

Focus on Film

Relax...
Palm Beach County, Florida Has It Covered.



In This Issue

New Feature Film Studio
Opens in PBC!

\$242 Million Reasons to Film
in FL

Turtles to be Featured in TV
Show

PB Lifestyle is Featured on
Wealth TV

So You Think You Can
Dance!

Location Spotlight: Crane's
Beach House Hotel & Tiki
Bar

Education Corner: 2010 So-
cial Media Surge



NEW FEATURE FILM STUDIO OPENS IN PALM BEACH COUNTY!

June 2010



G-Star's New Sound Stage

The G-Star Studios and the G-Star School of the Arts in Palm Springs are opening their new state-of-the-art motion picture sound stage this month! G-Star is located less than a mile from I-95, and just minutes from PBI in West Palm Beach. The new sound stage is equal in size to the sound stages in Los Angeles where *Jurassic Park III* and *Bruce Almighty* were made; and where *Desperate Housewives* and *Two and a Half Men* are produced today. With 35' to the grid, it has major league height to "fly" in. It has a dynamic smoke evacuation system that will remove smoke from forest fire scenes in less than two minutes; and has quick-release drains for up to 18" of water for rain & hurricanes scenes. The massive A/C units handling the 500,000 plus cubic feet of performance stage are custom made to shut on and off fifty times per day. The lighting, sound, A/C's, plus super power in the grid and on the floor and a host of other electrical functions are all controlled by a specialized computer system. It also has 22' elephant doors to accommodate huge sets.



The G-Star sound stage can also convert into a theater for a variety of events, and has a two-story atrium lobby. It contains a separate power system for theater lighting and theater sound; whisper-quiet A/C; will seat up to 1,150 persons in an audience; and will allow satellite feeds. In addition, the sound stage has a production office bungalow with a green room. For more information contact **Greg Hauptner**, Founder/CEO at 561.386.6275 or visit gstarstudios.com.



G-Star's New Sound Stage

\$242 MILLION REASONS TO FILM IN FL



Florida's Entertainment Industry Financial Incentive Program is up and running for fiscal year 2010/2011!

\$242 million in transferable tax credits is available for the next five years. \$53.5 million in transferable tax credits are authorized for the 2010/2011 fiscal year. The Governor's Office for Film & Entertainment will start accepting applications for fiscal year 2010/2011 on **Wednesday, June 9, 2010 at 12:00 noon (EST)** via electronic submission. Only projects with a principal photography or project start date within 180 days of the application date will be accepted (principal photography or project start date must be July 1, 2010 or later to qualify). **Thursday, July 1, 2010** is the first day of certification for the new fiscal year. The priority for qualifying/certifying projects for tax credit awards is determined on a first-come, first-served basis within its appropriate queue.

"We have been inundated with calls from projects that are interested in coming to Florida," said **State Film Commissioner Lucia Fishburne**. For more information or to apply for the incentive visit filminflorida.com or call 877.FLA.FILM.

BANDIT RUN BRAKES FOR JUPITER



Nearly 100 Pontiac Trans Ams and other muscle cars with their Bandit-like drivers, came to the **Burt Reynolds & Friends Museum** staying at the **Jupiter Beach Resort** and **La Quinta Inn** for the annual **Bandit Run**, an event inspired by the Burt Reynolds movie, *Smokey and the Bandit*. The run is a mild reenactment of the Bandit's high speed escape from "Smokey" better known as Jackie Gleason's character, Sheriff Buford T. Justice. This was the first trip of the Bandit runners to see the Bandit's memorabilia located at the Museum. A "Bandit Bash" was also thrown by the **Burt Reynolds Institute for Film & Theatre (BRIFT)** to welcome the guests to Jupiter.

Burt Reynolds was not at the event due to some previously scheduled filming on USA's *Burn Notice*. "I was sorry I didn't have an opportunity to say hello to the Bandit runners and tell them I appreciate their enthusiasm. We would love to make the Bandit Bash in Jupiter an annual event for the Bandit Run," said Reynolds. For more info visit BRIFT.org.



