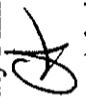




MEMORANDUM

TO: Jonathan Brown, Director, Department of Housing & Economic Sustainability (HES) 

FROM: Michelle Hillery, Deputy Film Commissioner, Palm Beach County Film & Television Commission (FTC) 

CC: Verdenia Baker, County Administrator, Palm Beach County
Chuck Elderd, Film Commissioner, FTC
FTC Board of Directors

DATE: October 14, 2018

RE: Fourth Quarterly and Cumulative Report for HES Tech Prep Contract – FY2018

Included you will find the FTC's fourth quarterly and cumulative report for the Palm Beach County Department of Housing & Economic Sustainability Contract for Tech Prep.

Attached you will find:

- ❖ Performance Outcome Reporting Form
- ❖ Third, Fourth and Cumulative cash, in-kind, and grant matching dollars report

Please feel free to call me with any questions or if you need additional information at 561.233.1000.

Thank you.

RECEIVED OCT 12 2018

EXHIBIT C

QUARTERLY REPORT

Date _____

Report Submitted by: **Palm Beach County Film & Television Commission, Inc.**

	REPORTING PERIOD	DUE DATE
☐	First Quarter: October 1, 2017 to December 31, 2017	January 14, 2018
☐	Second Quarter: January 1, 2018 to March 31, 2018	April 14, 2018
☐	Third Quarter: April 1, 2018 to June 30, 2018	July 14, 2018
X	Fourth Quarter: July 1, 2018 to September 30, 2018	October 14, 2018

PERFORMANCE OUTCOME

Provide *cumulative* quarterly information and supportive documentation about the following contract deliverables specified in Exhibit "A" and other pertaining activities. Report the *status of completion* of each performance measure as completed, ongoing or pending.

1. Production of the 2018 Student Showcase of Films Competition and Awards Ceremony (SSOF):

Status: COMPLETED

The 23rd annual Student Showcase of Films was held on April 6, 2018, in the Keith C. & Elaine Johnson Wold Performing Arts Center at Lynn University in Boca Raton, Florida. The red-carpet festivities began at 9:15am with the live awards showing starting promptly at 10:30am to a standing-room-only crowd of over 750 attendees. A full report was previously provided in the 2nd Quarterly Report (April 14, 2018), however here are the **highlights** from 23rd annual Student Showcase of Films:

- The Student Showcase of Films (SSOF) team once again utilized the efficient three-step submission process managed by the Palm Beach County Film & Television Commission's (FTC) website that enabled student filmmakers to easily submit their documentation via a paperless online system. Students automatically received email notifications after each step and were prompted into the next phase of the process. After completion of all necessary documentation, students were then guided to the user-friendly online platform, FilmFreeway, to upload their film and screenplay entries for judging which completed the three-step process. This is the fourth year using Film Freeway and the platform continues to deliver a superior product, even fine-tuning the process with the FTC each year to enhance the experience and improve overall service. The FTC will gladly return to Film Freeway for next year.
- The SSOF acquired 42 high profile judges from around the world who graciously donated their time to view and evaluate 253 eligible student submissions, representing 80 schools across Florida. The judging panel featured exceptional professionals like Hollywood legend Burt Reynolds, acclaimed television writer Charles "Chic" Eglee, wildlife specialist and host of *Nikon's Birding Adventures* James Currie, social media sensations and actors Marcus and Cody Johns, award-winning filmmakers Billy Corben, Kevin Sharpley and Isaac Florentine, documentary filmmaker and Broadway Producer Suzanne Niedland, Russian Arm Specialist Michael Jordan, Pixar animator Michael Bidinger, Sony Pictures animator Tarun Lak, Visual Effects Artist Dean Lyon, Post Beach Post columnist Leslie Gray Streeter, news anchors Jay Cashmere and Ric Blackwell and former Carolco Pictures C.O.O and filmmaker Jacqueline Journey, just to highlight a few.
- Poster Design judging was held at the FTC office conference room on February 6. Poster Design judges Greg Ross, Adrienne Mazzone and Scott Glinski were impressed by the quality of submissions as well

as the quantity, noting that the submission numbers continue to increase each year. A new poster design was selected, submitted by Valentina Messina of Nova Southeastern University, which will serve as the basis for the 2019 competition marketing design.

