



Every Move. Every Stage. Fully Powered.

Company: Choice Films

Location: Montgomery, NY

County: Orange

Industry: Film & Television Production

Utility Partner: Central Hudson

Incentives

- Montgomery Town Industrial Development Agency: **10-Year Payment in Lieu of Taxes (PILOT)**
- Sales tax exemption on construction equipment and materials: ≤ **\$812,500**
- Mortgage recording tax exemption: ≤ **\$120,000**
- Empire State Development (Mid-Hudson Regional Economic Development Council) grant: **\$900,000**
- New York State Film Production Tax Credit: **30%–50%**

Business Overview

Choice Films is a Hudson Valley-based film and television production company with more than two decades of experience producing and supporting projects for major studios and streaming platforms, including Netflix, Peacock, Prime Video, FOX, Hallmark, and HBO. Headquartered in Newburgh, Choice Films expanded its footprint to Montgomery as demand increased for large-scale studio space.

The company has played a key role in positioning Orange County as an emerging hub for film and television production—bringing high-value projects, skilled jobs, and meaningful economic impact to the region.

As demand for studio space and production capacity continued to grow, Choice Films launched a major expansion in the Town of Montgomery to support larger-scale productions and long-term industry growth in the Hudson Valley.

Powering Production Expansion in Orange County

To meet rising demand, Choice Films proposed the construction of a new 75,000-square-foot film studio facility adjacent to its existing operations on Bracken Road in the Town of Montgomery. The \$21.6 million expansion includes three state-of-the-art sound stages and supporting production space designed to attract major film and television projects to the region.

The project strengthens Orange County's position as a competitive alternative to downstate and out-of-state production locations, while generating economic ripple effects across hospitality, construction, transportation, and creative services.

Central Hudson's Partnership

Central Hudson worked collaboratively with Choice Films and local partners during the planning and development process to help ensure the project's infrastructure needs could be met.

Central Hudson supported the expansion by:

- Engaging early in site planning discussions to understand the project's electric load and operational requirements
- Supporting planning for electric infrastructure needed to serve a high-demand production facility with multiple sound stages
- Coordinating with municipal and regional partners to align infrastructure readiness with construction timelines

This coordination helped ensure the studio expansion could move forward with the reliable energy infrastructure required for modern film and television production.

Grow Your Business with Central Hudson
CentralHudson.com/EcoDevPartner

