Agenda Item

PALM BEACH COUNTY BOARD OF COUNTY COMMISSIONERS

3A7

AGENDA ITEM SUMMARY

Meeting Date:	11/6/2007	[X] Consent	[] Regular [] Public Hearing
Submitted By:	Administration Administration Economic Develop		
===========			

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to approve a Grant Agreement with The Palm Beach International Film Festival, Inc. (PBIFF) in the amount of \$135,000 to provide funding to assist operating and conducting the 2008 Palm Beach International Film Festival.

Summary: In FY 2007, the PBIFF completed and exceeded all of its deliverables. The scope of services outlined for this Grant Agreement falls within four categories: A) Operations: recruit and review the submittal of 250 American and international films for the PBIFF, with the goal of 10% to be international; obtain the participation and commitment from 50 talent-industry professionals with the objective of raising awareness of the Festival and providing feedback for future expansion strategies; and provide operational support services for all aspects of the Festival, B) Generation: match 100% of COUNTY grant with private funds; implement the 2008 Business & Marketing Plan; and develop fundraising/awareness events in 2007-2008, (C) Education: provide scholarships to the winners of the Student Showcase of Films and develop student liaisons between the PBIFF and the Palm Beach County school system to encourage participation in the festival, D) Economic Development: offer a seminar on film industry issues; meet with the business community through the Business Development Board and chambers of commerce to encourage local production companies to participate in the Festival activities; and assist Tourist Development Council and Economic Development Office in the update of the economic impact of the Festival in the County. The reported 2007 economic impact on tourism from out of County visitors was \$4,069,338. The term of this Agreement is retroactive from October 1, 2007 through September 30, 2008. The International Film Festival is scheduled from April 10-17,2007. Countywide (DW)

Background and Policy Issues: The PBIFF was founded in 1996 as a public-private effort to further develop the film and television industry in Palm Beach County, promote tourism, enhance the artistic appreciation of film in the community, and sponsor education programs in film, television and related media arts. PBIFF is in its 12th annual season and has realized significant accomplishments in fulfilling its goals. It is recognized as one of the top 25 film festivals in the world and has shown more than 100 local, national and international films each year to audiences throughout Palm Beach County, as well as sponsoring special events including celebrities and industry professionals. PBIFF gives back to the community by supporting the County's film, television and production education programs at public schools and colleges. Currently, over 2,880 students participate in programs sponsored in part by PBIFF initiatives, including the Student Showcase of Films (SSOF), which is produced in association with the Palm Beach County Film & Television Commission to support the participation of students from schools and colleges from Palm Beach County and throughout the State of Florida. Through the SSOF, PBIFF grants awards, prizes and scholarships to winning films and film makers.

Attachments:		
Grant Agreement		
Recommended b	y: / / /	
	Men John	10-15-67
	Economic Development Director	Date
Approved by	Staring Of Dun	10-22-07
Approved by:	Assistant County Administrator	Date

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact: 2008 2009 2010 2011 Fiscal Years 2007 Capital Expenditures **Operating Costs** 135,000 Operating Revenues Program Income (PBC) In-Kind Match (PBC) **NET FISCAL IMPACT** 135,000 # ADDITIONAL FTE POSITIONS (Cumulative) Is Item Included In Current Budget? Yes X No **Budget Account Number:** Fund 1539 Program Department <u>764</u> Unit <u>1081</u> Object 8201 Code B. Recommended Sources of Funds/Summary of Fiscal Impact: The source of funds for the \$135,000 is the Film and Television budget line item. C. Departmental Fiscal Review: III. REVIEW COMMENTS OFMB Fiscal and/or Contract Dev. and Control Comments: A. This Contract complies with our contract review requirements. В. Legal Sufficiency: Assistant County A C. Other Department Review:

This summary is not to be used as a basis for payment.

Department Director

A GRANT AGREEMENT BETWEEN PALM BEACH COUNTY

AND

THE PALM BEACH INTERNATIONAL FILM FESTIVAL, INC.

THIS Grant Agreement, entered into this day of, 2 Palm Beach County, a political subdivision of the State of Florida, hereinafter referand the Palm Beach International Film Festival, Inc. , a non-profit corporation existing by virtue of the laws of the State of Florida, having its principal office at Royal Palm Plaza, Suite # 48, Boca Raton, Florida 33432 , hereinafter referred twhose Federal Employer Identification Number is 650500762	erred to as COUNTY duly organized and
whose Federal Employer Identification Number is 650599763.	o as the GRINTEL,

WHEREAS, the development of the film and television cluster industry was identified at the 2005 Palm Beach County Economic Summit as a "branding priority" and a key international marketing tool; and

WHEREAS, the Palm Beach International Film Festival, hereinafter referred to as the PROJECT, is recognized to be an important component of Palm Beach County's artistic, education, tourism, and business development life;

NOW, THEREFORE, in consideration of the mutual promises and covenants herein contained, the parties hereby agree to the following terms and conditions:

Recitals

The foregoing recitals are correct and true at the time of execution of this Agreement and are incorporated herein by reference:

PART I TERMS OF THE AGREEMENT

Scope of Services

The GRANTEE shall, in a satisfactory and proper manner as determined by the COUNTY, perform the tasks necessary to complete the Scope of Services outlined in Exhibit "A", submit invoices using the cover sheet as shown in Exhibit "B", and provide reports as shown in Exhibit "C", which are attached hereto and made a part hereof. In order to provide the services set forth in Exhibit "A", GRANTEE may enter into contracts with various firms or individuals to assist GRANTEE in its performance of the activities or functions described in this Agreement, provided that the funds necessary to perform such duties, activities or functions are included in the budgeted amount set forth in Exhibit "A". The term of any such contract shall not extend beyond the expiration or earlier termination of this Agreement or any renewal thereof, and all such contracts shall expressly so provide. No such contract or agreement shall obligate the COUNTY in any manner to any third party.

Effective Date & Term

The effective date of this Agreement shall be the 1st day of October, 2007. The term of this Agreement shall be twelve (12) months from the effective date of this Agreement. This Agreement shall end on the 30th day of September, 2008.

Grant Amount

The GRANTEE will be eligible for a grant amount not to exceed \$135,000 (one hundred thirty five thousand dollars), which shall be payable in accordance with the terms of this Agreement and the eligible expenses outlined in Exhibit "A." Any funds not obligated by the expiration date of this Agreement shall automatically revert to the COUNTY.

Performance Period

The GRANTEE shall have twelve (12) months from the effective date of this Agreement to fulfill the obligations as scheduled in Exhibit "A." Said services shall be performed in a manner satisfactory to COUNTY. In any event, all services required hereunder shall be completed by the GRANTEE no later than September 30, 2008.

Eligible Reimbursements

The grant funds available under this Agreement shall be provided only for reimbursement expenses associated with the GRANTEE's scope of services as set forth on Exhibit "A."

Method of Payment

Costs incurred by GRANTEE in performing the duties and providing the services described in Exhibit "A" will be paid by COUNTY in accordance with the fiscal procedures of the COUNTY for expenditures specifically authorized by COUNTY. Payments of the COUNTY shall be made to GRANTEE as reimbursement for eligible expenditures, upon submission of invoices by GRANTEE to COUNTY, and a determination by COUNTY that the reimbursement requests are a COUNTYapproved budget line item under this Agreement. Each invoice submitted by GRANTEE shall be itemized in sufficient detail for audit thereof, and shall be supported by copies of the corresponding vendor invoices and proof of receipt of the goods or services invoiced. In no event shall the COUNTY provide advance funding to the GRANTEE or any subcontractor hereunder. The GRANTEE will bill the COUNTY on a monthly basis, or as otherwise provided, for purchase of film and production equipment, and program expenses. All requests for reimbursements shall include copies of paid invoices, canceled checks, or other documentation acceptable to the Palm Beach County Office of Financial Management & Budget and the Finance Department of the Clerk of the Circuit Court, and shall be sufficient to adequately describe the expenses and establish that the expense was actually incurred directly by the GRANTEE. Reimbursements should be submitted to the COUNTY for approval within thirty (30) days following the month in which the expense was incurred. Invoices shall not be honored if received by the Palm Beach County Finance Department later than forty-five (45) days after the expiration date of this Agreement, nor will any invoices be honored that predate the effective date of this Agreement. County reserves the right to withhold reimbursement if the deliverables are not completed as specified in Exhibit "A."

PART II GENERAL CONDITIONS

Opportunities for Residents and Civil Rights Compliance

The GRANTEE agrees that no person shall, on the grounds of race, color, disability, national origin, religion, age, familial status, sex, or sexual orientation be excluded from the benefits of, or be subjected to discrimination under, any activity carried out by the performance of this Agreement. Upon receipt of evidence of such discrimination, the COUNTY shall have the right to terminate this Agreement. To the greatest extent feasible, low-income residents of the COUNTY shall be given opportunities for training and employment; and to the greatest extent feasible, businesses located in or owned by persons residing in the COUNTY shall be awarded contracts in connection with this Grant.

Opportunities for Small and Minority/Women-Owned Business Enterprises

In the procurement of supplies, equipment, construction, or services to implement this Agreement, the GRANTEE shall make a positive effort to utilize small and minority/women-owned business enterprises as sources of supplies and services, and provide these enterprises the maximum feasible opportunity to compete for contracts to be performed pursuant to this Agreement. To the maximum extent feasible, these small and minority/women-owned business enterprises shall be located in or owned by residents of the areas designated by Palm Beach County.

Non Discrimination

The GRANTEE warrants and represents that all of its employees are treated equally during employment without regard to race, color, religion, disability, sex, age, national origin, ancestry, marital status, or sexual orientation.

Conflict of Interest

The GRANTEE represents that it presently has no interest and shall acquire no interest, either direct or indirect, which would conflict in any manner with the performance of services required hereunder, as provided for in Chapter 112, Part III, Florida Statutes.

The GRANTEE further represents that no person having any such conflict of interest shall be employed for said performance of services. The GRANTEE covenants that no person who presently exercises any functions or responsibilities in connection with the PROJECT has any personal financial interest, direct or indirect, in the activities provided under this Agreement, which would conflict in any manner or degree with the performance of this Agreement.

The GRANTEE shall promptly notify the COUNTY'S representative, in writing, by certified mail, of all potential conflicts of interest of any prospective business association, interest or other circumstance which may influence or appear to influence the GRANTEE's judgment or quality of services being provided hereunder. Such written notification shall identify the prospective business association, interest or circumstance, the nature of work that the GRANTEE may undertake and request an opinion of the COUNTY as to whether the association, interest or circumstance would, in the opinion of the COUNTY, constitute a conflict of interest if entered into by the GRANTEE. The COUNTY agrees to

notify the GRANTEE of its opinion by certified mail within thirty (30) days of receipt of notification by the GRANTEE. If, in the opinion of the COUNTY, the prospective business association, interest or circumstance would not constitute a conflict of interest by the GRANTEE, the COUNTY shall so state in the notification and the GRANTEE shall, at its option, enter into said association, interest or circumstance and it shall be deemed not in conflict of interest with respect to services provided to the COUNTY by the GRANTEE under the terms of this Agreement.