- The Burt Reynolds Scholarship interviews were held on February 20th at the home of Mr. Reynolds in Hobe Sound. For 2018, SSOF had an all-female group of finalists for the first time in its history. The four finalists were transported via stretch limousine from their schools to Mr. Reynolds' residence where they interviewed with Mr. Reynolds and SSOF judges Suzanne Niedland, Frank Eberling, Aaron Wells and new SSOF judge, C. Todd Vittum.
- 10 volunteers provided by Palm Beach Gardens High School and secured by the online Volunteer Registration on the FTC website, each donated roughly 12 hours of their time over two days helping run the live show, including rehearsal the day before.
- Attendance of 750 filled the **Keith C. and Elaine Johnson Wold Center of Performing Arts at Lynn University** in Boca Raton. The lobby configuration was changed for 2018, moving the step-n-repeat, stanchions and red carpet away from the front doors to align them with the back wall. This was more beneficial to the open red carpet and allowed a better flow of traffic in the lobby. Because of this success, this new configuration will be repeated in 2019.
- Several high-octane, modern and vintage, automobiles supplied by Neil London from Supercar Week were stationed outside the Keith C. & Elaine Johnson Wold Center of Performing Arts creating an exciting tableau to greet guests as they entered the theatre.
- The red-carpet awards show kicked off a VIDEO GAME themed event with a well-coordinated social media effort supported by the Palm Beach County Film & Television Commission personnel (both onsite and in the office), the BUZZ Agency personnel (both onsite and the office), news and media, as well as attendees. These coordinated efforts created a vibrant social media footprint by announcing red carpet arrivals, winners and presenters, all using the hashtag **#SSOF2018** as well as video game images and motifs.
- Keeping within the Video Game theme, The MicroSoft Store (Boca Raton Town Center Mall) exhibited 9 X-Box gaming systems (6 in lobby and 3 backstage for showtime) and 2 Virtual Reality systems for an exciting hands-on experience during the pre-show festivities in the lobby. Microsoft donated the use of all systems plus four technicians FREE of charge! Silverball Museum in Delray Beach also donated a vintage pinball machine and a vintage video arcade game to add to the pre-show fun. Additionally, the FTC rented three full mascot costumes of beloved video game characters Mario, Yoshi and Pikachu. These were rented from Hollywood Costumes in North Palm Beach and worn by student volunteers to interact with guests and pose for humorous photo ops.
- A record number of college and university exhibitors set-up displays in the lobby of the Keith C. & Elaine Johnson Wold Center of Performing Arts during the pre-event as part of their recruiting process. These exhibitors included the Art Institute of Ft. Lauderdale, the Institute of Cinematics Arts at Keiser University, Lynn University, New York Film Academy Miami, Palm Beach State College, Connecticut School of Broadcasting and Palm Beach Atlantic University.
- The BUZZ Agency, along with the FTC, procured a large and lively presence of press, paparazzi and media for the event that included The Palm Beach Post, The Sun Sentinel, Boca News, The Associated Press, InJupiter Magazine, Boca Magazine, Variety Magazine, Getty Images, WPTV Channel 5, WPEC Channel 12, WPBF Channel 25, The Education Network, PBC Channel 20 and many more! There was a high demand for photo ops and interviews, especially with guest presenters **Burt Reynolds**, **Vanilla Ice**, **Howie Dorough** (Backstreet Boys) and actor, **Chris Hayes**.

