

# GREAT GORGE

## PRODUCTION CAMPUS

A Large-Scale Film, Television & Media Production Opportunity

**VERNON TOWNSHIP, *NEW JERSEY***

One Hour from New York City – 55 Miles

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**43  
ACRES**

# OPPORTUNITY OVERVIEW

## FORMER PLAYBOY RESORT

Zoning approved for production for streaming, film, television, and digital media operations

The property combines existing large-format infrastructure, hospitality integration, redevelopment approvals, and expansion capability in a manner that is increasingly difficult to replicate within the Northeast production market. Hotel onsite with 350 hotel rooms

## KEY METRICS

METRIC	DETAILS
Existing Structures	660,000 SF
Property Size	43 Acres
Existing Hotel Keys	350
Production & Post-Production Space	400,000 SF
Parking Capacity	869 Spaces
Existing Studios	4
Distance to NYC	~1 Hour
Helipad	1
Olympic Pools	2
Industrial Kitchens	8
Dining Services	for up to 500 Employees
High-Capacity Electrical Infrastructure	

STRATEGIC POSITIONING

# STRATEGIC POSITIONING

Positioned to become one of the Northeast's largest integrated production campuses supporting

- Film production
- Streaming content
- Digital media
- Television production
- Virtual production
- Long-form episodic production

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# INSTITUTIONAL SCALE PRODUCTION OPPORTUNITY

## Institutional scale Adaptive Reuse Production Opportunity

Great Gorge Production Campus presents a rare opportunity to establish a scalable East Coast production ecosystem utilizing the adaptive reuse of an existing large-format hospitality asset with redevelopment approvals substantially underway.

The property was historically operated as the Playboy Hotel / Great Gorge Resort and contains extensive existing infrastructure including hospitality operations, large assembly areas, loading capability, parking, guest accommodations, and operational back-of-house systems.

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Ownership has since repositioned the asset into a production-oriented redevelopment project designed to support:

- Motion picture production
- Television production
- Streaming media operations
- Sound stages
- Production support infrastructure
- Hospitality-integrated production operations



Zoning approved for redevelopment of the property for a film / studio / media / production campus



Property immediately ready for production



# MARKET OPPORTUNITY

## **East Coast Production Demand Continues to Expand**

The continued growth of streaming platforms, episodic content production, digital media, and long-form entertainment content has accelerated demand for large-scale production infrastructure throughout the Northeast United States.

## **At the same time, the East Coast production market continues to face**

- Limited large-format studio campuses
- High New York City operating costs
- Stage shortages
- Limited integrated production ecosystems
- Constraints associated with urban production facilities

## **Great Gorge Production Campus addresses these market gaps through a campus-scale adaptive reuse strategy combining**

- Existing infrastructure
- Hospitality integration
- Large-format redevelopment capability
- NYC proximity
- Long-term scalability
- Planned development of an additional 6 sound stages, each 25,000 SF
- Planned development of data center to support film production

The project is positioned to support multiple simultaneous productions while offering the operational flexibility increasingly sought by streaming platforms, studios, and media operators.

# WHY NEW JERSEY

## Strategic New Jersey Production Positioning

### COMPETITIVE ADVANTAGES INCLUDE

New Jersey continues to emerge as one of the most competitive East Coast production markets due to its combination of incentive programs, infrastructure investment, and proximity to New York City.

- Direct access to NYC talent and union labor
- Lower operating and occupancy costs relative to NYC
- Growing production ecosystem
- Increasing migration of production activity into New Jersey
- Supportive redevelopment and incentive environment

# NJ ASPIRE PROGRAM

The project may qualify for benefits associated with the NJ Aspire Program and related economic development initiatives designed to support transformative redevelopment projects and employment-generating investment.