Bandit Run Cars



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PRODUCTION COMPANY INKS NEW DEAL



Information Television Network (ITV) in **Boca Raton** announced a new content partnership agreement with the video distribution platform **5min Media**. The relationship brings **HealthScienceChannel.com's** premium broadcast quality and physician vetted health video—featured on networks such as **PBS** and **Discovery**—to **5Min Media's** robust video platform, which serves a monthly audience of over 28 million unique viewers.



“HealthScienceChannel.com represents a culmination of **ITV's** prominence in the health space over the past decade. We are excited about this partnership as it underscores the quantifiable value of our content online, augmenting **ITV's** existing distribution model and accelerating our digital syndication strategy”, said **Matt Herren** VP of Business Development at **ITV**. For info visit itvisus.com.

NEW TV STATION DEVOTES PROGRAMMING TO HISPANICS



After one year of hard work and effort, **MASTV** has arrived! **Oscar Nodarse**, who was founder of **Mi Pueblo TV** (Comcast 232 and 212), started this new station. The goal of **MASTV** is to provide the Hispanic-American community in **Palm Beach County** with fresh new programs and talk shows.

“I am very happy to provide once again to the Hispanic community the first TV Channel that will truly satisfy the needs of Hispanics.



Oscar Nodarse

We will convey superior information, lots of entertainment and positive and enriching messages,” said **Oscar Nodarse, President/CEO of MASTV Inc.** **MASTV** is airing on **Channel 47 Digital** and is dedicated to Spanish language programming. For more information please visit mastv.tv.

NEW VENUE FOR LIVE MUSIC AND FILMS



Main Showcase Room

Looking to rock out in the privacy of your own studio? **DC Rehearsal and Showcase Studios** located at in **West Palm Beach** offers four high quality rehearsal rooms equipped with two guitar rigs, bass rig, drum set, 1200 watts of **PA** power, four floor monitors on two mixes and four vocal mikes-including a 1500 square ft. showcase room complete with concert sound and lighting. The facility can be used for film productions, touring production rehearsals, CD release parties, showcases and live performances.



DC Studios is also accepting applications for bands to perform live to a crowd for their **Friday/Saturday night** concerts. They will showcase two-five bands per night. The acts chosen will get a percentage of the door, and will get a free DVD of the performance. For more info call 561.429.3940.



Rehearsal Space

PHOTOGRAPHER MAKES A DIFFERENCE



Renowned photographer **Greg Ross** of **Ross Studio** in **West Palm Beach** is taking a stand to end homelessness in **Palm Beach County (PBC)**. Ross is one of the founding members of the **2% solution**, a program from **The Lord's Place** in **West Palm Beach** that helps homeless people who have no place to go. If just 2% of the residents in **Palm Beach County** donate \$1 a day (\$30 a month), sufficient resources will be available to end homelessness in **PBC**, according to the **2% solution** website.



Homeless in PBC

“As a photographer my passion for documenting and telling the visual stories of real life-people, issues, and unique places has taken me around the world on assignment. I strongly believe that we have the ability to make a difference,” said **Ross**. **Ross** has been taking photos of the homeless situation in **PBC** to use as part of the awareness materials for the **2% solution**. For more info visit thelordsplace.org/2percent/index.php.



Homeless Photo

LIGHTHOUSE CELEBRATES 150 YEARS!



A local **Jupiter** advertising firm, **Gibson Roscoe Advertising**, offered to design a new logo for the **Jupiter Inlet Lighthouse & Museum** to help celebrate and commemorate its 150th Anniversary. “We deeply appreciate that **Bob Gibson** offered his services and contributed his company's time and talent to help our landmark Lighthouse,” said **Jamie Stuve**, President & CEO of the **Jupiter Lighthouse**.