- Overall, the media coverage was comprehensive and well-documented as reported by The Buzz Agency. **70** pieces of coverage with an online viewership of **373 million** and an estimated **457,000** in coverage views in various periodicals, newspapers, magazines, websites and assorted social media platforms from different areas of the county, as well as around the state of Florida, covered the event, its winners and participants. Another story on Burt Reynolds and Vanilla Ice attending SSOF made an U.K. newspaper, The Daily Mail.
- Host, Director and Writer, Frank Licari and set designer, Wayne Fugate, constructed a playful and imaginative set that captured the look of video game devices like the Nintendo Wii controller and the handheld Playstation Portable (PSP). The staging also recreated the whimsy of popular and/or vintage video games like *Pacman*, *Super Mario*, *Legend of Zelda* and more. The entire setting was dynamic with colorful lighting, heart-pounding audio and a massive central screen supported by a powerful projector for graphics and film presentations.
- Frank Licari opened the show with a comical short film intended as the sequel to the film he unveiled in 2017. The film depicted Frank at home playing *Pac-Man* as his wife and son explain to him that he's no longer "hip" enough to host the SSOF. A furious Frank marches to the Palm Beach County Film & Television Commission (FTC) office in West Palm Beach. However, upon arriving Frank discovers that the FTC has moved and, even worse, left instructions with the building security guard not to tell Licari know where they went!
- Licari then bounded onto the stage, opening the program with his humorous rendition of *Feel it Still* by Portugal. The Man, and in full Super Mario costume! Licari, along with his Luigi-costumed dance troupe of Larry Albright, Natalie Wichelé, Kenneth Fowler and Maria Hernandez, got the audience packed with students, parents and dignitaries dancing in the aisles! Frank Licari emceed for the 12th straight year. His energy, comedic and musical talents continue to make him the perfect host for the diverse audience.
- SSOF introduced a new Academy Awards style format to the live show having three finalists for each category. As the category was introduced the three finalists were staged in front of a camera being fed to the big screen on stage. The audience could watch finalist's reactions as the winner was announced. The new format allowed for greater participation from schools and was very well received by participants and audience members. SSOF plans to continue in 2019!
- Rob Van Winkle (Vanilla Ice) was given an award of appreciation for his longtime support and involvement in the SSOF as a guest presenter for the Music Video Award. The award was presented to him by Deputy Film Commissioner Michelle Hillery and host, Frank Licari. Additionally, the Music Video Award was also officially renamed, **The Vanilla Ice Music Video Award**, as part of the tribute to Mr. Van Winkle.
- Burt Reynolds Scholarship judge and filmmaker, Aaron Wells, produced an excellent, highly polished two-minute overview of the Burt Reynolds Scholarship interview process held on February 20th at Mr. Reynolds' home in Hobe Sound. The film received an enthusiastic response from the audience and truly complemented the Burt Reynolds and Sara Fuller Scholarship portion of the program.
- The SSOF was able to attract several famous industry professionals to present awards and the audience was thrilled by their appearances! **Vanilla Ice**, **Howie Dorough**, **Chris Hayes** and other presenters walked the red carpet and conducted numerous media interviews. **Mr. Burt Reynolds**, and his longtime associate **Suzanne Niedland**, expressed their delight to present the Burt Reynolds Scholarship to Brianna Seaberg of A.W. Dreyfoos School of the Arts. Mr. Reynolds received a standing ovation from the audience upon his arrival on-stage. The Sara Fuller Scholarship was given to Marianna Kaimakliotis from A. W. Dreyfoos School of the Arts and was presented by **John Lux** from Film Florida which sponsors the award. **Howie D. Dorough** from the Backstreet Boys was presenter for the College Feature/Short category. **Rob Van Winkle** (aka Vanilla Ice) returned for a 5th

year in a row to present the Vanilla Ice Music Video Award to Matthew Baquero of University of Florida. Hollywood actor and recent Delray Beach resident, **Chris Hayes**, was there to present the High School Feature/Short. **Andrew Kato** from the Maltz Jupiter Theatre was invited to introduce Suzanne Niedland who then presented the first Suzanne L. Niedland Documentary Award (announced in 2017) to Maddie Glas of Howard W. Blake High School (Tampa). Also joining as presenters were **Bob Nichols**, **Greg Rice**, **Louis** and **Loretta Morano** for the Commercial PSA Award, **Michael Chasin** for the Nellie & Fred Chasin Screenwriting Award, **Dean Lyon** for the Animation Award, **Lourdes Ferris** for the Keep Palm Beach County Beautiful Environmental PSA Award, filmmaker **Mike Wittlin** for the Poster Design Award, and **Cristina** and **Ed Lerner** representing Information Television Network awarding the “Know Difference” Mental Health Awareness PSA to Naskyya Hester of John I. Leonard High School for her moving PSA, *Depression*.