Federal and State Tax

The COUNTY is exempt from payment of Florida State Sales and Use Taxes. The COUNTY will sign an exemption certificate submitted by the GRANTEE. GRANTEE shall <u>not</u> be exempted from paying sales tax to its suppliers for materials used to fulfill contractual obligations with the COUNTY, nor is the GRANTEE authorized to use the COUNTY'S Tax Exemption Number in securing such materials. The GRANTEE shall be responsible for payment of its own and its share of its employees' payroll, payroll taxes, and benefits with respect to this Agreement.

Governing Law and Venue

This Agreement shall be performed in accordance with applicable Federal, State, COUNTY laws, ordinances and codes. These represent minimum regulations which may be supplemented by more restrictive guidelines set forth by the COUNTY. Venue in any action, suit or proceeding in connection with this Agreement shall lie in a Florida State Court of competent jurisdiction located in Palm Beach County.

Binding Effect

This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective legal representatives, successors, and assigns.

Construction of Agreement

No party shall be considered the author of this Agreement since the parties hereto have participated in extensive negotiations and drafting and redrafting of this document to arrive at this final Agreement. Thus, the terms of this Agreement shall not be strictly construed against one party as opposed to the other party based on who drafted it. In the event that any section, paragraph, sentence, clause, or provision hereof shall be held by a court of competent jurisdiction to be invalid, such shall not affect the remaining portions of this Agreement and the same shall remain in full force and effect.

Entirety of Contractual Agreement

The COUNTY and the GRANTEE agree that this Agreement sets forth the entire agreement between the parties, and that there are no promises or understandings other than those stated herein. None of the provisions, terms and conditions contained in this Agreement may be added to, modified, superseded or otherwise altered, except by written instrument executed by the parties hereto in accordance with Article 25- Modifications of Work.

Recognition

The GRANTEE shall include a reference to the financial support herein provided by the COUNTY in all publications and publicity. In addition, the GRANTEE shall make a good faith effort to recognize COUNTY support for all activities made possible with funds available under this Agreement.

Severability Of Provisions

If any term or provision of this Agreement, or the application thereof to any person or circumstances shall, to any extent, be held invalid or unenforceable, the remainder of this Agreement, or the application of such terms or provision, to persons or circumstances other than those as to which it is held invalid or unenforceable, shall not be affected, and every other term and provision of this Agreement shall be deemed valid and enforceable to the extent permitted by law.

No Forfeiture

The rights of the COUNTY under this Agreement shall be cumulative and failure on the part of the COUNTY to exercise promptly any rights given hereunder shall not operate to forfeit or waive any of the said rights.

Default

In the event the GRANTEE fails or refuses to perform any term, covenant, or condition of this Agreement for which a specific remedy is not set forth in the Agreement, the COUNTY shall, in addition to any other remedies provided at law or in equity, have the right of specific performance thereof.

Failure to Comply

If the GRANTEE fails to comply with any of the provisions of this Agreement, the COUNTY may withhold, temporarily or permanently, all, or any, unpaid portion of the Grant Award upon giving written notice to the GRANTEE, terminate this Agreement and/or demand a refund of the Grant Award and the COUNTY shall have no further funding obligation to the GRANTEE under this Agreement.

Excusable Delays

The GRANTEE shall not be considered in default by reason of any failure in performance if such failure arises out of causes reasonably beyond the control of the GRANTEE or its subcontractors and without their fault or negligence. Such causes include, but are not limited to, acts of God, force majeure, natural or public health emergencies, labor disputes, freight embargoes, and abnormally severe and unusual weather conditions.

Upon the GRANTEE's request, the COUNTY shall consider the facts and extent of any failure to perform the work and, if the GRANTEE's failure to perform was without it or its subcontractors fault or negligence, the Agreement schedule and/or any other affected provision of this Agreement shall be revised accordingly, subject to the COUNTY'S rights to change, terminate, or stop any or all of the work at any time.

Waiver

No waiver of any provision of this Agreement shall be effective against any party hereto unless it is in writing and signed by the party(s) waiving such provision. A written waiver shall only be effective as to the specific instance for which it is obtained and shall not be deemed a continuing or future waiver.

Remedies

This Agreement shall be governed by the laws of the State of Florida. Any legal action necessary to enforce the Agreement will be held in Palm Beach County. No remedy herein conferred upon any party is intended to be exclusive of any other remedy, and each and every such remedy shall be cumulative and shall be in addition to every other remedy given hereunder or now or hereafter existing at law or in equity, by statute or otherwise. No single or partial exercise by any party of any right, power, or remedy hereunder shall preclude any other or further exercise thereof.

Termination

This Agreement may be terminated by the GRANTEE upon sixty (60) days prior written notice to the COUNTY'S representative in the event of substantial failure by the COUNTY to perform in accordance with the terms of this Agreement through no fault of the GRANTEE. It may also be terminated, in whole or in part, by the COUNTY, with or without cause, immediately upon written notice to the GRANTEE. Unless the GRANTEE is in breach of this Agreement, the GRANTEE shall be paid for services rendered to the COUNTY'S satisfaction through the date of termination.

In the event of termination prior to expiration of the term of this Agreement, all finished or unfinished documents, data studies, surveys, drawings, maps, models, photographs, reports prepared, and capital equipment secured by the GRANTEE with funds under this Agreement shall be returned to the COUNTY. In the event of termination, the GRANTEE shall not be relieved of liability to the COUNTY for damages sustained by the COUNTY by virtue of any breach of the Agreement by the GRANTEE, and the COUNTY may withhold any payment to the GRANTEE until such time as the exact amount of damages due to the COUNTY from the GRANTEE is determined.

Amendments

The COUNTY may, at its discretion, amend this Agreement to conform with changes required by Federal, State, or COUNTY guidelines, directives, and objectives. Such amendments shall be incorporated by written amendment as a part of this Agreement and shall be subject to approval of the Board of County Commissioners. Except as otherwise provided herein, no amendment to this Agreement shall be binding on either party unless in writing, approved by the Board of County Commissioners and signed by both parties.

Independent Contractor Relationship

The GRANTEE is, and shall be, in the performance of all work services and activities under this Agreement, an Independent Contractor, and not an employee, agent, or servant of the COUNTY. All persons engaged in any of the work or services performed pursuant to this Agreement shall at all times, and in all places, be subject to the GRANTEE's sole direction, supervision, and control. The GRANTEE shall exercise control over the means and manner in which it and its employees perform the work, and in all respects the GRANTEE's relationship and the relationship of its employees to the

COUNTY shall be that of an Independent Contractor and not as employees or agents of the COUNTY. The GRANTEE does not have the power or authority to bind the COUNTY in any promise, agreement or representation.

Successors and Assigns

The COUNTY and the GRANTEE each binds itself and its partners, successors, executors, administrators and assigns to the other party and to the partners, successors, executors, administrators and assigns of such other party, in respect to all covenants of this Agreement. Except as above, neither the COUNTY nor the GRANTEE shall assign, sublet, convey or transfer its interest in this Agreement without the prior written consent of the other. Nothing herein shall be construed as creating any personal liability on the part of any officer or agent of the COUNTY, nor shall it be construed as giving any rights or benefits hereunder to anyone other than the COUNTY and the GRANTEE.

Data Becomes COUNTY Property

All reports, plans, surveys, information, documents, maps, and other data procedures developed, prepared, assembled, or completed by the GRANTEE for the purpose of this Agreement shall become the property of the COUNTY without restriction, reservation, or limitation of their use and shall be made available by the GRANTEE at any time upon request by the COUNTY. Upon completion of all work contemplated under this Agreement, copies of all documents and records relating to this Agreement shall be surrendered to the COUNTY if requested. In any event, the GRANTEE shall keep all documents and records for three (3) years after expiration of this Agreement.

Evaluation And Monitoring

The GRANTEE agrees that the COUNTY will carry out periodic monitoring and evaluation activities as determined necessary by the COUNTY and that the continuation of this Agreement is dependent upon satisfactory evaluation conclusions based on the terms of this Agreement and comparisons of planned versus actual progress relating to project scheduling, budgets, audit reports, and output measures. The GRANTEE shall submit information and status reports required by the COUNTY, on forms approved by the COUNTY. The GRANTEE shall allow the COUNTY to monitor the GRANTEE on site. Such visits may be scheduled or unscheduled as determined by the COUNTY.

Access and Audits

The GRANTEE shall maintain adequate records to justify all charges, expenses, and costs incurred in delivering the services for at least three (3) years after completion or termination of this Agreement. The COUNTY shall have access to such books, records, and documents as required in this section for the purpose of inspection or audit during normal business hours, as often as the COUNTY deems necessary, at the GRANTEE's place of business. The COUNTY reserves the right to require submission of audited financial statements and/or to conduct a "limited scope audit" of the GRANTEE at any time or for any period.

Insurance

GRANTEE shall, at its sole expense, agree to maintain in full force and effect at all times during the life of this Agreement, insurance coverage and limits (including endorsements), as described herein. The requirements contained herein, as well as COUNTY'S review or acceptance of insurance maintained by GRANTEE are not intended to and shall not in any manner limit or qualify the liabilities and obligations assumed by GRANTEE under this Agreement.

- A. Commercial General Liability
 - GRANTEE shall maintain Commercial General Liability at a limit of liability not less than \$500,000 Each Occurrence. Coverage shall not contain any endorsement excluding Contractual Liability or Cross Liability unless granted in writing by COUNTY'S Risk Management Department. GRANTEE shall provide this coverage on a primary basis.
- B. Worker's Compensation Insurance & Employers Liability
 GRANTEE shall maintain Worker's Compensation & Employers Liability in accordance with
 Florida Statute Chapter 440. GRANTEE shall provide this coverage on a primary basis.
- C. Additional Insured
 GRANTEE shall endorse the COUNTY as an Additional Insured with a CG 2026 Additional Insured Designated Person or Organization endorsement, or its equivalent, to the Commercial General Liability. The Additional Insured endorsement shall read "Palm Beach County Board of County Commissioners, a Political Subdivision of the State of Florida, its Officers, Employees and Agents." GRANTEE shall provide the Additional Insured endorsements coverage on a primary basis.

D. Certificate(s) of Insurance

Prior to execution of this Agreement, GRANTEE shall deliver to the COUNTY a Certificate(s) of Insurance evidencing that all types and amounts of insurance coverage required by this Agreement have been obtained and are in full force and effect. Such Certificate(s) of Insurance shall include a minimum thirty (30) days endeavor to notify due to cancellation or non-renewal of coverage. The Certificate Holder shall read "Palm Beach County, C/O Economic Development Office, 301 N. Olive Avenue, 10th Floor, West Palm Beach, FL 33401."

E. Right to Review

COUNTY, by and through its Risk Management Department, in cooperation with the contracting/monitoring department, reserves the right to review, modify, reject or accept any required policies of insurance, including limits, coverages, or endorsements, herein from time to time throughout the term of this Agreement. COUNTY reserves the right, but not the obligation, to review and reject any insurer providing coverage because of its poor financial condition or failure to operate legally.