Potential benefits may include

- Redevelopment tax credits
- Gap financing support
- Infrastructure-related incentives
- Long-term economic development support

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# NJ FILM & DIGITAL MEDIA TAX CREDITS

New Jersey currently offers one of the nation's most competitive film and digital media incentive structures, including:

- Transferable tax credits
- Film production incentives
- Digital media incentives
- Workforce and diversity bonuses
- Qualified infrastructure and studio benefits
- **Studio Partner & Lease Partner** Programs

# REDEVELOPMENT & ZONING APPROVAL

## Redevelopment Framework & Production Uses Approved

Certificates of Occupancy for production and studio use currently in process

### Approved Uses Include

- ✓ Motion picture production
- ✓ Television production
- ✓ Media production
- ✓ Sound stages
- ✓ Production offices
- ✓ Content creation facilities
- ✓ Production support operations
- ✓ Accessory production infrastructure

# EXISTING EXISTING EXISTING ONAL OPERATIONAL OPERATIONAL INFRASTRUCTURE INFRASTRUCTURE

**400,000 SF**

↳ 350 Existing Hotel Keys

↳ Production & Post-Production Space

↳ Existing circulation & utility infrastructure

↳ 869 Parking Spaces

↳ Existing food service infrastructure

↳ Existing loading infrastructure

↳ Back-of-house operational systems

The existing hospitality and operational infrastructure creates a differentiated production environment relative to traditional industrial studio facilities.

# MASTER PLAN & STUDIO CAMPUS VISION

## PROPOSED PRODUCTION CAMPUS LAYOUT

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The redevelopment framework contemplates the creation of a scalable production campus capable of supporting multiple simultaneous productions, long-form episodic content, and future media infrastructure expansion.

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## EXISTING & PLANNED STAGE DEVELOPMENT

FACILITY	SQUARE FOOTAGE
Existing Studio 1	22,000 SF
Existing Studio 2	15,000 SF
Existing Studio 3	10,000 SF
Existing Studio 4	800-seat cabaret venue totaling 15,000 SF
Additional Planned Sound Stages	~150,000 SF
Sound Stages 5 & 6	2 x 25,000 SF stages
Sound Stages 7 & 8	2 x 25,000 SF stages
Sound Stages 9 & 10	2 x 25,000 SF stages

## PLANNED CAMPUS COMPONENTS

- Outdoor production areas
- Production support infrastructure
- Internal campus circulation
- Truck loading capability
- New parking structures
- Future expansion zones
- Long-term scalability for additional stages and production operations

**GREAT  
GORGE**  
PRODUCTION CAMPUS

# INTEGRATED PRODUCTION ECOSYSTEM

## HOSPITALITY + PRODUCTION INTEGRATION

Great Gorge Production Campus is positioned as more than a traditional studio property. The project is designed as an integrated production ecosystem capable of supporting long-duration production operations within a contained campus environment.

### Existing Hospitality Advantages

- Crew accommodations
- Executive lodging
- Existing food service infrastructure
- Large gathering and assembly areas
- Production support operations
- Existing operational infrastructure

### Production Ecosystem Benefits

- Long-term set retention
- Multiple simultaneous productions
- Controlled campus environment
- Reduced logistical complexity
- Indoor + outdoor filming capability
- Dedicated production support areas
- Scalable long-duration production capability

The integration of hospitality and production infrastructure creates operational efficiencies increasingly sought by studios and streaming operators.

# ADAPTIVE REUSE ADVANTAGE

## REDUCED DEVELOPMENT & ENTITLEMENT RISK

The adaptive reuse strategy significantly differentiates Great Gorge Production Campus from traditional ground-up studio developments.

### Existing Infrastructure Already in Place

- Existing large-format structures
- Existing utility systems
- Existing hospitality operations
- Existing circulation infrastructure
- Existing loading capability
- Existing parking infrastructure

### Adaptive Reuse Advantages

- Reduced entitlement timelines
- Reduced infrastructure development requirements
- Accelerated deployment potential
- Existing operational framework
- Existing hospitality integration
- Long-term redevelopment flexibility

The redevelopment framework allows the project to reposition existing infrastructure into production-oriented uses while maintaining future scalability.