- A fun and humorous addition to the program was the *Lazy Gamers Room*. Host Licari selected 6 students from 6 different schools in the audience—schools with the highest attendance numbers were called out for volunteer competitors. These students were then escorted to the Lazy Gamers Room backstage where they competed on the X-Box systems supplied by the Microsoft Store Town Center Mall. FTC staff member, AJ Jordat, acted as commentator when host Licari checked on their progress throughout the live show. To conclude the program, all competitors were brought on stage to announce the final winner. A student from Howard W. Blake High School (Tampa) was declared the winner and awarded a \$100 gift card from the Microsoft Store.
- Several sponsors were secured for 2018 including Film Florida who sponsored the \$500 Sara Fuller Scholarship for the 10th year in a row, Michael Chasin who sponsored the \$500 Screenwriting Scholarship in memory of his parents Nellie & Fred Chasin for the 5th year, Keep Palm Beach County Beautiful, Inc. who sponsored the \$1,000 Environmental PSA award for a 4th year and Information Television Network, Inc. who sponsored the \$500 “Know Difference” Mental Health Awareness Award for the 3rd year. Also returning as a major sponsor for an 8th year was Lynn University. Other sponsors included the Palm Beach County Board of County Commissioners and the Palm Beach County Department of Housing & Economic Sustainability, The Palm Beach County Education & Government Television Channel 20, The Palm Beach County Film Institute, The Palm Beach County School District, Palm Beach County Tourist Development Council, the law firm of Greenberg Traurig, Available Teleprompting, AVR Depot, The Boca Raton Resort Beach Club, Burt Reynolds Institute for Film & Theatre, The BUZZ Agency, Microsoft Store Town Center Mall, Silverball Museum, Hollywood Costumes, The Education Network, Alicia Landosca Makeup Artist, The Art Institute of Ft. Lauderdale, Connecticut School of Broadcasting, New York Film Academy, Palm Beach Atlantic University, Palm Beach State College, Institute of Cinematic Arts Keiser University, Palm Beach Tours & Transportation, Supercar Week and Quite Frankly Productions, LLC.
- A high-definition livestream of the stage show was also presented via the SSOF Facebook page @StudentShowcaseofFilms which attracted 1,400 viewers.
- Overall, SSOF presented **\$12,100** in scholarships and cash awards.
- The FTC secured an estimated total of **\$187,037** in cash, in-kind and grant matching dollars. This figure represents an increase of 13.7% (+\$15,255) over last year.

Dates have been secured for the 2019 SSOF – April 4th for load-in/rehearsal and April 5th for the live awards show. Lynn University and its President Kevin Ross have committed to host the 2019 Student Showcase of Films, making it the ninth consecutive year, and pledged **\$5,000** in sponsorship money. There will be a new category announced at the awards show on April 5th honoring Lynn University founder, Donald E. Ross, called *The Donald E. Ross Education PSA* with an award amount of **\$1,000**. This award is set to start during the 2020 competition.

Additionally, the following sponsors have committed to the 2019 SSOF: Film Florida (\$500 for the Sara Fuller Scholarship, as well as a one-time-only donation of \$500 to the Burt Reynolds Scholarship), Keep Palm Beach County Beautiful (\$1,000 for the Environmental PSA Award), Ms. Suzanne Niedland (\$500 for the Suzanne L. Niedland Documentary Award) and Michael Chasin (\$500 for The Nellie and Fred Chasin Screenwriting Scholarship). We are still awaiting commitment from Information Television Network (\$500 for the Mental Health Awareness PSA Award).