Indemnification

The GRANTEE shall protect, defend, reimburse, indemnify and hold the COUNTY, its agents, employees and elected officers harmless from and against all claims, liability, expense, loss, cost, damages or causes of action of every kind or character, including attorney's fees and costs, whether at trial or appellate levels or otherwise, arising during performance of the terms of this Agreement or due to the acts or omissions of the GRANTEE. The GRANTEE's aforesaid indemnity and hold harmless obligation, or portion or applications thereof, shall apply to the fullest extent permitted by law. The GRANTEE shall hold the COUNTY harmless and shall indemnify the COUNTY for the conduct or activities and administration of the GRANTEE.

Arrears

The GRANTEE shall not pledge the COUNTY's credit or make it a guarantor of payment or surety for any contract, debt, obligation, judgment, lien, or any form of indebtedness. The GRANTEE further warrants and represents that it has no obligation or indebtedness that would impair its ability to fulfill the terms of this Agreement.

Public Entity Crimes

As provided in F.S. 287.132-133, by entering into this Agreement or performing any work in furtherance hereof, the GRANTEE certifies that it, its affiliates, suppliers, subcontractors and consultants who will perform hereunder have not been placed on the convicted vendor list maintained by the State of Florida Department of Management Services within the 36 months immediately preceding the date hereof. This notice is required by F.S. 287.133(3)(a).

Criminal History Records Check

The GRANTEE shall comply with the provisions of Ordinance 2003-030, the Criminal History Records Check Ordinance ("Ordinance"), if GRANTEE's employees or subcontractors are required under this Agreement to enter a "critical facility" (if applicable) as identified in Resolution R-2003-1274. The GRANTEE acknowledges and agrees that all employees and subcontractors who are to enter a "critical facility" will be subject to a fingerprint based criminal history records check. Although COUNTY agrees to pay for all applicable FDLE/FBI fees required for criminal history record checks, the GRANTEE shall be solely responsible for the financial, schedule, and staffing implications associated in complying with Ordinance 2003-030.

Availability of Funds

The COUNTY'S obligation to pay under this Agreement is contingent upon annual appropriation for its purpose by the Board of County Commissioners.

County Funded Programs

COUNTY funding can be used to match grants from other non-COUNTY sources; however, the GRANTEE cannot submit reimbursement requests for the same expenses to more than one funding source or under more than one COUNTY funded program.

Regulations; Licensing Requirements

GRANTEE shall comply with all laws, ordinances and regulations applicable to the services contemplated herein, to include those applicable to conflict of interest and collusion. GRANTEE is presumed to be familiar with all federal, state and local laws, ordinances, codes and regulations that may in any way affect the services offered.

Authority to Practice

GRANTEE hereby represents and warrants that it has and will continue to maintain all licenses and approvals required to conduct its business, and that it will at all times conduct its business activities in a reputable manner. Proof of such licenses and approvals shall be submitted to the COUNTY'S representative upon request.

Notice

All notices required in this Agreement shall be sent by certified mail, return receipt requested, hand delivery or other delivery service requiring signed acceptance.

If sent to the COUNTY, notices shall be addressed to:

Kevin Johns, AICP, Economic Development Director

Economic Development Office 301 North Olive Ave., 10th Floor West Palm Beach, Florida 33401 Phone (561) 355-3624 Fax (561) 355-6017

With a copy to:

Dawn Wynn, Assistant County Attorney

County Attorney Office
P.O. Box 1989
West Palm Beach, Florida 33402-1989
Phone: (561) 355-4396
Fax: (561) 355-6461

And if sent to GRANTEE shall be addressed to:

Randi Emerman, Executive Director

Palm Beach International Film Festival 289 Via Naranjas, Royal Palm Plaza, Suite #48

Boca Raton, Florida 33432

Phone: (561) 362-0003

Fax: (561) 362-0035

10-10-17;11:89-8;

The Palm Beach international Film Festival

18813888017

IN WITNESS WHEREOF, the Board of County Commissioners of Palm Beach County, Florida, has made and executed this Agreement on behalf of the COUNTY and the GRANTEE.

ATTEST:	
Sharon R. Bock, Clerk & Comptroller	PALM BEACH COUNTY, FLORIDA, A POLITICAL SUBDIVISION OF THE STATE OF FLORIDA BOARD OF COUNTY COMMISSIONERS
By:	By:Addie Greene, Chairperson
APPROVED AS TO FORM AND LEGAL SUFFICIENCY:	APPROVED AS TO TERMS AND CONDITIONS:
By:Assistant County Attorney	By: Reconomic Development Director
GRANTEE: Palm Beach International Film Feetive KANDI EMERINAR By: EXECUTIVE DIRECT Name & Title	
WITNESS:	
Name	Signature

(CORPORATE SEAL)

EXHIBIT A SCOPE OF SERVICES

OBJECTIVES

The Palm Beach International Festival is an annual event that brings together American Independent and International filmmakers, their body of works and personalities to achiever the following objectives:

- 1) Enhance and stimulate the Palm Beach County economy during the festival season and increase the recognition of the county as an international destination for the appreciation and production.
- 2) Develop business opportunities for film and television production in Palm Beach County and expand the business activity in related industry sectors.
- 3) Showcase international awareness, branding independent films from around the globe and celebrate artistic films for the benefit of the Palm Beach County community.
- 4) Provide opportunities for Palm Beach County students to create career credentials and engage in dialogue with industry professionals.
- 5) Provide awards and scholarships to students and industry professionals in recognition of their work.
- I. The GRANTEE agrees to work toward the above objectives and activities, and complete the following deliverables for FY 2008:

OPERATIONS

- A. Recruit and review the submittal of 250 American and international films for the PROJECT, with the goal of 10% of films to be international. Document international participation at the festival.
- B. Obtain the participation and commitment from 50 talent-industry professionals, including film producers, directors, film investors, celebrities, reporters, and critics with the objective of raising awareness of the International Film Festival and providing feedback for future festival business expansion strategies.
- C. Provide operational support services for the Award Gala, movie screenings, and workshops. Negotiate and provide operational travel, logistics, and hospitality arrangements. Administer all subcontracts.

REVENUE GENERATION

- A. Raise from private sponsors matching dollars equivalent to 100% of the COUNTY grant or \$135,000.
- B. Implement the 2008 Business & Marketing Plan.
- C. Develop fundraising / Awareness events in 2007-2008.

EDUCATION

- A. Provide scholarships to the winners of the Student Showcase of Films.
- B. Develop student liaisons between the GRANTEE and the Palm Beach County school system to encourage participation in the festival.

ECONOMIC DEVELOPMENT

- A. Design and convene a seminar on film industry issues to assist local production companies.
- B. Meet with the business community through the Business Development Board and chambers of commerce to encourage local production companies to participate in the festival activities.
- C. Assist the Tourist Development Council and the Economic Development Office in the update of the economic impact of the PROJECT in the County, which includes visitors' database and the festival's quantitative outcome.

II. The COUNTY Agrees to:

A. Provide funding for the following expenses:

Operations & Office Expense	80,000
Fundraising / Special Events	5,000
Personnel	40,000
Marketing	10,000
TOTAL	135,000

B. Provide technical assistance to ensure compliance with applicable State, Federal and COUNTY regulations and this Agreement.

<u>EXHIBIT B</u> LETTERHEAD STATIONERY

DATE:		÷		
TO:	Kevin Johns, Economic Develor Economic Development Office 301 North Olive Avenue, 10 th F West Palm Beach, Florida 3340	e Floor	or .	
FROM:	Name of GRANTEE Address Telephone			
SUBJECT:	Reimbursement Request No Contract No			
onpondit	u will find Invoice #, requesting ures for this invoice cover the perk-up original documentation relation	and of	41 1	
			•	
Signature				

The Palm Beach County Film & Television Commission

EXHIBIT C REPORTING FORM

Date	
Signature	
	Randi Emerman, Executive Director

- 1) Provide an executive report on the PROJECT, as specified in Exhibit "A." Include statistics (# projects, # countries screened, # foreign products accepted, percentage features presented by country of origin or world region, # hosts serviced, etc.), DVDs, pictures, newspaper clips and pertinent supportive documentation by July 31, 2008.
- 2) Report the total funds raised and sources, revenue generated, economic impact on tourism, and compare the economic outcome to the 2007 Film Festival by July 31, 2008
- 3) Report on the 2008 Business & Marketing Plan implementation by August 31, 2008
- 4) List the meetings held with the business community, students and/or School District, and other organizations by August 31, 2008



FY 2008 Palm Beach International Film Festival Strategic Plan

Prepared for:
The Palm Beach County Board of County
Commissioners

Submitted by: Randi Emerman Executive Director

JUL16 07 10:04AM

July 13, 2007

2007 EXECUTIVE SUMMARY

Festival Dates: April 19 - 26

Highlights:

- The 8-day event featured 140 films: 30 narrative features, 32 Documentaries 51 shorts. Voices of Local Films showcased nine films, as did the Student Showcase. Special events included: 6 parties, 1 Gala, 1 outdoors screening for free to the community.
- Free Seminars, workshops, and decisions were expanded to 5 days to give filmmakers and the community the chance to learn more about the business and art of filmmaking.
- Screenings utilizing 5 screening venues at various locations throughout Palm Beach County, 110 show times, 1 Student Showcase of Films awards ceremony, 1 day of family films, 7 educational opportunities, gala, opening night reception, 6 reception and parties throughout the week taking place from Boca Raton to Jupiter.
- 144 films, 32 World Premieres, 55 International Entries (38 screened) and 14 USA Premieres, 42 award winning films showcased.
- Two World Showcase of Films events: Israel collaborating with the Jewish Film Festival and South Africa – highlight the works of famed producer Anant Singh
- 4 major studios screened films in the festival a festival first
- National industry professionals and press in attendance served as judges for festival films.
- Countries from around the world whose films were submitted include:

Austria

Australia

Belgium

Brazil

Cambodia

Canada

Chad

China

Cuba

Egypt Ethiopia

France

Germany

Hong Kong

Hungary

India

Indonesia

Iran

Ireland

Israel

Italy

Japan

Kenya

Lebanon

Mexico

Malawi

Malaysia

Netherlands

Philippines

Poland

Romania

Russian Federation

Singapore.

S. Korea

South Africa

Spain

Sweden

Switzerland

Thailand

Tonga

Trinidad & Tobago

Turkey

Ukraine

United Kingdom

Uruguay

- South Africa Broadcasting Company sent a crew to Palm Beach to cover the event and so highlights on the area for 4 days.
- Approximately 500 hotel nights were booked at various locations throughout Palm Beach County
- 350 filmmakers traveled to Palm Beach from around the world to attend the festival

OBJECTIVES AND PLAN

OBJECTIVE #1

To continue to present one of the must well respected film festivals in the world at various venues in Palm Beach County April 10 - 17, 2008.

