

FOCUS on FILM



The Newsletter of the Palm Beach County Film and Television Commission | FEBRUARY 2014

IN THIS ISSUE

- 1 High Profile TV Series Makes PBC a Frequent Stop
- 2 The Glades is Featured in Documentary
- 3 Local Community Loses One of Its Own
- 4 You are Wanted for a Rally in Tally!
- 5 New Logos for The Palm Beaches
- 6 Education Corner: Game on! Student Showcase Heats up
- 7 Location Spotlight: Jupiter's Jewels



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



HIGH PROFILE TV SERIES MAKES PBC A FREQUENT STOP

Palm Beach County (PBC) is a world-class destination that features a film-friendly community, year-round warm weather, diverse locations and discounted production space. Year after year, PBC continues to attract high profile productions. Television reigned supreme this year as some of the hottest shows on TV shot in PBC. Shows such as *The Vanilla Ice Project* on DIY Network, *Four Weddings* and *Four Houses* on TLC, *Barrett-Jackson Car Auction* on the SPEED Channel, *The Today Show* and *The Biggest Loser* on NBC, *Nuestra Belleza Latina* on Univision, *Feherty* on the Golf Channel, *The Real Housewives of Miami* on Bravo, *Tanked* on Animal Planet, *Made* on MTV, *Fish Tank Kings* and *Jobs That Bite* on Nat Geo Wild, *Nature's Weirdest Events* and *Officially Amazing* on the BBC, *Toy Hunter* on the Travel Channel, and *House Hunters* on HGTV among many others.

PBC also welcomed many fashion driven photo shoots for brands such as **Addidas**, **Johnston and Murphy**, **Reebok**, and **Vera Bradley**, as well as commercials for **Braman Motorcars**, **Belks Department Store**, **FPL**, and **Tire Kingdom**. Indie feature films also made their presence known this year. Movies such as *Hidden Assets*, *Widowville*, and *My Father, Mi Padre* took advantage of the County's free one-stop permitting, and wonderful natural landscapes. Producers flying in and out from L.A. had an easier time this year, as American Airlines began daily, non-stop flights from PBIA to L.A. PBC also hosted many film festivals this year, including the Palm Beach Int'l Film Festival. The amount of projects combined with the area's warm hospitality proved that PBC will remain a premier filming destination for years to come!



THE GLADES IS FEATURED IN DOCUMENTARY



Tim Malloy interviewing Rasha'un Croney at Pahokee High School

Former WPTV news anchor **Tim Malloy** is filming a documentary that centers around Palm Beach County's "Other" Coast. The story addresses many of the misconceptions about life in the Glades, and focuses on residents who live in **Pahokee** and **Belle Glade**. The crew from **Apex Productions** filmed at locations including Pahokee High School and Glades Central High School.

"With such high unemployment, it was inspiring to meet so many good people, who were dealing with no jobs and no money with dignity, humility and a sense of humor," said **Wendy Rutledge**, Executive Producer. "We also owe a debt of gratitude to Apex Productions, and appreciate their commitment to this project." Producers aim to finish the film by the end of 2014, and are working on a distribution deal. For info call 561.233.1000.

LOCAL COMMUNITY LOSES ONE OF ITS OWN



Troy Devine with his mother Olympia Devine

Troy Devine, a member of the local production community passed away. Troy worked at **Devine Style, Inc.**, his mother's marketing, public relations and event-planning firm in Palm Beach. He partnered with his mother to stage such fundraising events as Palm Beach Fashion Week, Palm Beach Style Rocks, Windows of Worth, W Magazine special events, Mar-a-Lago Club fashion events... and the three day 2011 Palm Beach Centennial Celebration. Troy was a business innovator and a gentle spirit. He was able to bring people together to create very memorable events.

Troy Devine died peacefully of cardiac arrest on December 14, 2013 surrounded by close family. He is survived by his mother, Olympia Devine and his beloved Labrador, Chanel.