Due to the recent passing of **Burt Reynolds** and his longtime commitment to the Student Showcase of Films, family members asked for donations be made to the SSOF Burt Reynolds Scholarship Fund in lieu of flowers. So far, a total of **\$12,934.84** has been received. 100% of the received proceeds will go towards the Burt Reynolds Scholarship for years to come.

2. Award \$10,000 in scholarships to the Student Showcase of Films winning student filmmakers and/or film programs:

Status: COMPLETED

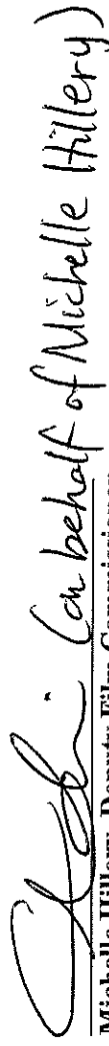
Out of 32 total category Finalists, 16 students/teams were announced as winners and awarded a total of \$12,000. Film Florida contributed a \$500 scholarship for the Sara Fuller Award, Michael Chasin contributed a \$500 screenwriting scholarship in the name of his parents, The Nellie and Fred Chasin Screenwriting Scholarship, Keep Palm Beach County Beautiful, Inc. contributed \$1,000 for the Keep Palm Beach County Beautiful Environmental PSA Award and Information Television Network contributed \$500 for the "Know Difference" Mental Health Awareness PSA Award. The first Suzanne L. Niedland Documentary Award was presented as was the first Vanilla Ice Music Video Award, both renamed for 2018. The \$500 Audience Award category was omitted in 2018.

3. A half hour TV show, *The Student Showcase of Films Review Show*:

Status: COMPLETED

A new 30-minute TV Show, *The 22nd Annual Palm Beach International Film Festival's and Student Showcase of Films Review Show*, written and produced by the FTC and Channel 20, hosted by the FTC's Michelle Hillery and distributed by Channel 20, as well as presented on the FTC website at www.pbfilm.com/video-assets. DVD was provided in the 2nd Quarterly Report (April 14, 2018). The FTC was awarded a **2018 Communicator Award** for this program. The Communicator Awards is the leading international awards program recognizing big ideas in marketing and communications. The Communicator Awards is sanctioned and judged by the Academy of Interactive & Visual Arts, an invitation-only group consisting of top-tier professionals from acclaimed media, communications, advertising, creative and marketing firms

Signature


Michelle Hillery, Deputy Film Commissioner
The PBC Film & TV Commission

Christy Andreani, Director of Operations & Production

THIRD & FOURTH QUARTER

The FTC secured an estimated total of \$23,886 in cash, in-kind and grant matching dollars for the third and fourth quarter. The total grant matching contribution for this contract year totaled \$210,923 which represents a 37% increase over last year.

A. Grant Matching:

Staff Member	Number of Hours Worked	Equivalent Salary Value
Chuck Elder, FTC	40	\$2,846
Michelle Hillery, FTC	200	\$7,730
Christy Andreoni, FTC	60	\$1,498
Phyllis Man, FTC	20	\$541
Kelly King, FTC	100	\$2,041
Chris Cobb, FTC	250	\$5,570
Alberto Jordat, FTC	60	\$1,129
Ian Saylor, FTC	20	\$376
Hilary Webber, FTC	30	\$535
Lauren Tobin	5	\$120
TOTAL	785	\$22,386

B. In-Kind Contribution:

Type of Contribution	Description	Cash or Equivalent Dollar Value
Computer Station	FTC Paid: \$125 per month X 12 months	\$1,500
	TOTAL	\$1,500

FY18 Cumulative Staff Numbers Worked	Equivalent Salary Value
2,235	\$63,042
FY18 Total Cumulative In-Kind Contribution	Cash or Equivalent Dollar Value
	\$147,881

FY18 Cumulative Grand Total MATCH.....\$210,923

FY18 Contract Amount.....\$50,000

FY18 Total Program Value.....\$260,923