

FOCUS on FILM



The Newsletter of the Palm Beach County Film and Television Commission | JANUARY 2015

IN THIS ISSUE

- 1 Reality Lands in the Palm Beaches
- 2 Boca Bowl is a Big Success
- 3 "It's A Shore Thing" with Dr. Beach
- 4 DGA Awards Local Filmmaker
- 5 It's a Reel Festival Season
- 6 Education Corner: Student Showcase Deadline is Approaching
- 7 Location Spotlight: Breaking out the Unplug and Reconnect Ad



1555 Palm Beach Lakes Blvd., Suite 900
561.233.1000 pbfilm.com



NBC'S #1 SPORTS REALITY SHOW LANDS IN THE PALM BEACHES



Golf Channel's popular *Big Break* competition series heads to The Palm Beaches for its 23rd season, and features a cast of 12 amateur golfers who will encounter one of the most challenging finishing stretches of holes in all of golf: The Bear Trap. *Big Break The Palm Beaches, FL* premieres Monday, Feb. 2 at 9 p.m. ET on **Golf Channel** and was produced in partnership with Discover The Palm Beaches, Palm Beach Sports, Palm Beach County Film & Television Commission and Visit Florida, featuring **PGA National Resort & Spa** in Palm Beach Gardens. "This collaborative effort is an example of the TDC organizations working together," said Glenn Jergensen, Executive Director of the Palm Beach County Tourist Development Council.



The newly renovated Champion Course at **PGA National**, home to the PGA Tour's Honda Classic and the famed Bear Trap, headlines the roster of courses hosting the series. The winner will receive an exemption to a 2015 PGA TOUR event, along with cash and prizes. "*Big Break* is a cornerstone of our original productions franchises, and we are excited to host the series at **PGA National Resort & Spa**, which has a tremendous amount of history," said Jay Kossoff, Golf Channel Vice President of Original Productions and *Big Break's* Executive Producer. The Palm Beaches are home to more than 160 public and private golf courses – from executive to championship level – and offers the most impressive golf experience in Florida. Viewers who tune into *Big Break* this winter will witness what the region has to offer golfers. For more info visit palmbeachfl.com/golf.

BOCA RATON BOWL SCORES BIG ON ESPN

Reviews on the **Boca Raton Bowl** are in and the community feedback has been overwhelmingly positive. Bowl Executive Director Doug Mosley is optimistic about the future and the impact on the local community. "I think that we have a long successful history of success ahead of us," he said. The PBC Tourist Development Council & Sports Commission sponsored the inaugural Boca Raton Bowl on December 23, 2014.



ESPN aired the national event putting **FAU**, Boca Raton and Palm Beach County in the spotlight for millions of viewers, bringing new visitors and newfound national attention to a city and county in which tourism is the number one industry. The Boca Raton Bowl has five years remaining on their contract signed with ESPN which annually produces about 47,000 hours of live event/studio programming available to over 50 million people worldwide. For more info visit TheBocaRatonBowl.com.



SHORT GAME IS A HOLE IN ONE

The Short Game is now airing on **Esquire Network**. The original ten-part documentary series follows eight of the very best seven and eight year-old golfers, three of which are local to Palm Beach County, as they navigate school, family life and the series of tournaments that lead to the ultimate test of skill and dedication - the U.S. Kids Golf World Championship, where kids face real pressures on the course.



Filming took place throughout PBC including **Osprey Point Golf Course** and the beach at **Red Reef Park**. "It was incredible to see the kids play the courses in Palm Beach; that's the big leagues," said Rich Bye, Executive Producer of the show. The entire series is available On Demand via the **EsquireTVNOW** app and online at esquiretv.com/now. It also premieres on Esquire Network January 20 at 10P EST. For more info visit tv.esquire.com/shows/the-short-game.



FESTIVAL OF MASTERPIECES

The 10th season of West Palm Beach's African American Film Festival teams up with the Kravis Center to bring another series of films to audiences. The festival presents films featuring African



American actors and directors that convey the African American experience. Hosted by AnEta Sewall, the theme of this year's 10th anniversary festival is "Masterpieces." Festival Producer James Drayton says, "I select a wonderful series of films that are not only entertaining, but also educational." Packages are available in February with tickets for \$10 a night or \$25 for the entire festival. For more info visit Kravis.org/aaff.

PRODUCING FOR PROPERTY SALES

Recently O2 Media set out to capture the "Best of Boca" lifestyle imagery at Mizner Park, the Atlantic Ocean and the Intracoastal Waterway for a marketing video for Tower One Fifty-Five; downtown Boca Raton's newest luxury high-rise. Videos that feature a property and its amenities are not new, but including lifestyle imagery from the area takes it to another level. When asked, George O'Neill, Director of Operations for O2 Media, said "Video triggers deep emotional responses like no other medium. It's a natural component for marketing, and a perfect medium for real estate."



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A rising trend in marketing luxury real estate includes filmmaking and big budgets as more people are turning to creative alternatives to show off properties, amenities and surrounding areas. The end product is a marketing tool that aims to entice and educate buyers. For more information please visit pbfilm.com.