FOCUS ON FILM

FAMED PHOTOG CAPTURES MANY 'FACES'



"Faces"

Local photographer **Gregory Ross** has self-published a new book called "Faces!" The images in this book have been selected from Ross' editorial collection. It is a body of work that spans thirty years and six continents. An exhibition of these photos will be at an upcoming fundraising event for the Paley Foundation. Many of the images included were taken while accompanying the Paley Foundation Medical Mission Team to Haiti and Nicaragua. The event will take place on Friday, February 21 from 6-9pm at 312 Clematis Street.



For more information or to purchase the book visit blurb.com or iTunes or iBook for download.

'CLASSIC' EVENT RETURNS TO PGA



The Honda Classic

The world's best golfers will compete for a purse of \$6 million during this year's **Honda Classic**. The PGA National Resort & Spa in Palm Beach Gardens will welcome 144 golfers from **February 24-March 2**. Crisp, high-definition coverage will be broadcast on both **NBC** and the **Golf Channel** for a total of 16 hours, an increase of four hours over last year! The Honda Classic will feature one of the strongest fields of the year with a number of the best golfers coming to the event. Over 100,000 spectators are also expected to come out, and be a part of the festivities.



The Palm Beach County Sports Commission plays an important role in the tournament with the coordination of the visit. Net proceeds of the event benefit South Florida charities through the Children's Healthcare Charity. For more information visit thehondaclassic.com or pgaresort.com.



INNOVATIVE FASHION CO. SHOOTS IN PBC



Ellie Kai Shoot

A new clothing line, **Ellie Kai** is introducing a new way to think about women's clothes. Along with an Ellie Kai Consultant, women get the opportunity to become their own designer, get the garments made for them, and then delivered to their door.

Montana Pritchard Photography was hired to produce a photo shoot for Ellie Kai. "We chose the Palm Beach area for our shoot because of the amazing climate, and varied landscape. The combination of the natural shoreline and the in-town architecture were a big draw for this collection," said **Kristin Barclay**, VP of Marketing & Technology. The photos will appear in the editorial media for the Spring & Summer collection. For more info visit elliekai.com.



LEGENDARY GOLFERS COME TOGETHER



Allianz Championship

Golfing legends will tee it up at this year's **Allianz Championship** at the Old Course at Broken Sound in Boca Raton from **February 3-9, 2014**. The **Golf Channel** will televise all three rounds of championship play

featuring golfers such as the 2013 defending champion **Rocco Mediate**. Spectators who come to this tournament are in for a treat, as the best Championship Tour Professionals shoot it out in stroke play with a total purse of \$1.6 million. Allianz also features adult and junior Pro-Am tournaments, putting contests, clinics, and more.



The field consists of 81 of the best Champions Tour professionals competing in a 54-hole stroke play. This will mark the 8th consecutive year the event has taken place in Palm Beach County. For more information visit allianzchampionship.com.

POLO SEASON ATTRACTS INTERNATIONAL MEDIA COVERAGE



Trump Invitational
Photo Credit: Larry Marano/Getty Images

When polo ponies thunder down the field, flanked by a sea of celebrities and women in hats, polo season has begun! **Jennifer Wood Media, Inc.**, an equestrian public relations and marketing firm issued accreditation to hundreds of media outlets from around the world this year. At the recent Trump Invitational at Mar-a-Lago in Palm Beach, media outlets such as Access Hollywood Online, Daily Mail, E! Online, Extra Online, New York Post, People, and The Wall Street Journal covered the event. Other popular venues that attract media attention include the Palm Beach International Equestrian Center, which has 12 competition rings, and is home to the 2014 FTI Consulting Winter Equestrian Festival. The International Polo Club also has an entire season of competitions including the U.S. Open Polo Championship. For more info on these, or the array of other equestrian/polo venues in PBC, call 561.239.1000.



