

# APRIL 2007



## FILM FESTIVAL CELEBRATES ITS 12TH YEAR IN STYLE

Festival enthusiasts from all over the world will soon descend on Palm Beach County for the 12<sup>th</sup> annual Palm Beach International Film Festival (PBIFF)! During the week of April 19-26, there will be over 125 films including over 50 world premieres and over 35 Florida premieres among the chosen features, documentaries and shorts screening at the Muvico Parisian 20 at CityPlace in West Palm Beach and the Sunrise Cinemas at Mizner Park in Boca Raton. Opening night begins with the US premiere of *The Golden Door* and later that night; CityLimits in Delray Beach will host the opening party. Other premieres include the Palm Beach County-made *Hiding Victoria* and the dark comedy *Opportunity Knocks*, with the entire cast making a special appearance at the screening for the film. The festival closes at



Mizner Park with the screening of *The Dukes* starring Chazz Palminteri. Some of the highlighted events during the PBIFF include the Grand Gala at the Boca Resort and Club on April 21, the Student Showcase of Films on April 24 and a filmmaker reception at the Burt Reynolds and Friends Museum in Jupiter on April 22. For more info call 561.362.0003.



## THIS IS WHY WE'RE HOT: SPRING BLING IS A HUGE SUCCESS!

It was a weekend of performances and non-stop fun as BET's Spring Bling '07 moved into Singer Island Beach in Riviera Beach from March 23-25. Thousands of people inhabited area hotels and enjoyed 'The Best of Everything' in between being part of a major television production that airs April 5-8 on BET. Special thanks to the City of Riviera Beach, Verdenia Baker, Deputy County Administrator, Department of Environmental Protection, Florida Fish and Wildlife, Palm Beach County Sheriff's Office and various other police departments, and the countless other agencies and individuals who made this shoot a success! For info visit [www.bet.com](http://www.bet.com).



BET Spring Bling

## FILM FESTIVAL ENTICES FILMMAKERS TO RETURN TO PBC



The second annual Delray Beach Film Festival returned last month with hundreds of screenings, educational workshops, evening soirees and sporting events. The Palm Beach County Film & Television Commission (FTC) hosted a networking lunch at Christina's in Delray Beach to educate around 70 filmmakers from around the world about the County's incentives. The FTC has already received a handful of phone calls from filmmakers who are interested in bringing their next project to Palm Beach County. Executive Director Michael Posner said, "I am thrilled with this year's turnout and already looking forward to next year!"

## MARLINS HIT ONE OUT OF THE BALLPARK IN NEW ADS

In an attempt to increase attendance at Florida Marlins games, some Marlins players recently starred in a series of three commercials to air throughout the state. Second Baseman Dan Uggla and Pitchers Josh Johnson and Scott Olsen shot the spots at locations including La Reina Supermarket in Lake Worth and Gold Gym's in Jupiter. Miami based production company Shoot Florida was hired to produce the commercials and Executive Producer Michael Savitz said, "We chose to film in PBC because the locations complemented the creative concepts and because of their close proximity to the Marlins Spring Training location in Jupiter." The cast and crew were accommodated by the Best Western and La Quinta Inn and Suites in Jupiter. For more info call 305.438.9766.



## PICTURESQUE LOCATIONS DRIVE BOCA RATON ONTO THE SMALL SCREEN

The oceanfront seventh hole at the Red Reef Park Golf Course, a private park in Millpond and the Charleston Place neighborhood of Boca Raton brought Pennsylvania based Max Films down to Palm Beach County to shoot five Giant Food Store commercials. Airing in the northeast region of the United States during the second week in April, Executive Producer Tracy Schott said, "We chose to shoot in South Florida because we were shooting in the winter and needed a location that looked like Pennsylvania in the summer." The cast and crew stayed at the Boca Courtyard Marriott. Special thanks to the City of Boca Raton for all of their assistance. For more info visit [www.maxfilms.com](http://www.maxfilms.com).



