

FEBRUARY 2008



PRODUCTION IN PALM BEACH COUNTY GROWS IN 2007!



Production in Palm Beach County (PBC) rose 12% in 2007 to a total of \$128,328,641 and hotel room nights have increased as well! PBC Film Commissioner, Chuck Elderd feels that **Black Entertainment Television's (BET) *Spring Bling*** and the **Palm Beach International Film Festival (PBIFF)** are perfect examples of programs that have enhanced event based tourism. Elderd said, "These kinds of entertaining and high-end marketing vehicles are the key to drawing new visitors to PBC." Other major productions that shot in the County include **CBS's *Cane***, commercials for **Giant Food Stores**, the **Florida Marlins** and **LA Weight Loss** and still photography shoots for **Lacoste**, **Land Rover** and **Lilly Pulitzer**. These projects brought



plenty of cast and crew that stayed in local hotels and ate in area restaurants. Some of PBC's most unique locations including the **Singer Island Beach** in **Riviera Beach**, **Sugarcane Fields** in **Pahokee** and the **Ann Norton Sculpture Gardens** in **West Palm Beach** were featured in a range of projects. Hotels such as the **Boca Courtyard Marriott**, **Hotel biba**, the **West Palm Beach Marriott**, the **Colony Hotel**, **Palm Beach** and countless others welcomed productions throughout the year. Local industry professionals also think the state of the industry in PBC is strong! **Monte Young**, **Young Entertainment Producer**, believes that production in PBC will stay consistent with independent films and commercials leading the way, and **Bob Peterson** of **National**

Teleproductions feels that as the mobile platform continues to dominate the industry, a greater number of small companies will produce videos at a lower cost than the standard. Overall, the amount of projects combined with the warm hospitality of the hotels proved that PBC is a premiere destination for a variety of productions!



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BOCA RATON IN THE NATIONAL SPOTLIGHT FOR HOSTING GOP DEBATE...



The atmosphere at **Florida Atlantic University (FAU)** in **Boca Raton** was electric as students turned out in full force around campus to welcome the five Republican presidential hopefuls to a debate at their school. FAU welcomed over 500 media representatives for the 90-minute GOP debate that was aired on **MSNBC**, **WPTV Channel 5** and **WPBT Channel 2**. The moderator was **Brian Williams**, anchor of **NBC Nightly News**, who continually mentioned Boca Raton throughout the broadcast, giving the City a considerable amount of free press. **Comedy Central** also stopped at FAU as



part of a 20-city stand up tour for their show, **Comedy Central Live on Campus presents *Greg Giraldo: The Indecision 2008 Tour***. For more information please call 561.233.1000.



FAMILY FRIENDLY FEATURE GOES TO MARKET

Teen powerhouses **Dylan and Cole Sprouse** teamed up with **Los Angeles** based **Oak Films LLC**, **Academy Award Winner Bobby Moresco** (*Crash*, *Million Dollar Baby*) and **Producer Jonathan Krane** (*Face Off*, *Look Who's Talking Trilogy*) at the end of 2006 to make a new feature film, *A Modern Twain Story: The Prince and the Pauper*. The film, which shot almost entirely in Palm Beach County, was picked up by **Sony Pictures Entertainment** and debuts on DVD this month. Oak Films is currently in post-production on their second feature film, *The Kings of Appletown* also starring the Sprouse twins. For more information please visit sonypictures.com.



BOCA GOES HOLLYWOOD!

Driving All the Way Productions, a subsidiary of **Summit Entertainment** based in **Los Angeles** is in production on the **Untitled Teen Road Movie** in **Palm Beach County**. The film stars **James Marsden** (*27 Dresses*) **Amanda Crew** (*John Tucker Must Die*) and **Josh Zuckerman** (*Lions for Lambs*) and is being directed by **Sean Anders** (*Never Been Thawed*) and produced/written by **John Morris** (*Never Been Thawed*). Producers chose to film in **Palm Beach County** because of its versatile looks and ability to double for other regions of the United States. Filming is currently taking place in two different municipalities. Stay tuned to this newsletter for more updates.



James Marsden



FASHION WEEK TO STRUT THROUGH AREA VENUES

Models will be dressed in designer couture, money will be raised for non-profit organizations and the fashion conscious from around the globe will gather for the fourth annual **Palm Beach Fashion Week**. The event will celebrate fashion and lifestyle with runway shows, private cocktail parties and trunk shows. Opening night kicks off at the exclusive **Mar-a-Lago Club** of **Palm Beach** and will feature jewelry from the original apprentice, **Ivanka Trump**, who is expected to attend. The week proceeds with a series of runway and informal fashion shows at venues including **Mizner Park** in **Boca Raton**, **Nordstrom** at the **Gardens Mall** and **CityPlace** in **West Palm Beach**. The stylish event runs from **February 29 to March 8**. Tickets are available by calling 561.805.8681.