LOVE MATCH FOR DELRAY AND TENNIS



Andy Roddick
Photo Credit:
Camera Sport

Four of the current Top 20 singles players, a great doubles team, and the 2001 Wimbledon champion are all included in a group of players who have signed on with the Delray Beach Open by The Venetian® Las Vegas. The 32-player ATP World Tour field will include Top 20 stars **Tommy Haas** (No. 12) and **John Isner** (No. 14).

The world No. 1 **Bryan Brothers** doubles team will highlight the doubles field, as the twins return to Delray Beach for the seventh time. **Goran Ivanisevic**, the only Wimbledon champion in history to have won on a wild card, will join 2003 US Open champion **Andy Roddick** and four other former ATP stars in Delray Beach's ATP Champions event.

The **Tennis Channel** will broadcast 20 hours of live coverage in the U.S., and the event will be shown internationally in 158 countries for 52 hours. The world's only combined ATP World Tour and ATP Champions Tour event will be played February 14-23, at the Delray Beach Stadium & Tennis Center. For more info visit yellowtennisball.com.



YOU ARE WANTED FOR A RALLY IN TALLY!



Film Florida needs the help of filmmakers! The organization will be hosting a **Rally in Tally** on **March 26** for the **Entertainment Production Tax Incentive Program**. The organizers of the event are looking for cast and crew from film, TV, Digital and ancillary businesses to participate. The purpose of the Rally is to show the Florida legislation that the Film, Entertainment and Digital Media Industry is in need of support.

Participants will speak directly with the legislators who can support the pending legislation to replenish the Florida Film & Entertainment Incentive Program. For more info visit filmflorida.org.

BEHIND THE LENS: CATALOG SHOOT IN PBC



Shooting at a private home in Ocean Ridge

The production team from **Grandin Road** came to Palm Beach County to shoot their **May/June 2014 Catalog!** The crew photographed their outdoor furniture and garden collections at beautiful private homes in cities including Boca Raton, Delray Beach, and Ocean Ridge.

"We chose Palm Beach County for the diversity of the landscape and architecture from beautiful ocean vistas to English gardens and French chateaus. "We enjoy photographing in Palm Beach County and worked with **All-Star Locations** to source private residences that complement our products," said Producer **Gina Weable**. Grandin Road sells everything from small accessories to entire rooms, inside and out. The debut issue of Grandin Road was sent out in March 2003. Today, they nationally distribute tens of millions of catalogs every year. For more info visit grandinroad.com, and for more info on All-Star Locations visit all-starlocations.com.



TLC RETURNS TO PALM BEACH COUNTY



Four Weddings

The TLC television show **Four Weddings** came back to Palm Beach County (PBC) to film another episode! The crew filmed scenic footage for the show at locations including **Barwick Park** and **Lake Ida Park** in Delray Beach.

The show follows four brides who have agreed to be guests at each other's weddings and then judge which one is best. The bride with the most points wins a dream honeymoon.

The series will premiere new episodes in May 2014. For info visit tlc.com/tv-shows/four-weddings.



NEW LOGOS FOR THE PALM BEACHES!



Corporate Logo

The officials from Discover Palm Beach County (DPBC) unveiled the logo and wordmark for the destination's new tourism identity, Discover The Palm Beaches Florida. "I am absolutely thrilled with our new mark - it truly captures the soul of our destination," said **Jorge Pesquera**, President and CEO of Discover Palm Beach County.

DPBC also unveiled the brand application for the organization identity, Discover Palm Beach County, The Official Tourism Marketing Corporation for The Palm Beaches. The organizational brand application coincides with the tourism identity, bringing a sense of integration, simplicity and heightened awareness as DPBC markets to customers and engages hospitality partners with one logo and one brand. For more info call 561.233.3000.



Consumer Logo



LOCATION SPOTLIGHT: JUPITER'S JEWELS



Jupiter Inlet

The **Jupiter Inlet** is a true treasure and the northern most inlet in Palm Beach County. The area is rich in history and offers an abundance of opportunities not only for anglers and cruising but also provides the filmmaker with a wide variety of beautiful backdrops.