ART & TECHNOLOGY OF SPEED & DESIGN

The Annual Supercar Week January 3 - 11, 2015 is an event for auto enthusiasts to enjoy a full week of events held throughout The Palm Beaches. Supercar Week's mission is to define The Palm Beaches as the premiere auto enthusiast destination, world-wide each January. All of the events were created as media occasions for film and TV with ICTV1 handling all aspects of production.



Events include the SuperCar Horse Power Show on opening day at the International Polo Club in Wellington, SuperCars in Boca Raton at Mizner Park, Downtown at The Gardens, Old School Square in Delray, a Track Day & Night event at PB International Raceway and a Grand Finale event Sunday, the 11th at the West Palm Waterfront. For more information visit supercarweek.com.

LOCAL AUTHOR'S PHOTOGRAPHY IN PRINT

The life of Alexander W. Dreyfoos, one of West Palm Beach's most highly regarded entrepreneurs and philanthropists, is detailed in a new biography titled *Alexander W. Dreyfoos: Passion & Purpose*. The book has been released along with a coffee table book, *A Photographic Odyssey: Around the World with Alexander W. Dreyfoos*, which includes incredible images from over 60 countries around the world.



Alexander Dreyfoos

Considering that Mr. Dreyfoos earned an Academy Award for his invention of the Video Color Negative Analyzer, his photographs are truly something to behold. Also included in the biography is the history behind the creation of the Kravis Center and the Dreyfoos School of the Arts, capturing his entrepreneurial spirit in full swing. For more information, please visit awdsoa.org.

IT'S A SHORE THING WITH DR. BEACH



Dr. Beach

National Geoscientist Stephen Leatherman, a.k.a. Dr. Beach, with locally based international production & distribution company Olympusat, Inc., teamed up to create a sizzle reel titled, *It's A Shore Thing with Dr. Beach*. This entertaining trailer captures how climate change is impacting coastal communities and visually explains the efforts being made to preserve and replenish the shorelines. "We hope to take the sizzle reel to market and to ultimately have it distributed on national cable stations," says Shawn Copenhaver, Olympusat's Creative Services Director. The series will highlight projects along the US coastline with the premiere episode exploring shoreline preservation with Dan Bates, Deputy Director of Environmental Resources Management of Palm Beach County. For more info visit olympusat.com.





25 YEAR ANNIVERSARY FOR JEWISH REELS

The 25th Anniversary of the **Donald M. Ephraim Palm Beach Jewish Film Festival**, presented by The Mandel JCC, will be held from January 15 through February 8, 2015. The festival includes a number of showings at four local movie houses: **Cinemark Palace 20** in Boca Raton, **Cobb Theatres Downtown 16** in Palm Beach Gardens, **Frank Theatres** in Delray Beach and the closing matinee takes place at **Muvico Parisian** at City Place in West Palm Beach. Both the opening night showing of *ABOVE and BEYOND* and a special tribute to Lainie Kazan will be held at the **Kravis Center for the Performing Arts** Cohen Pavilion in West Palm Beach.

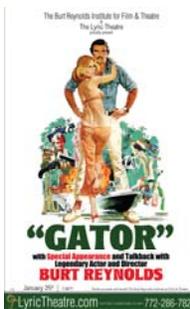


Leon Frankel -1948
from the documentary
Above & Beyond

The films chosen at the **Donald M. Ephraim Palm Beach Jewish Film Festival** portray a shared theme. "All of our films celebrate the Jewish experience and the diversity of our community," says Festival Chair Donald M. Ephraim. The festival presents more than 30 widely anticipated films in over 70 screenings from around the world. For more info visit pbjff.org.

TALKBACK WITH LEGENDARY BURT REYNOLDS

The **Lyric Theatre** presents a talk-back with **Burt Reynolds** directly following a screening of the hit film *Gator* to celebrate the release of the film on blue ray with never-before-seen bonus material. *Gator*, in which Reynolds plays an ex-con forced by federal agents to nab a corrupt politician, was the first directorial effort by Mr. Reynolds. Following the screening, Reynolds will lead a talk back on his 55 year career in the entertainment industry. The show starts Jan 25, 2015 at 7 pm. Partial proceeds benefit **The Burt Reynolds Institute for Film and Theatre**. For tickets and more information visit lyrictheatre.com.



DGA AWARDS LOCAL FILMMAKER



Alcee Walker

Local filmmaker **Alcee Walker** explores his roots in a directorial documentary, *Pain of Love*. This six-part hour-long series examines the lives of a multi-racial family in West Palm Beach, to explore the issues of family life, money, and plenty of violence.

Behind the street-wise, often-humorous characters are hidden hardships and shrugged-off pain. This American story, where hustling often matters more than schooling, earned Alcee a coveted **Directors Guild of America Student Film Award** in the east region for **Best African American Student Filmmaker**. Alcee says, "The goal is to make everyone proud and to bring something back to West Palm Beach one day for every little boy and girl." for more information or to view the film please visit vimeo.com/92296074, password 2014.