TACTICS

- A. Obtain commitments from various producers, directors. professionals, film celebrities, entertainment reporters, and critics to submit a film for consideration and/or to attend the Festival.
- B. Negotiate with and secure theatres in Palm Beach County for Festival screenings and festival events.
- C. To present special events throughout the county.
- D. Negotiate and coordinate all travel, transportation, hospitality and logistical arrangements for the guests of the Festival.
- E. Hire National PR firm who will promote the festival through the industry and entertainment mediums while expanding local marketing and PR staff.
- F. Design and produce events inclusive of the general public and film patrons.
- G. Engage in fundraising activities locally and nationally.
- H. Continue to implement educational components to the festival such as the Student Showcase, industry seminars, round table discussions and in-school
- Support a year-round "Friends of the Festival" organization that will brand the festival name year-round with networking and film screening fundraising
- J. Maintain all financial reports related to the Festival activities, including budgets, audits, etc..
- K. Apply for and manage all grants relative to a film festival and culture.
- L. Continue to work closely with the CVB, Cultural Council, Film Commission, other cultural venues and local entities to encourage year-round participation and partnerships.
- M. Maintain presents of festival year round special screenings of upcoming

OBJECTIVE #2

Enhance the recognition of the county as an international destination for the appreciation and production of film, and television industries.

TACTICS

- A. To continue to advertise in international publications such as Variety, Indie-Wire, Film Festivals.com and more.
- B. To continue to hire a national industry PR firm to strategically pitch and place Palm Beach County and the festival worldwide.

C. To visit other desirable film festivals throughout the world to network and advertise where budget allows in their programs and collateral information.

D. To utilize past festival participants as spokespersons for the festival while they are promoting their films around the world.

OBJECTIVE #3

Stimulate Palm Beach County's economy during the shoulder season.

TACTICS

- A. To fill a minimum of 500 hotel room nights throughout the county on an annual basis.
- B. To continue to host events throughout the county bringing business and dollars to all regions of the county.
- D. Host events at area restaurants, venues, hotel ballrooms, etc.
- E. Continue to promote area attractions, restaurants, beaches, golf areas, etc. to visiting filmmakers and press through distribution of the CVB visitors guides and an official PBIFF area guide thus impacting revenue for 8 days while they are all in the county and with the potential for them to return to make films or vacation with their family.

OBJECTIVE #4

Develop business opportunities for film and television production in Palm Beach County and expand the business activity in related industry sectors.

TACTICS

- A. Offer guided tours of key areas for filming such as beaches, everglades, historical areas, etc.
- B. Work closely with the film commission on cross-promotional opportunities, sponsorships and event hosting.
- C. Introduce filmmakers to area studios and distribute film commission production guides, etc. through collateral distribution and signage in the filmmakers hospitality suites.
- D. Cross promote the film commission and CVB with logos and links on the festival web site.

OBJECTIVE #5

Showcase international awareness, branding independent films from around the globe and celebrate artistic films for the benefit of the Palm Beach County community.

TACTICS

- A. Continue to partner with the Jewish Film Festival to present the best Israeli and Jewish films from around the world.
- B. Continue the world showcase of films events to bring more awareness and attention to undiscovered talent and independent film from specific countries.

- C. Continue working with filmmakers from around the world and working with industry international film submission internet site(s) to solicit and invite international filmmakers.
- D. Strengthen our relationship with International attachés and embassy's by inviting them to the festival and introducing them to the festival and the

OBJECTIVE #6

Provide opportunities for Palm Beach County students to create career credentials and engage in dialogue with industry professionals.

TACTICS

- A. Continue to provide awards and scholarships to film students.
- B. To develop a higher level of seminars and educational opportunities for the by bringing in industry professionals to market for these thought provoking
- C. To work more closely with the schools to initiate more enthusiasm and awareness for the festival by bringing more in-school visits with filmmakers and to continue to offer free student ticket programs.

2008 PALM BEACH INTERNATIONAL FILM FESTIVAL SCOPE OF SERVICES

OBJECTIVES

The Palm Beach International Festival is an annual event that brings together American Independent and International fimmakers, their body of works and personalities to achiever the following objectives:

- 1) Enhance and stimulate the Palm Beach County economy during the festival season and increase the recognition of the county as an international destination for the appreciation and production of film, and television industries.
- 2) Develop business opportunities for film and television production in Palm Beach County and expand the business activity in related industry sectors.
- 3) Showcase international awareness, branding independent films from around the globe and celebrate artistic films for the benefit of the Palm Beach County
- 4) Provide opportunities for Palm Beach County students to create career credentials and engage in dialogue with industry professionals.
- 5) Provide awards and scholarships to students in recognition of their work.
- 6.) Provide cash award or in-kind package to winning filmmaker in recognition of their feature project
- 7.) Develop a higher level of seminars and educational opportunities for the community and local filmmakers by bring industry professionals to market for these thought provoking decisions.
- The GRANTEE agrees to work toward the above objectives and activities, and complete the following deliverables for FY 2008:
- A. Implement all aspects of the plan for the 2008 Festival;
- B. Obtain commitments from various producers, directors, industry professionals, film celebrities, entertainment reporters, and critics to submit a film for consideration and/or
- C. Negotiate with and secure theatres in Palm Beach County for Festival screenings;
 D. Provide operational support services to the selected chairpersons of each event such as the awards ceremony, screenings, student screenings, media relations, special events, workshops, etc.;
- E. Negotiate and coordinate all travel, transportation, hospitality and logistical arrangements for the guests of the Festival;
- Design and produce events inclusive of the general public and film patrons;
- G. Coordinate all volunteers and hospitality suites for invited guests, industry professionals
- H. Engage in fundraising activities locally and nationally;
- Produce a printed program guide and other material for the use of film patrons, students and industry professionals;
- Control and track all contracts and subcontracts undertaken by the Festival;
- K. Book all films and venues;
- Maintain all financial reports related to the Festival activities, including budgets, audits,
- M. Maintain organizational support by providing information related to board meetings, committee meetings, financial and business plans, and other corporate activities;
- N. Ensure budgetary controls and fiscal stability by providing periodic and year-end

O. Match 100% of the grant amount (\$150,000) with private funding.

2008 Palm Beach International Film Festival DRAFT BUDGET (as of July 2007)

Eypongo	(as of July 2007)	EDO Allocation
Expense OPERATIONS / OFFICE EXPENSE	2008 Draft Budget	of Funds
Professional Memberships		
Accounting/Audits	1,000.00	
Airlines	20,000.00	5,000.00
Auto/limo rental	50,000.00	20,000.00
Licenses and Fees	20,000.00	
Entertainment/Travel	100	
Film Rental	3,000.00	
Hotel	5,000.00	
Hospitality/Press Suite	50,000.00	26,000.00
Insurance	4,000.00	
Merchandise	3,000.00	1,000.00
Theatre Rental	3,500.00	1,000.00
Theater Equipment	20,000.00	
Bankcard	25,000.00	20,000.00
Ticketing system	2000	
	\$10,000.00	
Rent	13,500.00	3,000.00
Electricity	2,000.00	500
Phones	8,000.00	
Security	500	1,000.00
Maintenance and Repair	500	
Supplies	2,000.00	F00
Postage	14,000.00	500
Office Equipment	3,000.00	1,500.00 500
Sub-total operations & Office		
expense	260,100.00	80.000.00
EVENTS	200,100.00	80,000.00
Fundraising & special events	230,000.00	5,000.00
sub-total special events	230,000.00	5,000.00
MARKETING		
Advertising	75.000.00	
Festival Poster	75,000.00	
Internet	1,000.00	
Photography	15,000.00	5,000.00
Printing	5,000.00	
Publicity expense	32,000.00	5,000.00
Trailer/TV Spot	1,000.00	
Art/Graphics	2,000.00	
Dubbing	15,000.00	
Sub-total Marketing	146 655 55	
	146,000.00	10,000.00

2008 Palm Beach International Film Festival DRAFT BUDGET

	(as of July 2007)		
Expense	2008 Draft Budget	EDO Allocation of Funds	
STUDENT SHOWCASE OF FILMS	25,000.00		
Contingency	2,000.00		
Sub-total SSOF			
	27,000.00		
PERSONNEL			
Executive Director			
Executive Director	90,000	12,000.00	
Marketing Manager/Director	60,000	12,000.00	
Operations Manager (seasonal)	20,000.00		
Marketing Coordinator	0		
Administrative Assistant/festival	·		
coordinator	35,000.00	6,000.00	
Programmer	55,000.00	5,000.00	
Publicity	50,000.00		
Seasonal Staff	30,000.00	5,000.00	
Sub-total Personnel	340,000	40,000.00	
TOTAL:	1,003,100	135,000	

Allocation of County funds:

Operations & office expense

Fundraising & speical events Marketing

Personnel TOTAL \$80,000.00

\$5,000.00

10,000.00

\$40,000.00

\$135,000.00



1) EXECUTIVE SUMMARY

Festival Dates: April 19 – 26, 2007 **Executive Director:** Randi Emerman

13th Annual Festival

OPERATIONS:

A. 678 total films were submitted for consideration; 35% were international

- Two World Showcase of Films events: Israel collaborating with the Jewish Film Festival and South Africa - highlight the works of famed producer Anant Singh
- 131 films were selected 32 were world premieres, 38 were international and 14 were US premieres.
- Countries from around the world whose films were screened include:

	obe minis were screened men	uuc.
South Africa	India	Ireland
Israel	Austria	Germany
 Australia 	United Kingdom	Ukraine
Spain	Belgium	Switzerland
Russia	The Netherlands	Romania
Canada	Venezuela	Malaysia
Mexico	Singapore	Cuba
Sweden	Azerbaijan	Japan

- B. Approximately 350 filmmakers, press and industry personnel traveled to Palm Beach from around the world to attend the festival
- C. Eight days of screenings, utilized 4 screening venues at various locations throughout Palm Beach County with 110 show times. Special events included: One Student Showcase of Films awards ceremony and film screening, One day of family films, Two morning educational seminars and four educational round tables, one silent film festival, one local filmmakers event, one formal gala, an opening night reception, a filmmakers repetition, a filmmakers awards ceremony, a closing night studio screening and wrap party and a free community screening.

SEP 4 87 9:36AM

REVENUE GENERATION

- A. See below
- B. Attached (see number #3)
- C. Oscar Night America event in February, 2007; five Friends of the Festival events held December through April; Partnership with Centre for the Performing Arts for the Festival of the Arts, 2007 and ten year-round special advance film screenings.

EDUCATION

- A. 2 \$5,000 scholarships were awarded
- B. Students from G-Star School for the Arts served as student liaisons in the Public School Systems and a student from Lynn University served as a student liaison to Palm Beach Community College, Florida Atlantic University and Lynn University.

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ECONOMIC DEVELOPMENT

- A. Two educational seminars were held and four educational pool-side chats were held complimentary
- B. Done see below
- C. Done copies of the visitor's survey results are available upon request.
- D. See above under operations.

2) TOTAL FUNDS RAISED 2007 VERSUS 2006

	<u>2007</u>	<u>2006</u>	Difference
Corporate/private sponsorships	\$314,915	\$362,000	-\$47,085
Other fundraising events	\$85,318	\$259,138	-\$173,820
Box Office/submissions/merchandise	\$35,668	\$37,700	-2,102
Government Grants	,	421,700	2,102
County	\$217,900	\$259,981	-\$42,081
State	\$12,549	0	+\$12,549
Cash on hand	\$298,168	\$42,540	÷ -255,628
Total Revenue	\$964,518	\$961,359	+3,159

Economic Impact on Tourism

- Direct Impact based on festival spending:
 - O Boca Raton Resort 20 hotel room nights were booked with an average rate of \$300 per night. Total impact = \$6,000
 - Other hotel room nights throughout Palm Beach County approx. 532 hotel room nights booked by the festival and filmmakers with an average room rate of \$149.
 Total impact = \$79,268

(These figures do not include car rentals, cab fees, dining, shopping, etc.)

