190 Norwood Avenue, P.O. Box 56
Deal, New Jersey 07723
(732) 531-1454

BOROUGH OF DEAL

Mayor
SAMUEL M. COHEN
Department of Public Affairs and Public Safety

Commissioner
DAVID SIMHON
Department of Public Works, Parks & Beaches and Public Property

Commissioner
JACK A. KASSIN
Department of Revenue and Finance

Application for Mercantile-Event License

Pursuant to Ordinances of the Borough of Deal the undersigned hereby makes application for mercantile license as indicated below and certifies to the correctness of the following information:

Name of Applicant:_____

Business Address:_____

Business Phone #:_____ Business Email:_____

Trade Name, if any, under which business is to be

conducted_____

Type of Business:_____

Signature_____ Date:_____

Previous Year License No._____ Applicant's Title:_____

(DO NOT WRITE BELOW THIS LINE)

DEAL BOROUGH OFFICE USE ONLY

Application: Approved ☐ Disapproved ☐ Dated: _____

Veteran Status: Lic. No. _____ County:_____ Date Issued:_____

Type of Business:_____ Fee ($):_____

License No.: _____ Issued Date:_____

Municipal Clerk's Signature:_____

2025

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Department of Public Works and Beaches

Jack Kassin, *Commissioner*
Department of Revenue and Finance

www.dealborough.com

BOROUGH OF DEAL – EVENT, FILM AND PHOTOGRAPHY PERMIT APPLICATION

Permit required for taking of commercial still photography, motion pictures on film, videotape or similar recording medium, for any purpose intended for viewing on television, theaters or for institutional uses, and events held in the borough. No permit is required for family videos, photography and news media.

Required documentation:

1. Certificate of Insurance for property damage and bodily injury in the amount of $1,000,000.00 and any occurrence in the aggregate amount of $3,000,000.00
2. Hold Harmless and Indemnification agreement – Witnessed signature and certified by Notary Public
3. Separate escrow check for $5000.00 with original signed W-9; protecting and insuring location utilized for filming will be left free of debris, rubbish, equipment, and due observance of all Borough Ordinances, laws, and regulations will be followed. The Borough will return the bond within seven (7) days of completion of filming if there has been no damage to public property or public expense caused by filming. Additional fees as may be required (actual or exact cost/fee for supervision, inspections, staff) will/may be deducted from Escrow.*

NOTICES

Notice to Residents Within 200 Feet Required. Prior to permit issuance and no later than 10 days prior to proposed film date, the applicant shall provide written notice by certified mail, return receipt requested of filming to property owners within 200 feet of the location of the proposed filming. Notice shall include date, time and location of the proposed filming and advise the property owners to contact the Municipal Clerk of the Borough of Deal 190 Norwood Avenue, Deal, NJ 732-531-1454 (clerk@dealborough.com) if they have any objections. The 200 foot property owners list is available from the Tax Assessor. Send request for street address including Block and Lot with a fee of $10.00 payable to "The Borough of Deal".

In residential zones, filming is permitted Mondays through Fridays from 8:00AM to 8:00PM or sundown, and limited to four days per location per calendar year without a waiver.

All fees MUST be paid in advance. Please make checks payable to: The Borough of Deal. For more information, please contact: Jo Anna Myung - clerk@dealborough.com or 732-531-1454

_____Permit Fee: $2,000.00 per day private property and public lands filming
_____Educational purposes or Non-Profit Permit Fee: $50.00 (requires proof of 501(c)(3) status)
_____Expedited Approval (less than (30 days): $250.00
_____Staff (Public Works, Fire, Police): $200 per staff (approximate)*
_____Use of Public Building: $500.00 (Daily Fee)
_____Use of Park or Beach: $500.00/Day for Out-of-Town Applicants; $250/Day for In Town Applicants
_____Street Closing: $500.00 (Daily Fee)

Please attach detailed information on the following (describe on separate sheet):

1. Catering and/or food service provided (description of # served, hot/cold, form of service)
2. Trucks/vehicles/equipment (#, type, generator truck, generators, lighting, bathroom truck, et cetera)
3. Provisions for parking (use of public roads must be approved by Deal Police and Borough Administrator)
4. Any pyrotechnics (vendor must provide separate COI, Hold Harmless Agreement, Fire Official approval, Fire Dept standby crew)

TOTAL PERMIT FEE:_____ CHECK#:_____

ESCROW CHECK FEE:_____CHECK#:_____

BOROUGH OF DEAL

BOROUGH OF DEAL – EVENT, FILM AND PHOTOGRAPHY INFORMATION

Date:_____

Name of Organization/Production/Film Company:_____

Organization/Production Contact Person: _____
Address: _____
Email Address: _____
Telephone Number: _____
Fax Number: _____

Location Manager: _____
Phone Number: _____
Email Address: _____

Main Contact/Emergency Contact: _____
Phone Number: _____
Email Address: _____

Event Location: _____

_____

Description of event, project/type of filming: _____

_____

Requested Date(s): _____

Date Application Submitted/Received:_____ **Action Taken:** _____**Granted** _____**Denied** ____

PERMIT NUMBER:_____ **Date Permit Issued:**_____ **Permit Expires:**_____

Police Department:_____ OT (Min 4 hrs/how many Officers):_____

Department of Public Works:_____ OT (Min 4 hrs/how many DPW Staff):_____

Municipal Clerk/Borough Administrator:_____ Date: _____

Cc Depts: Police Department, Fire Department, Building Department, Health Department, Department of Public Works

BOROUGH OF DEAL
HOLD HARMLESS/
INDEMNIFICATION AGREEMENT

Between **THE BOROUGH OF DEAL** and

(_____)
(Name of Vendor/Organization).