NEW TV SHOW AIRING ON CHANNEL 20

The **19th Annual Palm Beach International Film Festival and the Student Showcase of Films** star in this all-new 30-minute TV show airing on **Channel 20** in Palm Beach County. See the best in independent film, and the State of Florida's premier showcase for aspiring talent. This exciting show highlights winning films and honors the true spirit of independent cinema. The upcoming **20th Annual Palm Beach International Film Festival** will take place March 26 thru April 2, 2015, with the **20th Annual Student Showcase of Films** taking place at the **Wold Theatre at Lynn University** on March 12, 2015. For more information visit pbfilm.com.



LEGISLATIVE UPDATE ON FLORIDA'S FILM INCENTIVES



The legislative efforts to replenish Florida's Entertainment Industry Financial Incentive Program have been re-energized by public support. A recent reception at the Seminole Hard Rock Hotel & Casino in Tampa included key leaders along with Legislative Champion **Senator Nancy Detert**, speaking about her steadfast goal of passing a bill during the upcoming legislative session while special guest **John Travolta** spoke about his desire to make films in his home state of Florida. **Michelle Hillery, Film Florida President** stated, "This program has already proven fiscally responsible with a \$5.60 ROI for each \$1.00 spent, with a \$4.1 billion dollar positive economic impact on the state since the program started in 2010. This important industry has provided direct economic benefits to Florida's economy for decades, including increased tourism, developing infrastructure and creating highly-skilled and high-wage paying jobs." For more information, please visit filmflorida.org.





LOCATION SPOTLIGHT: UNPLUG & RECONNECT IN THE PALM BEACHES

How many locations can you pack into a :30 and :60 second commercial? Recently Discover The Palm Beaches found out when they set out to capture angles for the upcoming *Unplug and Reconnect in the Palm Beaches* commercial that will air in select markets that get weighed down by the effects of winter.



Loggerhead Marina

The opening scene was shot at the **Palm Beach International Airport**, setting the tone for travel and the mood; one that many families face; which is that, everyone can be distracted and completely absorbed with their schedules, jobs and media options.



Coconut Palm Trees

Next a girl is running through palm trees, featuring the **Intracoastal Waterway** with **Downtown West Palm Beach** in the background; from there, viewers see the sparkling **Atlantic Ocean** as a backdrop for several sequences from **Coral Cove Park**, **Jupiter Beach Park** and **Juno Beach**.



The Seven Figures

The dreamy monument scene with lush tropical vegetation showcases The Seven Figures in the **Ann Norton Sculpture Gardens** in West Palm Beach, the boat dock and fishing scenes took place at **Jupiter's Loggerhead Club & Marina**.



Guananbana's

Yoga, lobby and pool scenes with underwater images were shot at the **Jupiter Beach Resort**. The Palm Beaches' amazing golf opportunities were represented by **PGA National Resort & Spa** with **Guananbana's** getting a closeup for their dining and dockage facilities.

Several locations helped our featured family reconnect and convey the beauty that is found year-round in PBC. For more info visit palmbeachfl.com or pbfilm.com.



EDUCATION CORNER: STUDENT SHOWCASE DEADLINE APPROACHES



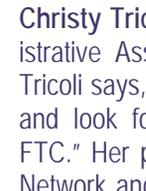
The Palm Beach International Film Festival's Student Showcase of Films is accepting submissions through Friday, January 23, 2015. The competition is open to students enrolled in Florida high schools and colleges. Competition finalists will be honored on Thursday, March 12, 2015 at a one-of-a-kind red carpet award show at the **Keith C. and Elaine Johnson Wold Performing Arts Center** at **Lynn University**. Don't miss your chance to enter and celebrate 20 years of student filmmaking! For more info and submission guidelines, visit pbfilm.com/studentshowcaseoffilms.

A FOND FAREWELL & STAFF PROMOTIONS



Jill Margolius

Production Director of the FTC, **Jill Margolius**, has resigned to pursue other opportunities. She said, "I would like to express my appreciation for the wonderful opportunities for professional growth and development that I have received." The Film & Television Commission wishes her the best in her future endeavors.



Christy Tricoli

Christy Tricoli has been promoted from Administrative Assistant to Production Director. Ms. Tricoli says, "I am so thrilled for this opportunity and look forward to a bright future with the FTC." Her past experience at Home Shopping Network and the Metro Orlando Film Commission will be valuable in her new position.



Shelby Todd

Intern **Shelby Todd** is now Administrative Assistant. "I am glad to be part of the FTC's mission to promote PBC as a filming location," says Todd. Shelby is pursuing her BA in Communication Studies and minor in Graphic Design and will graduate from FAU in 2015.

* Co-Editors: Phyllis Man and Christy Tricoli * Assistant Editor: Kelly King | To be included in this newsletter please call 561.233.1000 or email Ctricoli@pbfilm.com

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- Development and Marketing Producer, Phyllis Man
- Location & Marketing Coordinator, Kelly King
- Production Coordinators, Vanessa Horta and Ian Saylor
- Administrative Assistant, Shelby Todd