Ivanka Trump

Focus on Film

NEWS FROM THE PALM BEACH COUNTY FILM & TELEVISION COMMISSION

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Location Spotlight

Everglades Adventure and Pahokee Marina



Boat Slips



Swimming Pool

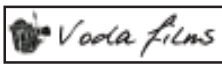
Just a short drive up from the Western town of Pahokee is the newly renovated Everglades Adventure and Pahokee Marina. The marina sits at the edge of the largest lake in Florida, Lake Okeechobee. Fishermen sit on the walls of the fishing pier that winds its way around numerous boat slips. Water birds such as Heron and Pelicans wade in the water and fly overhead. The water reaches out to the horizon and continues on into the distance. There are campsites available for RVs and new colorful cabins that sit in a row. The pool is perched on the edge of the land overlooking the lake and the effect is spectacular! Scheduled to open soon are a store and a restaurant. There is also ample parking for production vehicles. The Everglades Adventure and Pahokee Marina can provide a realistic and fresh perspective for outdoor gear commercials and catalogs or that scene that has your main character catching that big fish. For more info call 561.233.1000.



Lake Okeechobee



Colorful Cabins



NETWORK PROMO TO FEATURE VIDEO STYLINGS OF LOCAL COMPANY...West Palm Beach based Voda Films recently shot footage of the emerging band, Fireflight for a promo that was used for NBC's Bionic Woman. Flicker Records/Sony BMG Music Entertainment contacted Voda to shoot and edit the promo in just 24 hours. The footage was shot in a warehouse in West Palm Beach and Voda CEO and Founder Noah Carlson said, "We're very excited to be working with such a huge client and see our footage going to NBC." The promo aired on NBC.com for three weeks and Carlson hopes it will run on TV once Bionic Woman is back on the air after the Writer's strike. Voda Films is negotiating for more music video shoots with Flicker Records/Sony BMG Music Entertainment in the future. For info visit vodafilms.com.



Frank Eberling Avery Sommers

CELEBRITY STARS ALONGSIDE PBC STUDENTS IN SHOW AIRING ON LOCAL NETWORK...Actress Avery Sommers who starred in the feature film, Hiding Victoria performed at the Cuillo Theatre for the Arts in West Palm Beach last month, along with 15 talented students from the Palm Beach County School System. Local filmmaker/producer Frank Eberling was asked by the Cuillo as well the Education Network (TEN) to produce the show for broadcast. Eberling said, "It was a wonderful opportunity to work Avery and to see all of these students step up to the demands of their roles." The show airs on TEN throughout February as part as Black History Month. For more info visit palmbeach.k12.fl.us/ten/.



STUDENTS TO GET HOOKED BY NEW VIDEO COMPETITION...In an effort to increase the positive visibility of Palm Beach County on social media sites such as YouTube, MySpace, Facebook and others, the Palm Beach County Convention and Visitor's Bureau in collaboration with the Palm Beach County Film and Television Commission is pleased to announce an exciting addition to the Student Showcase of Films: The Palm Beach County Video Competition. The competition is open to students enrolled in Florida colleges and high schools. Videos must be 4 minutes or less and free from any copyright violations. The top three videos will receive cash awards: 1st Place \$2,000, 2nd Place \$1,000 and 3rd Place \$500. Winners will be announced during the 2008 Student Showcase of Films. The submission deadline is March 31, 2008. For more info please visit palmbeachfl.com/contests/.



Education Corner
THE PALM BEACH COUNTY VIDEO COMPETITION
 The submission deadline is **March 31, 2008**.
 For more info please visit palmbeachfl.com/contests/.

short takes



PR SPECIALIST KEEPS SOUTH FLORIDA IN THE LOOP...FAU Head Football Coach Howard Schnellenberger and New Times Investigative Reporter Bob Norman are just some of the people that have made special appearances on "Barry Epstein Live." The weekly radio show airs for one hour every Friday at 10:00am on Clear Channel's WBZT 1230 AM or on the Internet at wbzt.com. For info call 561.852.0000.



Alan Gerstel

NOTED TV ANCHOR EXPANDS EDUCATION DUTIES...News anchor Alan Gerstel signed off his anchor slot on WPEC-Ch. 12 by announcing his plans to work with the PBC School District's TV station, The Education Network, Ch. 19. Gerstel will work with the Network's development of electronic field trips and will add his expertise in scriptwriting for programs that prepare students for standardized tests.



ATTENTION DOCUMENTARY FILMMAKERS!...Filmmaking teams from around the globe will have five days to make a short non-fiction film (4-7 min.) for the upcoming 2008 International Documentary Challenge. The Hot Docs Canadian International Documentary Film Festival will host a theatrical premiere of the finalists and an awards ceremony this April. For more information or to register please visit docchallenge.org.



AREA NATIVE GIVES STUDENTS HANDS ON EXPERIENCE IN NEW FILM...Writer/Director Brian Hecker invited 150 students from the G-Star School of the Arts to the set of his film, Bart Got A Room in Hollywood, Florida. The students got to appear alongside William H. Macy (Wild Hogs) and Jennifer Tilly (Monsters Inc.). Hecker also toured G-Star and gave a seminar about various aspects of the film industry. For info call 561.386.6275.



PALM BEACH ROX KEEPS ON ROCKING...Palm Beach Rox, a 30-minute infotainment program, recently celebrated its fourth anniversary! Upcoming episodes include a press conference with Don King and a tribute to rock promoter, Jon Stoll. Rox airs locally on Mondays and Wednesdays at 5:30pm on ION and Sundays at 2:30am on NBC. For more info visit palmbeachrox.com.

Film Commissioner, Chuck Elder
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 Production Coordinator, Jill Margolius
 Office Coordinator, Christine Tiede
 Location Coordinator, Kimberly Cooke
 Administrative Assistant, Amy Peterson-Berry
 Education Consultant, Alex Marquez



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