Jupiter Lighthouse at dusk

Located on the North side of the inlet is the **Jupiter Lighthouse**. Standing watch since 1860, the red brick structure is Palm Beach County's oldest icon and continues to aid navigation, as well as welcome visitors and filmmakers alike. There are many viewing angles and roadways that allow the lighthouse to play a part in any type of production whether on the north or south side of the inlet.



The Jetty at Jupiter Beach Park

Jupiter Beach Park is located on the south side of the inlet and features a jetty that is popular with anglers. The jetty itself has created a nice curved beach that is rare along PBC's coastline. Ocean Trail Way is the road that leads to the jetty; it offers ocean views and is a great waterway location that includes the inlet, lighthouse and ocean views.



DuBois Home

DuBois Park borders the inlet and is unique in that it enjoys oceanfront as well as a lagoon that provides a nice beach area off the actual beach and out of the wind since it is surrounded by mature mangroves and Australian Pines. The lagoon has a picturesque bridge over a small waterway that leads to the historical DuBois house that was built in 1898. With recent improvements, boat slips are available and there is a new pedestrian walkway that is lined with palm trees.

The Jupiter Inlet also gives way to the Jupiter Waterway Trail, a series of waterways that connect into the inlet and include areas for activities such as hiking and biking. For info visit pbfilm.com.

EDUCATION CORNER: GAME ON! STUDENT SHOWCASE HEATS UP



Hundreds of entries were submitted, and the competition is heating up, as students from around the State of Florida will compete in this year's **Student Showcase of Films (SSOF)**! The awards show will take place at the **Keith C. and Elaine Johnson Wold Performing Arts Center at Lynn University** on Friday, **March 14!**



Frank Licari

Hosting for the eighth time is actor and comedian **Frank Licari**. If you are attending the SSOF, start brushing up on trivia knowledge, as this year's event will have a movie trivia game show theme where presenters are pitted up against the award winners! Celebrating 19 years, the SSOF is the largest statewide film competition and awards ceremony for Florida's student filmmakers. The juried competition recognizes outstanding high school and college students by presenting more than \$10,000 in scholarships and awards in categories including: Feature/Shorts, Documentary, Animation, Commercial/PSA, Music Video, and an Audience Award, in addition to a screenwriting and poster competition. Honoring the legacy of **Burt Reynolds**, the festival also awards a scholarship bearing his name, plus a **Sara Fuller** Scholarship through Film Florida.



Lee Cipolla



Dean Lyon

The entries will be judged by industry professionals from around the country. Judges include: **Lee Cipolla**. Cipolla won 1st Place in the High School Feature/Short competition in 2002, and then went to have a successful film career. He recently directed **The Shift** starring **Danny Glover**. The film premiered at the 2013 Palm Beach International Film Festival and won the Audience Favorite Award for Best of Florida. Another notable judge is **Dean Lyon**. Lyon has worked on over 100 international commercials and 50 feature films including 'Armageddon' and the 'Lord of the Rings' trilogy where he received credit as a Visual Effects Supervisor. For more info visit pbfilm.com or visit facebook.

Editor: Jill Margolius | Contributor: Kelly King | To be included in this newsletter please call 561.233.1000 or email JMargolius@pbfilm.com

PBC Board of County Commissioners

- Priscilla A. Taylor, Mayor
- Paulette Burdick, Vice-Mayor
- Hal R. Valeche
- Shelley Vana
- Steven L. Abrams
- Mary Lou Berger
- Jess R. Santamaria



Palm Beach County Film & Television Commission

- Film Commissioner, Chuck Elderd
- Deputy Film Commissioner, Michelle Hillery
- Production Director, Jill Margolius
- Production Coordinators, Vanessa Horta and Ian Saylor
- Location & Marketing Coordinator, Kelly King
- Administrative Assistant, Giselle Bodden