Creative Director **Ken Roscoe** of **Gibson Roscoe Advertising** said, “When we see our lighthouse we realize how fortunate we are to live here,” states **Roscoe**. “There is something very special about this place.” For more info visit jupiterlighthouse.org.

TURTLES TO BE FEATURED IN TV SHOW



A crew from **National Geographic** traveled to **Palm Beach County (PBC)** to observe sea turtles in their natural habitat. The crew shot on beaches including **Juno Beach** with the assistance of biologists from the **Loggerhead Marinelifelife Center (LMC)**.

The footage will be seen during an episode of **Wild Nights**, a new three-part series, which focuses on urban wildlife. The series is being produced for **National Geographic's** new channel “**Wild**,” and it set to air in the **Fall of 2010**. Special thanks to the agencies and individuals who assisted with this project. For info visit animals.nationalgeographic.com/wild/shows/.



Sea Turtle Photo Courtesy: LMC

2010 SOCIAL MEDIA SURGE



Red Carpet Arrival at the SSOF

Education related events such as the 2nd annual **Downtown Artworks** and the 15th annual **Student Showcase of Films (SSOF)** has expanded marketing efforts to reach past, present and future participants through social media outlets. Facebook and YouTube have captivated an audience of innovative, eager consumers while providing businesses with an inexpensive and fast medium to distribute information. **WebcastTV.com** hosted more than 1,400 viewings of the live SSOF awards ceremony while YouTube's variety of SSOF vignettes respectfully tabulated 3,471 views.



FSU Student Filmmaker Steven Bell being interviewed by WFLX Fox 29

Marketing efforts were maximized as Downtown Art Works received 130,000 impressions on the Palm Beach Post's home webpage. Attendance soared to more than 1,500 for Downtown Art Works, an inspired exhibition of student art and music. This year's SSOF increased audience participation from 600 in past years to 800 at the new Palm Beach Gardens High School venue. All the same, main stream media still has its place in the sun. Invaluable media coverage from local affiliates **WFLX TV Fox 29**, **WPTV Channel 5**, **WPBF Channel 25**, **West Palm Beach TV Channel 18** and Palm Beach County's Government **Channel 20** set the stage during the busy red carpet arrival. For many of these students it was the first time giving an interview, walking a red carpet and accepting an award. Now because of the popularity of social media, these images and those captured on personal handheld devices can be seen around the world! For more info, or to view the SSOF live award ceremony, please join us on Facebook.

facebook

YouTube
Broadcast Yourself™

KIDS CATALOG SHOTS IN JUPITER



Pitter Patter Productions out of **Jupiter Farms** recently produced a catalog shoot for **Filou and Friends**, a company out of Belgium. The entire catalog was shot on-location at **Riverbend Park in Jupiter**. "Riverbend Park was the perfect place to shoot. The park served as a beautiful background and we were able to use the Canoe Outfitters bus as a prop for the shoot, which was exactly what we needed. Most of the kids modeling in the shoot were locals too," said **Erik Skeisvoll, Photographer**. The catalog will be mailed all over Europe.

Erik Skeisvoll and his wife Monica, who is also a photographer are long time residents of Jupiter Farms and have an extensive client list. They have photographed spreads for magazines such as **Teen Vogue, Self, Child, Junior** and **Parents** and have worked on numerous shoots for **Ralph Lauren, L.L Bean** and **Macy's**. For more information about Pitter Patter Productions please visit skeisvollphotography.com or call 561.346.4071.



Riverbend Park in Jupiter

PB LIFESTYLE IS FEATURED ON WEALTH TV



Wealth TV, a network dedicated to giving viewers a behind the scenes look into how the wealthy achieve and enjoy their success, was in Palm Beach County (PBC) to film episodes for two different shows, **WOW!** and **Palatial Passport**. Both shows were shot entirely in PBC, and locations such as **The Breakers Hotel, CityPlace, the Jupiter Inlet** and the **International Polo Club** in **Wellington** were featured. **WOW! Palm Beach** is dedicated to promoting tourism in the region and **Palatial Passport: Whitehall** gives the viewer an inside look at the **Flagler Museum**.