Total Direct Festival Hotel Spending Impact: est. \$85,268

Festival Attendee Impact:

Based on guest survey results. Instrument created by Profile Marketing for the Palm Beach County Cultural Council.

Average number of room nights reported = 4.62Average number of rooms per party = 1.29

Number of room nights generated = 167

Out of County Visitors - 39% of all attendees.

20,000 total festival attendees.

39% of 20,000 translates to 7,800 out of county attendees to the festival.

47% are full time Palm Beach County residents.

14% are seasonal residents.

Hotel impact from Out of County Visitors:

Total spending (including hotel, festival admission, other expenditures) per out of county visitor = \$521.71

 $521.71 \times 7,800$ attendees = \$4,069,338 total economic impact to Palm Beach County from Out of County Visitors.

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3) 2008 BUSINESS AND MERCHANDISE PLAN (Sent Via Fed Ex on August 29)

4) MEETINGS HELD

Business Community meetings:

Economic Development Board
City of Delray Beach
Rotary Club of Boca Raton
Governors Club of West Palm Beach
Boca Raton Round Table
Delray Beach CRA
Mizner Park staff
CityPlace staff
City of West Palm Beach staff

School District/Students:

Pope John Paul II G-Star School of the Arts Florida Atlantic University – Boca Campus PBCCC – Lake Worth and Eissey Campus Lynn University Palm Beach Atlantic University

Other Organizations:

Centre for the Arts
Maltz Jupiter Theatre
Palm Beach County CVB
Palm Beach County Cultural Council
Palm Beach Film and Television Commission
Take Charge Cure Parkinson's
Juvenile Diabetes Research Foundation
Jewish Film Festival
The Characinoid Cancer Foundation
Girls II Women
Old School Square

PALM BEACH INTERNATIONAL FILM FESTIVAL

2007 Executive Summary

Festival Dates: April 19-26, 2007

HIGHLIGHTS:

Program:

Festival staff strived to make the films & educational opportunities the "stars" this year and focused on bringing to Palm Beach County a line-up of Award winning, quality programming with major studio participation, featuring some of today's hottest talent for around the world.

Including:

Domestic:

A Lobster Tail

Featuring: Colm Meaney, Graham Greene

Awards:

Best Feature/Jury Award

Audience Favorite

Omaha Film Festival

Phoenix Film Festival Phoenix Film Festival

Best Screenplay/Jury Award

Adrift in Manhattan;

Featuring: Heather Graham, William Baldwin, Elizabeth Pina

Awards:

Grand Jury Prize Nominated

Sundance Film Festival

Approaching Union Station

Awards:

Best Feature

Westchester Film Festival

Best Feature Charlotte Film Festival

Cashback

Awards: **Forfeit**

Jury Award/Best Feature

Bermuda Film Festival

Featuring: Sherry Stringfeild (ER)

Hollywood Dreams

Has been picked up for distribution and is currently playing in NY and LA

Man in the Chair

Featuring: Christopher Plummer. Michael Argarano (Will and Grace). M. Emmett

Awards:

Jury Award/Best Feature

Best Actor

Best Ensemble Cast

Santa Barbara Int'l Film Festival Palm Beach Int'l Film Festival

Method Fest

Newport Beach Film Festival

Festival Directors Award

Method Fest

Sinner

Awards:

Best Screenplay

Sublime

Featuring: Tom Cavanaugh

Sublime has been picked up for distribution:

Warner Bros. Int'l

Warner Bros Home Video

The Dukes

Featuring: Chazz Palminteri, Robert Davi, Peter Bogdanovich

The Indian

Featuring: Matt Dallas (Kyle XL), Jane Higginason (General Hospital)

The Insurgents

Featuring: John Shea, Mary Stewart Masterson

Awards:

German Independence

Award

Oldenburg Film Festival

Best Screenplay

PBIFF

The Shore

Featuring: Ben Gazzara, Leslie Ann Warren Official Section - Toronto Film Festival

The Waiter

Featuring: Charles Durning

Unbeatable Harold

Featuring: Dylan McDermott, Gordon Michaels, Charles Durning, Gladys Knight,

Henry Winkler, Phyllis Dyler

Visual Factory has recently picked up the film for worldwide distribution. Palm

Beach was the films World Premiere.

Waitress

FOX Searchlight

Featuring: Keri Russell, Cheryl Hines, Andy Griffin

Awards:

Audience Award/Feature

Newport Beach Film Festival

Feature Film Award

Actor - Nathan Fillion

Newport Beach Film Festival

INTERNATIONAL:

A Crude Awaking – the Oil Crush

Awards:

Zurik Film Prize Documentary

Zurik Film Festival

Away From Her LIONSGATE

Featuring: Julie Christe, Olympia Dukakis

Awards:

Excellence in Filmmaking

Sedona Int'l Film Festival

Writers Guild of Canada Best Feature Film

Bombay Wars

Awards:

Best Documentary

Dollars and White Pipes

American Film Renaissance

US Premiere

AWARDS:

Best Director

Best Director

South African Film & TV

Awards

Best Screenplay

South African Film & TV

Awards

Pan African Film Festival

Johan

Buena Vista International has picked up the film for Theatrical distribution

The Golden Door Miramax Films

US Premiere

Featuring: Charlotte Gainsbourg, Vincenzo Amato, Vincent Schavell

Awards:

Best Director

European Film Award

Best Film "CinemAvvenire" **FEDIC Award**

Venice Film Festival Venice Film Festival

Pasinetti Award SIGNIS Award Silver Lion

Venice Film Festival Venice Film Festival Venice Film Festival

UNICFF

Venice Film Festival

The Rocket

Featuring: Roy Dupuis, Stephanie McHattie, Julie LeBreton

Awards:

Best Actor/Roy Dupruis

Tokyo Film Festival

Best Screenplay Best Picture

Genie Awards Genie Awards Genie Awards

Best Actor/Roy Duprusi Best Supporting Actor/

Stephen McHattie

Genie Awards

Best Actress/

Julie LeBreton

Genie Awards

Best Director/ Charles Binames **Best Art Direction Best Cinematography Best Custom Designs Best Sound Editing**

Genie Awards Genie Awards Genie Awards Genie Awards **Genie Awards**

New York Waiting

Awards:

Best Director

Baltic Film Festival

Out of Sight

Best Director Best Cinematography Best Cinematography

Award of Israeli Film Academy Award of Israeli Film Academy Haifa International Film Festival

Plastic;

Awards:

Best Short

Cruzan Soho Film Festival

Mr. Bones **US Premiere**

Featuring: Leon Schuster

Mr. Bones is the highest grossing film ever in South Africa

Mystic India

Awards:

Viewers Choice

IMAX International

Most Popular Film

San Jose Film Festival

Quietly

Red Dust

Singapore Int'l Film Festival

Featuring; Hilary Swank

The film has been picked up in the US by HBO

Speed Dating

Awards:

Audience Favorite

Indianapolis Int'l Film Festival

Malibu Film Festival

Best of the Fest

The film has been picked up for distribution by Buena Vista international -

theatrical in the international markets.

Stray Soul Awards:

Screenplay

Hosted by Mikooka Productions

Tied Hands

Featuring: Gia Almogar, Ido Tadmor

Awards:

Wolgin Award/

Gila Almagor

Jerusalem Film Festival

Nominated Best Actress/

Gila Almagor **Best Director/**

Awards of the Israeli Film Academy

Dan Wolman

Awards of the Israeli Film Academy

The Joel Files

Featuring: Billy Joel

Yesterday

Awards:

Best Foreign Language

Film (Nominee)

Academy Awards

Best Foreign Film

(Nominee)

Independent Spirit Awards

Darius Goes West

Awards:

Audience Choice

Santa Barbara Int'l Film Festival

Best Doc

Omaha Film Festival

Shorts

Chinese Dumplings

Awards:

Best Cinematography

UCLA Fest

Outstanding Student Film Caucus Foundation Golden Circle

Award

Civil War

Awards:

Audience Choice

Columbia Film Festival

Cold Kenya

Awards:

Best International Film

Napa Sonoma Film Festival Avignon Film Festival

Best Short Film

Confessions of a Late Bloomer: Awards:

Best of the Fest

Rhode Island Int'l Film Fest

In the Clearing

Awards:

Human Spirit Award

Dusty Film Festival

Just

Awards:

Nominee

Student Academy Awards

Opportunity Knocks:

Featuring: Tristan Rogers (General Hospital)

Terminal

Awards:

Best Short

LA Femme Film Festival

Walls and Windows

Featuring: Q'orianka Kilcher

2007 Palm Beach International Film Festival Honorees:

Shooting Star - Q'orianka Kilcher

Legend in Film - Margret O'Bryant

World Visionary - Anant Singh

Lifetime Achievement - Malcolm McDowell

Founders Award - Karen Weiss

Approx. 500 Hotel nights was booked at various locations throughout Palm Beach County.

 Approx. 350 Filmmakers/press and industry professionals traveled to Palm Beach from around the world. Filmmakers from the USA, Austria, South Africa, Australia, Canada, and Bermuda. A film crew from South Africa traveled to the US to cover the festival.

The 8-day event featured 140 films: 30 narrative features, 32 Documentaries 51 shorts. Voices of Local Films showcased nine films, as did the Student Showcase. Special events included: 6 parties, 1 Gala, Romance Under the Star screening of "Breakfast at Tiffany's", as well as a silent film fest hosted by film professor and historian Martin Leichter.

Introduction of Doc-Day afternoon - an entire day focusing on Documentaries from around the world in one venue.

Fifth-annual Film competition recognized filmmakers for their works of art. Awards were given out in the areas of: Best Feature, Documentary, Short, Actor, and actress. Just also recognized films in the areas of Best ensemble cast and a Special jury award for a Feature film. Audiences voted for their favorite features, documentaries, and short. 2007 PBIFF Winning Films:

Best Feature: Tied Hands (Israel)

Best Director, Feature Film: Johan - Nicole van Killsdonk (Netherlands)

Best Screenplay: The Insurgents - Scott Dacko (Germany)

Best Performance in a Feature Film

Actor: Man in the Chair: Christopher Plummer, (USA)

Best Performance in a Feature Film

Actress: Tied Hands - Gila Almagor (Israel)

Special Jury Prize for Best Feature: The Rocket (Canada)

Best Ensemble Cast: Adrift in Manhattan (USA)

Best Documentary Feature: Crude Awakening The Oil Crash (Switzerland)

Audience Favorite Feature:

Kathy T (USA)

Audience Favorite Documentary:

Darius Goes West - The Roll of His Life (USA)

Audience Favorite Short:

And Behold, There Came a Great Wind (Israel) 5th Annual Voices of Local Films winning films:

Best Picture: Driver's Seat

Best Director: Replay Ramiro Hernandez Best Screenplay: Driver's Seat Afgen Sheikh Best Performance: Driver's Seat Clint Merritt

Frownie Award for Best Close-Up: The Waitress Keri Russell (USA)

697 films from around the world were submitted to this year's festival. Festival organizers worked with various festivals and individuals attending to have materials on hand to promote the festival and generate submissions. Festivals with PBIFF exposure included:

Santa Barbara International Film Festival

Berlin Film Festival

Jerusalem Film Festival

Palm Springs international Film Festival

Turks & Caucasus Film Festival

Bermuda International Film Festival

Sundance Film Festival

Films were submitted from 55 countries including:

Austria

Australia

Belgium

Brazil

Cambodia

Canada

Chad

China

Cuba

Egypt

Ethiopia

France

Germany

Hong Kong

Hungary

India

Indonesia

Iran

Ireland

Israel

Italy

Japan

Kenya

Lebanon

Mexico

Malawi

Malaysia

Netherlands

Philippines

Poland

Romania

Russian Federation

Singapore.

