please Refer to the Website for More information**

## **Small Business E-Commerce Support Program**

- This program provides free e-commerce and digital marketing consulting services to New Jersey Small businesses in the restaurant, retail, and personal care industries. Support includes assistance in Website Development, Website Optimization, E-commerce Platform, Online Ordering Platform, Online Appointment Booking Platform, and Digital Marketing plans.

**Please Refer to the Website for More information**

**Please Do Not Hesitate to Contact Mercer County Team of Economic Development for Any Question or Concerns.**

**[Economic Development | Mercer County, NJ](#)**