Red Reef Park

## MARCH OF THE FASHIONISTAS: FASHION WEEK STRUTS THROUGH PBC

When Mr. and Mrs. Donald J. Trump glided through the opening night party at the Mar-a-Lago Club of Palm Beach, the third annual Palm Beach Fashion Week had officially begun. The week then proceeded with runway and informal fashion shows featuring collections from designers such as St. John, Emilio Pucci and Escada at venues including The Colony Hotel on Palm Beach, Nordstrom in Palm Beach Gardens and CityPlace in West Palm Beach. According to organizers of the event, PB Fashion Week brought in approximately 2000 room nights to area hotels. Executive Director of the Tourist Development Council Charles Lehmann said, "After three years of fashion week events, I think PB Fashion Week 2007 finally hit its stride with the public and with the designers." For more information visit [www.pbfashionweek.com](http://www.pbfashionweek.com).



Fashion Show at CityPlace

# Focus on Film

NEWS FROM THE PALM BEACH COUNTY FILM & TELEVISION COMMISSION

1555 Palm Beach Lakes Blvd., Suite 900  
West Palm Beach, FL 33401  
Telephone 561.233.1000  
Fax 561.233.3113  
[www.pbfilm.com](http://www.pbfilm.com)



# Location Spotlight

## Everglades Adventures RV and Sailing Resort



Lake Okeechobee

Everglades Adventures RV & Sailing Resort sits on the edge of Lake Okeechobee in idyllic Pahokee. The



Pontoon Boats

second largest freshwater lake in the United States has a never-ending horizon that makes a sunrise or sunset shot perfect every time. The spatial marina has rentable kayaks, pontoon boats, canoes, airboats, and Boston whalers ready to play an integral role in your next project. Some of the abundant wildlife in the area includes otters, bald eagles, herons, alligators and osprey. The brand-new charming lakeside cabins are a great place for crews to stay and have the comforts of home while filming in Western Palm Beach County. For more info on shooting and/or housing your crew at this location, please call 561.233.1000.



Lakeside Cabin



### UNIQUE BEACH ATTRACTS MAJOR PHOTO SHOOT...

An untouched stretch of beach located south of Carlin Park and north of the Juno Beach Pier was the site of a recent Lilly Pulitzer photo shoot. Pennsylvania based Lorel Marketing Group was hired once again to find locations that complement the brand's image for the upcoming Lilly Pulitzer Fall Book which debuts in May. Sr. Art Buyer Jennifer Blauvelt said "Lilly Pulitzer continues to be a brand that represents the Palm Beach lifestyle." The crew stayed at the West Palm Beach Marriott. For info visit [www.lillypulitzer.com](http://www.lillypulitzer.com).

### PRE-EMINENT CAR EVENT ROARED INTO PBC FOR THE FIFTH YEAR...

One of the most anticipated collector car auctions and expositions returned to the South Florida Expo Center in West Palm Beach from March 28-April 1. The Barrett-Jackson Collector Car Event showcased a variety of automobiles from muscle cars to unique classics while all of the action was shown on the Speed Channel with 17 hours of coverage. Thousands of automotive enthusiasts came to West Palm to enjoy the event and bid on cars such as 1967 Big Block Corvettes. For info visit [www.barrett-jackson.com](http://www.barrett-jackson.com).



Barrett-Jackson Photo of 1967 Corvette



David Donnelly

**FILMMAKER AIMS TO TURN SHORT FILM INTO A FEATURE...** *Florida Girl*, a short film recently shot entirely in Palm Beach County by Los Angeles based filmmaker David Donnelly, was selected to be screened at **Voices of Local Film** during the **Palm Beach International Film Festival!** Donnelly hopes the screening will garner some buzz and enable him to initiate a campaign for a feature length film to be shot locally with the same storyline and the same lead actress, West Palm Beach native, **Leticia Martinez**. Stay tuned to upcoming newsletters for further updates.