S. Korea

South Africa

Spain

Sweden

Switzerland

Thailand

Tonga

Trinidad & Tobago

Turkey

Ukraine

United Kingdom

Uruguay

- For the first time the PBIFF programmed two special days around two countries and marketed as the World Showcase. The event was highly successful. Countries showcased in 2007 were South Africa and Israel. The PBIFF worked with the South African American Business Council and the Palm Beach Jewish Film Festival to make create and market the 2 days.
- Screening and special event venues included:

Sunrise Cinemas at Mizner Park

Muvico Parisian 20 at CityPlace,

The Theatre - West Palm Beach

Maltz Jupiter Theater

Veterans Park - Delray Beach

Boca Raton Resort and Club

Delray Beach Marriott

Burt Reynolds and Friends Museum - Jupiter

Gig's Tavern at Mizner Park - Boca Raton

City Limits - Delray Beach

Mar-A-Lago Club - Palm Beach

Opus 5 - Boca Raton,

Pranzo - Mizner Park,

La Ciegle - Delray Beach

Palm Beach Community College - Lake Worth

Amici - Palm Beach

Muvico Palace 20 / Bogarts Bar & Grille - Boca Raton

Finances:

- Expenditures see attached \$883,600.00 (Projected through 9/30/07)
- Revenue:

\$964,518.00 (See attached)

- To generate additional revenue through merchandise sales, the festival staff worked to improve the festival poster and create a few additional items available for purchase. Merchandise was available on the festival website for the first time and several individuals purchased posters from around the US. Hip Miami designer Hussan Pierre of VIP Couture donated a design similar to his signature line of t-shirts to stimulate sales from the younger demographic. These t-shirts were a popular item and were the best selling t-shirt. The festival did receive much press in the fashion world due to Hassan's involvement with the fest.
- 2006 2007 kicked off our "Friends of the Festival group." This group was structured much in the way of numerous charitable organizations have and was formed to created both as a new stream of revenue source and added awareness and exposure to the PBIFF. Event for the 2007 festival included:

December - Nick's Hawaiian Fish Market, Boca Raton

January – RA Sushi, Palm Beach Gardens

February – Alpark Salon, Palm Beach

February - Oscar Night America, Muvico Palace, Boca Raton

March - Sonoma Café, Delray Beach

April - Opus 5, Boca Raton

May - Le Ciegle, Delray Beach

In addition to "Friends" events the PBIFF offered year round offering screenings and filmmaker Q&A's throughout PB County:

October - Academy wining - "The Last King of Scotland"

November - Academy winner - "The Queen" with guest speaker and golden Globe nominee, Michael Sheen in attendance

December - Academy winner - "Pan's Labyrinth"

December - Academy nominee - "Venus"

January – "The Painted Veil"

March – "The Island"

May - Death at a Funeral"

June – "La Vie En Rose"

June - "A Mighty Heart"

July - "Artic Tale"

Charity partnerships:

Festival of the Arts

The Characinoid Cancer Foundation

Girls II Women

Juvenile Diabetes Research Foundation

Dystonia Medical Research Foundation Bethesda Hospital American Heart Association Hippodrome Cinema 25th Anniversary Bash Papanicolaou Corps for Cancer Research

Education:

- With collaboration with the Palm Beach Film & TV Commission the festival hosted the 12th Annual Student Showcase of Films.
- Student films were screened at The Theatre in West Palm Beach on Sunday April 23
- The annual Student Showcase of Films awards ceremony was hosted at Palm Beach Community College, Lake Worth Campus.

 Student winners: 2007 SSOF Winners: Feature/Short: University/Community College 	o surge, Lake Worth Campus.	
Aaron Brownlee	UCF	
Erika Bagnarello	FSU	\$1,500.00
Patrick Alexander	FSU	\$1,000.00
High School	, 30	\$750.00
Stephan Tirado	South Tech Community High School	#1 F00 00
Debra Siew	G-Star School for the Arts	\$1,500.00
Marie Zielinksi	G-Star School for the Arts	\$1,000.00
	o otal ochool for the Airs	\$750.00
Music Video		
Danny Daneau	UCF	\$750.00
Animation		4,00,00
Jason Harder	Daries C. A. A.	
	Design & Architecture Sr. High	\$750.00
Commerical/PSA		
Grant Yansura	A.W. Dreyfoos School of the Arts	\$750.00
Scroomiti.	, 111 111 111 111 111 111 111 111 111 1	\$750.00
Screenwriting Louis J. Frezza		
Louis J. Flezza	Stanton College Preparatory	\$500.00
Poster		
Joseph Garbing	A.W. Droufoes Catalanda Cut	
Alison Schwartz	A.W. Dreyfoos School of the Arts	\$500.00
	A.W. Dreyfoos School of the Arts	\$500.00
Burt Reynolds Scholarships	•	
Rafael Canuto	G-Star School for the Arts	ΦΕ 000 00
Ruby Hernandez	A.W. Dreyfoos School of the Arts	\$5,000.00
	The Arts	\$5,000.00

TOTAL

\$20,250.00

- Students from the G-Star School for the Arts volunteered promoting and working festival events. In addition, students were notified of expanded educational opportunities.
- Outreach programs at all local colleges were held for the first time.
- Filmmakers attended classes at G-Star School for the Arts and Pope John Academy in Boca Raton.

Economic Development:

Workshops, seminars and the new and must popular "poolside chats" Expanded series of education opportunities free to the community included:

Shooting in High Definition

HD's rule in Independent Filmmaking

Behind the New Casting Curtain

On Camera Actor's Workshop

Crossroads in visual Culture

Business Affairs for the Professional Filmmaker

How to Maximize Your Film's PR at a Film Festival

- Festival representatives met with various organizations throughout the year and spoke to members of these communities including: the Business Development Board, Rotary Club of Boca Raton, Rotary Club of Lake Worth, City of Delray Beach, City of Delray Police Department, Governors Club, and Boca Round Table.
- A database of all filmmakers both submitting to the festival was provided to the FTC.
- For the first time the festival joined forces with a travel agency to promote the festival. The agency's 800 number was placed on materials and all inquires were handled through travel professionals. The agency is working with American Express travel and expanding the festivals reach on-going thorugh a network of 23,000 travel agencies across the US.
- Media impressions and promotions attached.

2007 PALM BEACH INTERNATIONAL FILM FESTIVAL REVENUE

Source Corporate/Private Sector Special Events* Boxoffice/submissions/merchandise Governement: PalmBeach County -	Amount \$314,915.00 \$85,318.00 \$35,668.00
EDO Culutral Counci PB Film and Television Commission State of Florida - Division of Cultural Affaris/Arts & Education/Single Project	\$150,000.00 \$37,900.00 \$30,000.00 \$12,549.00
Cash on hand TOTAL	\$298,168.00 \$964,518.00

^{*}This figure does not include gala income

2007 Palm Beach International Film Festival BUDGET

1	<u>as</u>	<u>of</u>	Jul	V 1	_ 2	00	7)

	(as of	projected through	· · · · · · · · · · · · · · · · · · ·
Expense	2007 budget	9/30/07	s all all
OPERATIONS		3/30/07	ytd
Professional Memberships			
Accounting/Audits	20,000.00	18,000.00	16 605 0
Airlines	50,000.00		16,695.00
Auto/limo rental	20,000.00	35/550.00	34,340.60
Licenses and Fees	1,000.00	16,000.00	17,072.20
Entertainment/Travel	3000	2,000.00	61.25
Film Rental	5,000.00	2,000.00	895.61
Hotel	45,000.00	36,500.00	1827
Hospitality/Press Suite	3000	2,500.00	36,518.63
Insurance	2,000.00	1,000.00	2424.17
Merchandise	3,500.00		955
Theater Rental	3/200.00	3,300.00	3299.75
Theater Equipment	25,000.00	5,000.00	5,000.00
Bankcard	29/000.00	21,000.00	20,535.00
OFFICE EXPENSE:			
Rent	12,000.00	13.500.00	
Electricity	2,000.00	12,500.00	9350
Phones	8,000.00	1,500.00	1022.29
Security	500	7,000.00	3738.75
Maintenance and Repair	500	500	350.49
Supplies	2000	500	322.77
Postage/FedEx	12,000.00	2,000.00	1143.32
Office Equipment	4200	12,000.00 4,200.00	11,426.82 3197.16
EVENTS			
Awards Gala	200,000.00	155,000.00	4.40.070
estival week	20,000.00	1,000.00	149,372.13
other events:	100,000.00	99,000.00	1,000.00 98,454.21
MARKETING			
dvertising	87,000.00	FF 000 00	
estival Poster	1,000	55,000.00	54,279.22
nternet	12,000.00	1,000.00	1,000.00
hotography	5,000.00	13,000.00	12,635.00
rinting	30,000.00	3,000.00	3,000.00
ublicity expense	1000	25,000.00	23,599.15
railer/TV Spot	2000	1,000.00	603.97
rt/Graphics	12,000.00	1,500.00	0
ubbing	0	10,000.00	9,000.00
tudent Showcase of Films	25,000.00	21.000.00	
chool grant	23,000.00	21,000.00	20,250.00
		25,000.00	25,000.00

2007 Palm Beach International Film Festival BUDGET

(as of July 1, 2007)

	(as of	July 1, 2007)	
_		projected through	
Expense	2007 budget	9/30/07	
Contingency	2,000.00	3/30/0/	ytd
			· · · · · · · · · · · · · · · · · · ·
Commissions		10,000,00	
		10,000.00	9,850.0
PERSONNEL	· ·		
Executive Director	84,000.00	0.1.000	
Operations Manager	40,000.00		70,000
Marketing Coordinator	39 500 00		9,450.00
2 -33 4 114 (51	38,500.00	38,500.00	32,000
Administrative			
Assistant/festival coordinator	22.000.00		
Programmer		33,000.00	27,000.00
rogidifatiei	55,000.00	42,000.00	42,000.00
Publicity (local 4			
Publicity (local and national)	55,000.00	48,000.00	45,000.00
Soconal Ct-6			13,000.00
Seasonal Staff	30,000.00	24,000.00	23,525.00
Total	1,050,200.00	883600	
		003000	827194.49
		İ	
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2007- 2008 Business and Marketing Plan

AU631 67 11:25AM

Overview

The 2007 Palm Beach International Film Festival was a tremendous success. The festival featured films from 55 countries, secured films from top notch filmmakers and studios, generated tremendous media coverage locally, nationally and internationally, and continued building its excellent reputation within the film industry. This year the Festival was named one of the Top Ten Destination Festivals in the world.