# EXPANSION ABILITY CAPABILITY

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## LONG-TERM EXPANSION & MEDIA INFRASTRUCTURE POTENTIAL

The property offers substantial future expansion capability beyond the initial redevelopment phases.

### Potential Future Expansion

- Additional sound stages
- Warehousing
- Media technology infrastructure
- Ski and Golf Access Supporting Four-Season Production
- Production villages
- Virtual production infrastructure
- Hospitality expansion
- Data center
- Set construction facilities
- LED volume stages
- Digital media operations

## LONG-TERM STRATEGIC SCALABILITY

The project is positioned to evolve into a large-scale East Coast production ecosystem capable of supporting future media production technologies and expanding content production demand.

# STRATEGIC POSITIONING

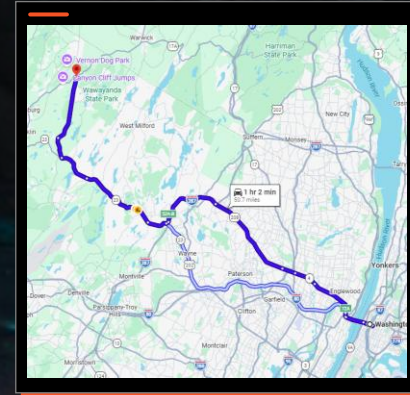
## POSITIONED FOR THE FUTURE OF EAST COAST PRODUCTION

### Great Gorge Production Campus combines

- Existing infrastructure at scale
- Hospitality integration
- Production redevelopment approvals
- NJ incentive positioning
- NYC market proximity
- Long-term expansion capability into a differentiated East Coast production platform.

### Potential Strategic Uses

- Streaming production operations
- Episodic television production
- Feature film production
- Virtual production operations
- Long-form content creation
- Digital media production
- Creator economy infrastructure
- Integrated media campus operations



## INSTITUTIONAL POSITIONING

The campus is positioned not simply as a studio facility, but as a scalable media production ecosystem capable of supporting the next generation of film, television, streaming, and digital media operations.

# KEY HIGHLIGHTS

CATEGORY	HIGHLIGHTS
Existing Structures	~660,000+ SF
Planned Additional Sound Stages	150,000 SF+
Existing Hospitality Infrastructure	350 Keys
Parking Capacity	869 Spaces
Redevelopment Zoning Status	~90 Days
Location	~1 Hour from NYC
Incentive Positioning	NJ Aspire + NJ Film Tax Credits
Development Strategy	Adaptive Reuse + Expansion
Long-Term Opportunity	Scalable East Coast Production Campus

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# CLOSING OPPORTUNITY

## GREAT GORGE PRODUCTION CAMPUS

**A Rare Opportunity to Establish One of the Northeast's Largest Integrated Production Campuses**

The combination of:

- Existing institutional-scale infrastructure
- Approved redevelopment framework
- Hospitality integration
- Motion picture and television production positioning
- New Jersey incentive programs
- NYC proximity
- Long-term expansion capability

## Closing Statement

Positioned for the future of:

-  Film
-  Television
-  Streaming
-  Virtual production
-  Digital media
-  Long-form content creation

Additional redevelopment materials, surveys, planning documentation, and supporting information available upon request.

# HISTORICAL AND BRANDING SIGNIFICANCE

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The New Jersey Playboy Resort, officially the Great Gorge Playboy Club Hotel, opened in 1972 and was developed by Hugh Hefner as one of the flagship Playboy resort destinations in the United States. The property became known for hosting celebrities, entertainers, and performers including

**FRANK SINATRA, FRANKIE AVALON,  
TONY BENNETT, SAMMY DAVIS JR.,  
BILLY JOEL, & MANY OTHERS.**

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# GREAT GORGE PRODUCTION CAMPUS PRELIMINARY DRAFT MASTER PLAN



Note: For Discussion Purposes only. Any and all requirements needs to be verified with Township zoning requirements.