"The experience filming in PBC was incredible! It's a beautiful place to film, and the footage looks amazing," said **Producer Erin O'Neill**. "We chose to film in PBC for a few reasons. One, Whitehall is here, and since we are doing a series on the most amazing gilded age homes across the US, that couldn't be left out. Secondly, the area has everything we are looking for in a travel show - a resort feel, high-end shopping, dining opportunities, and an interesting history." The shows air this summer. For info visit wealthtv.com.



DREYFOOS GRAD STARS ON NETWORK TV



Palm Beach County native **Mary Elise Hayden** made a guest appearance on the **ABC Family TV Show, 10 Things I Hate About You**. She was seen in two recent episodes in May as a character named **Co'lliviette**, a self-centered, manipulative model trying to make her way to the top. "In this economy, I'm trying to "bring it" everyday," said Hayden.

Next up for Hayden...a starring role in the independent feature film, **Eloquent Graffiti**. Hayden is a graduate of the **Dreyfoos School of the Arts in West Palm Beach**. **10 Things I Hate About You** airs Mondays at 8/7c. For more info please visit abc.com.

SO YOU THINK YOU CAN DANCE!



The search for America's Favorite Dancer is on...as the hit **FOX TV Show, So You Think You Can Dance** returns to the airwaves for season seven! A team from **Dance Nation Productions** out of Los Angeles, CA came to West Palm Beach to film a potential finalist for a segment during a future episode.

Producers filmed at the **Alexander W. Dreyfoos School of the Arts** and in various downtown **West Palm Beach** locations. The series airs on FOX on Wednesdays at 8/7c and on Thursdays at 9/8c. For more info visit fox.com/dance/.



LOCATION SPOTLIGHT: CRANE'S BEACH HOUSE HOTEL & TIKI BAR



Crane's Beach House Hotel

Expedia travelers have ranked **Crane's Beach House Hotel** in **Delray Beach** among the world's best hotels on this year's Expedia Insiders' Select list. The list formally recognizes individual hotels worldwide that consistently deliver excellent service, a great overall experience and a notable value. Recently, Crane's was also the host of "The Big Marshmallow Bash," a fundraiser benefitting the Convention and Visitors Bureau of Palm Beach County Scholarship fund.



The pool at Crane's Beach House

Offering an incredible Key West-like experience just one block away from the Atlantic Ocean in Delray Beach, **Crane's Beach House Hotel & Tiki Bar** is a fun and festive boutique hotel. Crane's Beach House is a magical hideaway, teaming with natural beauty and hand polished into one of the most exclusive resorts in the Palm Beach Area. Filmmakers can savor the ocean fragrances or capture crew lounging in their private hammocks. With twenty seven distinctive themed luxurious guest suites, Crane's is nestled within a lush, tropical setting. Washed with natural light, tropical fabrics and original art, the overall feeling is one of elegant simplicity. This creates a real tranquil environment, even though the hotel is just steps away from the shops and restaurants along Delray Beach's hot and happening Atlantic Avenue.



Guest Room at Crane's Beach House

The mood at Crane's is never crowded and always intimate. Every Friday and Saturday from 5pm to 9pm a music-filled happy hour can be enjoyed in their new 635 square foot poolside Tiki Bar which is always stocked with an array of tropical drinks. Great shots can be captured around their two tropical pools and saline waterfalls. Even your furry friends are welcomed at Crane's with special accommodations for your four legged cast members. Crane's Beach House is truly "Delray's hidden treasure." For more information please call



Tree-lined walkway to Guest Rooms

561.233.1000. or visit cranesbeachhouse.com.

Editor: **Jill Margolius** Contributors: **Michelle Hillery, Jessica Greenshner** | To be included in the newsletter, please call 561.233.1000.

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