It's 12th year, the Festival secured more than \$300,000 in advertising sponsorships, for a fraction of the cost, and generated 112 million free media impressions. Local coverage included numerous articles in the *Palm Beach Post, Sun-Sentinel, Boca News, Boca Magazine, Palm Beach Illustrated, Boca Life and Palm Beacher*, as well as coverage on television and radio outlets. National and international coverage included *Variety*, South African Broadcasting Company, National Public Radio, Valley Scene and BizLine.

Now is the time to capitalize on the success and enthusiasm for the festival to grow it further, raise additional funds, generate increased awareness in Palm Beach County and beyond, and continue reaching key independent filmmakers as well as studios.

The Festival will be positioned as a "Must Attend" event for people throughout South Florida and reaching expanded demographics: students and their families, young and hip film lovers and cultural enthusiasts, while continuing to reach and attract Palm Beach County residents who are supportive of the arts.

Objectives

- Secure "buy in" with locals, attracting donations and filling the theaters during the Festival.
- Raise awareness of the educational benefits of the festival seminars and workshops to both the industry and community.
- To increase awareness of The Palm Beach International Film Festival (PBIFF) and Palm Beach County internationally and nationally.
- To position PBIFF as a highly desirable travel destination.
- To position PBIFF as a valuable non-profit to benefit local schools and a superb eight day festival that offers something for film lovers of all ages and income brackets.

Strategies

- Organize events during the Festival week and throughout the year that are unique in nature and attract target audiences and donors.
- Increase web-based marketing and email blasts to reach audiences.
- Utilize banners throughout Palm Beach County to reach prospective attendees.
- Centralize the festival by moving the majority of the festival to South County, utilizing Sunrise Cinemas at Mizner Park, giving the festival a walkable feel and location. Satellite events will take place throughout the county.
- Proactively solicit individual contributions and corporate sponsorships.
- Establish a "Premier Pass" for the Film Festival seminars, conferences, galas, events, films, and private functions.
- Reposition the Student Film Festival and grow this into an international program.

Messages

- The PBIFF screens artistic films not usually presented through commercial venues giving filmmakers a place to showcase their work. This also gives the filmmaking audience the chance to meet the talent behind the films.
- The annual festival promotes Palm Beach County as a great place to see movies, attend seminars, produce film and attract industry executives from around the country and promote the area as a first rate travel destination.
- The PBIFF attracts independent filmmakers from 55 countries as well as award winning films from the major studios.
- Net proceeds raised by PBIFF benefits students with more than one million dollars going to local schools.
- The festival is a "must attend" event within the county.
- The Palm Beach International Film Festival is among the Top 10 Destination Film Festivals in the World.

Tactics

Advertising

- Strongly emphasize email blasts and online advertising.
- Increase use of street banners throughout the County.
- Target senior and country club community newsletters.
- Target high school and university publications, such as FAU, PBCC and Lynn.
- Expand out of county ad placement to add Palm Beach visibility to top industry events and publications and online publications:
 - o Indie Wire
 - Variety magazine
 - Southern Living
 - o Florida Travel and Life
 - American Film market
 - Sundance Film Festival Magazine
 - o Berlin Marketplace and Film Festival Magazine
- Expand out of county advertising in the key-drive markets Martin, Broward, Miami and Naples in such publications as Miami Herald, Sun-Sentinel, New Times, Naples Times, Fort Myers News Press.
- Increase ad presence in Sun-Sentinel and Sun-Sentinel.com by placing two full page ads with all events and hotel packages in place of smaller multiple ads.
- Utilize PBPost.com for website coverage.
- Continue strong banner advertising on the events and movie pages of SouthFlorida.com and Sun-Sentinel.com
- Encourage official sponsors to include PBIFF and the "Best of Everything" Campaign in their collateral.

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Advertising Bud Print - Local	Insertion Dates	Size of ad	Total Cost	T 1
Clubhouse Living	Jan/Feb/March Is	Ssue 1/4 page – Color plus editorial	Total Cost \$600	Trade
Travelhost	April issue	1/6 page	\$-	\$200 \$ 200
Boca News	March 31	Society Cover	Ψ	\$ 200
_		Front cover/editoria	al \$2,500	0
Boca News	TBD	1/2 page	\$0	\$2,000
Jewish Journal	TBD	2 col X 6"	\$2,000	
Sun-Sentinel	TBD	3 col X 10"	\$5,000	\$25,000
CityLink	TBD	3 col X 10"	\$0	\$2,000
PB Post	TBD	TBD	\$4,000	\$ 0
Gold Coast Mag/ Palm Beacher	March April lance	·		
Boca Mag	March, April Issue		\$1,800	\$1,800
Total Local Print	Feb, March, April	TBD \$	3,000	\$30,000
Radio			\$18,900	\$61,200
WRMF	TBD	Sponsorship	\$2,500	TBD
WXEL Radio	TBD	Sponsorship	\$2,000	TBD
Total Radio		,	\$4,500	100
nternet			44,000	
Pbpost.com	April 1 - 17 ba	anner ads on movie, main	\$2,000	0
South Florida.com/ Sun-Sentinel.com	March 17-April 17 l	panner ads on movie, main	\$6,000	TBD
lorida Living.com	•	inner ads and e-mail blasts		1,500
iternet Advertising			\$8,000	\$1,500
ut of Market Ads ariety Festival issue	Sept 1/4	page		
undance Program uide	January 17 - 27 1/2	- 	\$2,000	\$ 0
die Wire	21 1/2	page	\$4,000	\$0
xt newsletters/online	ad Sept - Jan		2,800	1,400
outhern Living				.,
orida Issue	Jan Issue 1/6	page co-op \$1,000) TBD	

Florida Travel & Life	March/April Issue	1/2 page	\$2,000	TBD
AFM Program Guide	TBD	TBD	\$4,000	0
Withoutabox	e-mail blasts mid-Sept mid-Dec & mid-Jan	TBD	\$ 0	\$600
Total:			\$15,800	\$2,000
Total Advertising	\$35,40	0	, , , , , , ,	V 2,000
Printing Credentials/Tickets	One color diff			·
	One color - different cop	ру	\$1,500	•
Poster 500 qty 4 color			\$1,000	
Poster - official 100 - 4 (color		\$1,000	
Rack Card			2,000 now	\$500
Rerun of the rack card	2000 in March		\$500	
Program	84 pages		\$5,000	\$12,000
Final film schedules	10,000 copied		\$400	
Official Film Guide	2,000		\$2,000	
Marketing fliers, signage			\$2,000	
Large schedules			\$1,500	
Banners/Step & Repeat			\$2,500	
Installation of street bann	ers		\$3,000	
Snipes on current banner	s		\$1,100	
New Banners			\$10,000	
Total Printing				
Other Official Poster design			\$27,000	\$12,000
New web site and hosting			\$1,000	
-			\$8,000	
Photography			\$5,000	
Publicity			\$1,000	
Graphic Designer (year-ro	und)		\$12,000	
Movie Trailer Total Other			\$2,000 \$29,000	

Sponsorships

- PBIFF will be seeking new and creative ways to solicit funds from both individuals as well as corporate sponsorships. This is critical to the success and longevity of the festival.
- Packaging tickets. We will sell Premier Packages to the Festival that will include invitations/admissions to private events, screenings and parties throughout the year, tickets to the Grand Gala as well as other VIP events held during the festival. This will be marketed to individuals as well as corporations.
- Development professional. PBIFF will explore the possibility of bringing in a development/fundraising professional to assist with these efforts.
- Student Film Festival. We will target companies that support educational programs with the Student Film Festival.
- Movie sponsors. We will offer packages for sponsorships of specific films during the Festival. The sponsor will "Adopt a Filmmaker," will receive 50 tickets for the film and act as the film "host," introducing the filmmaker and greeting attendees.
- Fashion and Cosmetics. Fashion and cosmetics companies are supportive of entertainment events and film festivals and will be a key target.
- Financial Institutions. There are a number of financial institutions in New York and Los Angeles that support and fund films. These companies will be a primary target for fundraising efforts.
- Automotive. Hitting the high end car dealerships, such as JM Lexus, Braman Motors, will be a major focus.
- Local companies. Innovative South Florida companies, such as DayJet, will be targeted as well.
- Identify and partner with a rental car company as an official car rental partner.
- Identify and partner with an airline.
- Package the festival activities with four day and seven day packages with area properties. Distribute festival events throughout the seven day festival to encourage length of stays and additional room nights. Targeting the film professional, amateur filmmakers, movie fans and group tour professionals that specialize in cultural and festival packages. Packages will be promoted in advertising mentioned above, on PBIFF website on Fugazy International travel web site and through the CVB booking site. The CVB is promoting internationally.

Publicity Tactics

- Continue work with a national publicist from L.A. to pitch and secure national and international press as well as assist international and national press while at the event.
- Continue a second headquartered office in L.A. for west coast business, networking and partnership opportunities.
- Create new angles for coverage on a daily basis during the Festival and frequently throughout the year.
- Pitch events to fast-breaking press (i.e., Access Hollywood, ET, People, OK Magazine, etc).
- Invite and bring in national film and celebrity press such as (Access Hollywood, BET, ET, E!, People, Variety, Indiewire, etc.)
- Continue to produce a two-minute b-roll piece to upload to satellite after opening night for international pick-up.
- Continue to distribute call for entries internationally through press release international distribution, web site uploading and through the international web site Without A Box.com.
- Continue to submit festival dates and information on all relevant web sites promoting the festival.
- Continue to request that all films accepted into the festival include a link and information regarding PBIFF on their web site and collateral materials at other festivals.
- Continue to send press releases to regional and state media outlets including all major daily newspapers, magazines and internet sites.
- Continue to send all press releases to all in-flight magazines that serve PBIA.
- Continue to work with the CVB PR department on any media fam trips and inclusion in CVB media roundup releases and media missions.
- Create celebrity and filmmaker blogs on PBIfilmfest org which will enable fans worldwide to chat with filmmakers and celebrities in attendance on the worldwide web during the festival.
- Enhance pbifilmfest.org with podcasts for films; launch an e-commerce page to sell tickets to all events, film screenings and merchandise year-round.

Grassroots:

In order to fill theaters and continue outreach to Palm Beach County residents, we will implement a grassroots program, targeting:

- Country club communities
- University students
- High school students
- Families
- Special interest groups (nationals from countries that are featured in festival, hearing impaired, environmental, gay, film clubs, etc.)

Festival Events:

During the Festival, events will include:

Thursday April 10, 2008

Event:

Opening night film

Time:

7:00PM

Location:

Sunrise Cinemas at Mizner Park

Boca Raton

Comments: PBIFF will kick of the 13th annual event with a Hollywood style redcarpet film premiere. Q&A with the filmmakers after the screening.

Event:

Opening night party

Time:

10:00PM

Location:

Private jet hanger

Comments:

Celebrities, screenwriters, producers, directors, film lovers, industry professionals and guests from around the world will party the night away at the "swankiest" party in South Florida. A band will rock the night, while light appetizers and cocktails are served, all making this

party the hottest event in town.