WITNESSETH:

1. (Vendor/Organization)_____ (agrees to release, indemnify and hold harmless the BOROUGH OF DEAL, its elected and appointed officials, its employees, agents, volunteers and others working on behalf of THE BOROUGH OF DEAL, from and against any loss, damage or liability, including attorneys' fees and expenses incurred by the latter entities and their respective employees, agents, volunteers or other representatives arising out of or in any manner relating to and/or resulting from (their event):_____.

Signed: _____
Authorized Signature of the Contractor/Organization

Notary Public:

Name:

Signature:

Expiration:

[Seal]

The holder shall avoid any interference with previously scheduled activities upon public lands and limit, to the extent possible, any interference with normal public activity on such public lands. Where the applicant's production activity, by reason of location or otherwise, will directly involve and/or affect any businesses, merchants or residents, these parties shall be given written notice of the filming or event at least three days prior to the requested shooting date and be informed that objections may be filed with the Municipal Clerk, said objections to form a part of applicant's application and be considered in the review of the same. Proof of service of notification to adjacent owners shall be submitted to the Municipal Clerk within two days of the requested shooting date.

Refusal to issue permit; employment of patrolmen and electrician.
The Municipal Clerk may refuse to issue a permit whenever the Municipal Clerk determines, on the basis of objective facts and after a review of the application and a report thereon by the Police Department and by other Borough agencies involved with the proposed filming site or event, that filming or event at the location and/or the time set forth in the application would violate any law or ordinance or would unreasonably interfere with the use and enjoyment of adjoining properties, unreasonably impede the free flow of vehicular or pedestrian traffic or otherwise endanger the public's health, safety or welfare.

Further, the Borough reserves the right to require one or more on-site patrolmen in situations where the proposed production may impede the proper flow of traffic, the cost of said patrolman to be borne by the applicant as a cost of production. Where existing electrical power lines are to be utilized by the production, an on-site licensed electrician may be similarly required if the production company does not have a licensed electrician on staff.

Appeals.
Any person aggrieved by a decision of the Borough Administrator denying or revoking a permit or a person requesting relief may appeal to the Mayor and Commissioners. A written notice of appeal setting forth the reasons for the appeal shall be filed with the Municipal Clerk.

An appeal from the decision of the Municipal Clerk shall be filed within 10 days of the Clerk's decision. The Mayor and Commissioners shall set the matter down for a hearing within 30 days of the day on which the notice of appeal was filed. The decision of the Mayor and Commissioners shall be in the form of a resolution supporting the decision of the Borough Administrator at the first regularly scheduled public meeting of the Mayor and Commissioners after the hearing on the appeal, unless the appellant agrees in writing to a later date for the decision. If such a resolution is not adopted within the time required, the decision of the Manager shall be deemed to be reversed, and a permit shall be issued in conformity with the application or the relief shall be deemed denied.

Waiver of requirements of chapter by Municipal Clerk.
The Municipal Clerk may authorize a waiver of any of the requirements, provisions or restrictions of this chapter if the Clerk determines that a waiver thereof may be granted without endangering the public health, safety and welfare. In determining whether to issue a waiver, the Clerk shall consider the following factors:

- Potential traffic congestion at the location.
- The applicant's ability to remove the applicant's vehicles and equipment from the public streets or other public property.
- The extent to which the applicant is requesting restrictions on the use of public streets or public parking facilities during filming.
- The nature of the filming, including whether filming will take place indoors or outdoors, and the proposed hours for filming.
- The extent to which the filming may affect adjoining and nearby property owners and occupants.
- The Borough's prior experience with the applicant, if any.

Copies of permit; inspections.
Copies of the approved permit will be sent to the Police and Fire Departments before filming or any event takes place. The applicant shall permit the Fire Prevention Bureau or other Borough inspectors to inspect the site and the equipment to be used, if deemed necessary. The applicant shall comply with all safety instructions issued by the Fire Prevention Bureau or other Borough inspectors.

Reimbursement of certain costs.
In addition to any other fees or costs mentioned in this chapter, the applicant shall reimburse the Borough for any lost revenue, such as parking meter revenue, repairs to public property or other revenues that the Borough was prevented from earning because of filming or event.

§ 10 Fees.

CATEGORY	FEE (not to exceed)
Film & Television application fee (non-refundable)	$250
Basic daily film and television project permit (per day private property and public lands filming)	$2,000
Expedited basic permit (one-time; with 30 or less days advance notice of the first day of filming)	Additional $250
Basic filming permit for nonprofits, including student films (one-time; no daily rate required)	$50
Use of Public Building, Facilities, Park or Beach	$500/day (Out of Town Applicants) $250/day (In Town Applicants)
Public Safety (Hiring of off-duty police, DPW and fire inspections, according to agreed upon public safety plan)	The municipality's standard hourly rates for police, DPW and fire plus 15% administrative fees
Street closures (Daily Fee)	$500
Properties in background - or used - in shot Daily prep of business that is being "dressed" Daily filming of business that is "dressed"	Fee is negotiated between a production company and a private business or residence
Borough own parking lot fees	Min. $5,000 + Public Safety $1,500 + Public Safety for Residents

§ 11 Violations and penalties.

Any person who violates any provision of this chapter shall, upon conviction thereof, be punished by a fine not exceeding $2,000, imprisonment in the county/municipal jail for a term not exceeding 90 days, or a period of community service not exceeding 90 days, or any combination thereof as determined by the Municipal Court Judge. Each day on which a violation of an ordinance exists shall be considered a separate and distinct violation and shall be subject to imposition of a separate penalty for each day of the violation as the Municipal Court Judge may determine.