### STUDENT SHOWCASE PROVIDES FORUM FOR YOUNG TALENT TO SHOWCASE THEIR WORK...

The 12<sup>th</sup> Annual Student Showcase of Films (SSOF), a companion event to the Palm Beach International Film Festival, will be a heated competition with over 160 entries. The juried statewide competition recognizes outstanding high school and college students by presenting over \$25,000 in cash awards, prizes and scholarships in four categories: Feature/Short, Animation, PSA/Commercial and new this year, a Music Video competition. The competition also includes awarding a \$5,000 Burt Reynolds scholarship to two Palm Beach County high school seniors, a screenwriting competition and a \$1,000 poster competition that was open to middle and high schools. The SSOF is scheduled for **Tuesday, April 24, 2007 at 10:00am to 12:30pm at Palm Beach Community College's Lake Worth Campus, Duncan Theatre**. For more information please call 561.233.1000 or visit [www.pbifilmfest.org](http://www.pbifilmfest.org).



# short takes



**LEARN HOW THE PROS CAST THEIR FILMS...** Join Former Academy of Television Arts and Sciences Performers Governor Conrad Bachmann, Gary Marsh, President of Breakdown Services and Ellen Jacoby of **Ellen Jacoby Casting International** for a discussion about how casting directors and agents are applying electronic submissions to the casting process. This educational workshop will be held at the **Burt Reynolds and Friends Museum on Sunday, April 22 from 10:00am-11:00am**. For more info call 561.233.1000.



**CHARMING GARDENS ARE HIGHLIGHTED ON CABLE SERIES...** The Ann Norton Sculpture Garden, Gumbo Limbo Nature Center, Horticultural Society of South Florida and Eaton Fine Art were recently featured on the HGTV series, *Secret Gardens Of*. The program treats the audience to a glimpse of secluded gardens in exciting urban locations. For more info visit [www.hgtv.com](http://www.hgtv.com).



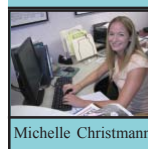
### NETWORK NEWS PROGRAM DEVOTES SEGMENT TO LOCAL MILLIONAIRES...

ABC's 20/20 recently featured the town of **Briny Breezes** when hundreds of residents there became instant millionaires! The 43-acre oceanfront town, which consists mainly of trailer parks, was purchased by a developer, for a half a billion dollars, who plans to build condos, hotels and marinas. For more info visit [www.abc.com](http://www.abc.com).



### The second African-American Film Festival took place over three

evenings last month, with a different film that was featured each night. Hosted by **Stebbins Jefferson**, a writer for the **Palm Beach Post**, the festival is part of **ArtSmart**, a Kravis Center program that is devoted to arts education. For more info visit [www.kravis.org](http://www.kravis.org).



**FTC WELCOMES BACK FORMER INTERN...** **Michelle Christmann**, a graduate of the FTC intern program was recently hired as an assistant producer for the **2007 Student Showcase of Films**. Christmann said, "I am so excited to be working for the FTC again, and I hope to gain more knowledge about producing." Welcome back Michelle!



Film Commissioner, Chuck Elder  
Director of Ops. and Programs, Michelle Hillery  
Operations Manager, TBD  
Production Manager, Michelle Marton  
Production Coordinator, Jill Margolius  
Location Coordinator, Meghan Mayo  
Administrative Assistant, Christine Tieche  
Education Consultant, Alex Marquez



PBC Board of County Commissioners  
Chair, Addie L. Greene, Vice Chair, John F. Koons,  
Karen T. Marcus, Warren H. Newell,  
Mary McCarty, Burt Aaronson, Jess R. Santamaria

If you would like to be included in this monthly publication, please contact the FTC at 561.233.1000 or email information to [jmargolius@pbfilm.com](mailto:jmargolius@pbfilm.com).

Focus on Film Editor: Jill Margolius \* Contributor: Meghan Mayo \* Masthead Design: Wendy Meyer