April 11-17, 2008

Event:

Movies...Movies...Movies... it's opening day on all screens in all

theaters and special screening venues.

Time: Location: Showtimes begin at noon and run until 10:00 each evening.

Theater venues are in Delray and Boca Raton with select screenings at various locations north to Jupiter.

Comments:

Catch a screening of a film that you might not have the opportunity to see at your local multiplex. Directors, producers, and talent attend many of these presentations and field questions from the audience, offering an interactive discussion about their careers and

body of work. You never know who might show up.

Friday April 11, 2008

Event:

Meet and greet with filmmakers and press

Time:

10:00am - noon

Location:

TBD

Comments:

Filmmakers and press will get-together in a causal friendly atmosphere and have the opportunity to mingle and conduct informal one-on-one interviews. Light snacks and drinks will be

served.

Event:

Private estate party

Time:

10:00 -

Location:

Private home along the Palm Beach waterways

Comments: Sponsors, premiere ticket holders, press, filmmakers and VIP

industry professionals will party Palm Beach style in a posh setting

in one of the county's grand homes of the along Florida's

waterways.

Saturday & Sunday April 12 – 13, 2008

Event:

It's a weekend of shorts

Time:

Short packages will run throughout the day beginning at noon

Location:

TBD

Comments:

Moviegoers will have the opportunity to watch short independent

films throughout the weekend – so get comfortable!

Saturday April 12, 2008

Event:

Festival seminars

Time:

10:00AM

Location:

TBD

Comments:

Thought-provoking, stimulating, and informational, these industry panel discussions educate filmmakers, professionals, and those interested in the industry on the art and business of filmmaking.

Some of today's hottest issues will be explored.

Event:

Family Fun Festival

Time:

10:00AM

Location:

Palm Beach Gardens

Comments: Even the smallest members of the family can enjoy a film festival as the PBIFF presents "kid-friendly" films for the entire family to enjoy.

Event:

Grand Gala

Time:

7:00PM

Location:

Boca Raton Resort & Club

Comments:

The globe will be focused on this black-tie event as the PBIFF honors special achievements of some of the most respected talents

in the motion picture industry.

Event:

Saturday Night After Party -- presented by Friends of the Festival.

Time:

10:00PM

Location:

Opus 5, Boca Raton

Comments:

Join us after a day full of seminars, screening and gala, and greet

visiting filmmakers from around the world, visit with industry professions, meet old friends and make some new.

Sunday April 13, 2008

Event:

Palm Beach International Film Festival presents

1st Annual Student Film Festival

Time:

8:00 - 5:00

Location:

TBD (local high school)

Comments:

"For the Kids, by the Kids" the program will focus on high school students from around the state with films, seminars, workshops and activities. Local students will design and program their own day

during the festival.

Event:

Film Production - Palm Beach Style Celebration (un-confirmed

event - concept only)

Time:

4:00PM (not confirmed event)

Sponsor:

Palm Beach Film Commission and G-Star School for the Arts

Location: Guests:

G-Star school of the Arts Filmmakers, sponsors guests

Comments:

This is the prime time for the Palm Beach Film Commission to really sell the county as a key location for film production in the South. Guests will be giving a first class look at the "premier" studio in the market and have the opportunity to see first hand why Palm

Beach is the only place to shoot.

Event:

"Sing-a-long and film under the stars"

Time:

8:00PM TBD

Location: Comments:

the entire community is invited to come out and have an evening of

film and enjoyment. A local vocal group will lead the crowd with

song and excitement.

Event:

After hours "Happy Hour"

Time:

11:00AM Host hotel bar

Location:

Comments: Join us after the day at the movies at our host hotel and toast the

opening festival weekend.

Monday April 14 – Tuesday April 15, 2008

Event:

World Showcase of Films

Time:

Showtimes begin at noon and run all day.

Location:

Sunrise Cinemas in Mizner Park

Comments: A two- day retrospective highlighting select countries from around the world -- introducing audiences to the culture and magnificence of films and filmmakers from their country. Cultural attachés and embassies will be invited.

Monday April 14, 2008

Event:

Film Financing Production Conference

Time:

8:00am - 4:00pm

Location:

TBD

Comments: The Palm Beach Financial Production conference will bring

together individuals looking for capital (producers, studios, etc) and the financial world. The event end with a cocktail reception for filmmakers and financial to continue their discussions. This

conference will be geared towards the indie filmmaker with budgets of less then 2M. Focus attendees will include local filmmakers, all filmmakers who are attending and have submitted to the festival,

banking community, hedge funds local investors.

Event:

Tropical Nights

Time:

9:00

Location:

Poolside/beach - Location TBD

Comments:

After the day's screenings, moviegoers, out of town guests and the

community will be invited to get-together and enjoy our

surroundings for tropic drinks and music.

Tuesday April 15, 2008

Event:

Poolside Chats

Time:

4:00

Location:

Delray Beach Marriott

Comments:

Filmmakers and attendees chat poolside at the Delray Beach

Marriott regarding hot industry topics.

Event:

Voices of Local Films

Time:

6:00PM

Location:

TBD

Comments: Palm Beach Film Society host their sixth annual "Voices of Local

Films," a special one- night event spotlighting local filmmakers.

Wednesday April 16, 2008

Event:

Poolside Chats

Time:

4:00

Location:

Delray Beach Marriott

Comments: Filmmakers and attendees chat poolside at the Delray Beach

Marriott regarding hot industry topics.

Event:

Conversations with....

Time:

8:00PM

Location:

TBD

Comments: The Palm Beach International Festival will kick off with annual event where the public has the chance to hear from some of the industries most respected filmmakers and or celebrity about their

careers and film projects.

Event:

Wednesday Night Party (Dancing at Delux)

Location:

Deluxe. Delray Beach

Time:

10:00PM

Comments: Party the night away at one of Delray Beach's great late-night

Thursday April 17, 2008

Event:

Filmmakers Award Ceremony and Reception

Time:

4:00 PM

Location:

Festival Hospitality Suite, Delray Beach Marriott

Comments:

Filmmakers, press, and sponsors will gather for a wine and cheese

reception to honor the 2008 winning competition films.

Event:

Closing Night Film

Time:

7:00PM

Location:

Sunrise Cinemas at Mizner Park

Comments: The 13th Annual Festival screens the final film presentation.

Event:

It's a Wrap!

Time: Location:

10:00PM

TDB

Comments: Following the closing night films, the Palm Beach International Film Festival makes a splash as it wraps up the eight-day celebration of film as we dance the night away. Its one last night of fun as we say good-bye to our new friends from around world as filmmakers and the community get together for the last night of this years festival. Audience Favorite Wards will be presented during the celebration.

Friends of the Festival

The Friends of the Festival will hold events throughout the year to raise awareness, generate excitement, and raise funds for the Festival. A sampling of events:

- September: Event at the Addison, Wed., September 5.
- October: Halloween party at The Shore in Delray Beach
- November: TBD (possibly Cucina in Palm Beach or Big City in Boca Raton)
- December: No event due to holiday schedule
- January: Ra Sushi at Downtown at the Gardens
- February: Oscar Night America
- March: Poster unveiling
- April: After Gala Party

2008 Palm Beach International Film Festival "Student Festival of Films"

Overview:

In order to maximize the opportunity for students to learn and actively participate in the Film Festival, we propose that PBIFF manage and reposition the Student Film Festival. The student film festival will be by the kids, for the kids and will include scholarships. Also, this will help increase local buy in from local students, parents, schools and the community, as well as raise funds from corporations that support educational programming.

It is time for the students to take ownership of their event and which, we believe will get them involved and want to attend both the festival and the new student film festival.

This new approach will keep the kids in school during the week and free up the film commission to meet be involved with the festival on that all so important opening weekend to encourage them to shoot and understand the benefits of Palm Beach County.

This approach will also allow the Film Commission to dedicate time during the Festival to networking and conducting business with filmmakers and others in the industry.

Action steps:

- Develop a committee of students with an oversight committee of committed teachers, industry leaders, and patrons of the arts.
- Identify a committee of industry and patrons of the arts to assist and oversee.
- Issue press release on new event.
- Send out film submission to statewide high school students.
- Develop media partnerships with Students Film Publications.
- Determine date of event. For 2008 looking at Sunday April 13. The entire event will take place outside of school hours.
- Secure scholarship money that will go directly to students.
- Determine budget for event.

Description of Student Film Festival:

- Accepted films will be screened throughout the day
- A series of seminars will be scheduled in either a classroom setting or round table groups.
- Each group of education sessions will feature one-on-one interaction with industry professional and give plenty of opportunity for Q&A in a non-threatening atmosphere.
- Students will have chance for hands-on training.
- Scholarships dollars will be given to wining students from juried finalists.
- Students will vote for screened films for their favorite in select categories. – look for cell phone company to sponsor text message balloting.
- All student who sign up to attend Student Film Festival will be award free admission to all Palm Beach International Film Festival Screenings (opening and closing not included) Creating a buy in from the students to the festival.
- The day will close out with a party and awards presentation. Again the
 event will be produced by the students of Palm Beach County. The
 event could take place in school auditorium or gym and an objective is
 to keep everyone in one location.
- Lunch to be served.
- Every 45 minutes students will go to next event (many will take place more then once).

With the students producing the event they will have hands-on experience on producing an entire event that will aid them and there future in the world of film; the students will learn how to work together, budget control, market a film and produce.

The Student Festival of Films will take place Sunday, April 13 at a location to be announced. A day-long schedule of education seminars geared towards middle and high schools students will take place in an involve which makes in very Q&A friendly and a chance of a lifetime for the kids. Throughout the day screenings of both winning and selected and wining films will be screened.

Budget:

Student Award dollars:

\$20,500.00

Trophies/awards:

\$1,000.00

Printing:

\$3,000.00

Lunch/drinks/snacks: Facility rental & equipment:

\$5,000.00 \$10,000

High school competition prizes:

Grand Prize

Two scholarships to the LA Film Academy

Winning dollars:

Narrative Short:

1st Place:

\$1,500

2nd Place:

\$1,000

3rd Place:

\$750

Documentary:

1st Place:

\$1,500

2nd Place:

\$1,000

3rd Place:

\$750

Music Video Award:

1st Place:

\$1,500

2nd Place:

\$1,000

3rd Place:

\$750

Animation Awards:

1st Place:

\$1,500

2nd Place:

\$1,000

3rd Place:

\$750

Commercial/PSA Awards:

1st Place: 2nd Place: 3rd Place:

\$1,500

\$1,000

\$750

Screenwriting Awards:

1st Place:

\$1,500

2nd Place:

\$1,000

3rd Place:

\$750

Poster Award:

\$1,000.00

TOTAL AWARD CASH BUDGET: \$39,500.00

BUDGET

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Professional Memberships	1,000.00
Accounting/Audits	20,000.00
Airlines	
Auto/limo rental	50,000.00
Licenses and Fees	12,000.00
	100
Entertainment/Travel	3,000.00
Film Rental	5,000.00
Hotel	45,000.00
Hospitality/Press Suite	4,000.00
Insurance	3,000.00
Merchandise	
**Theater Rental	3,500.00
	20,000.00
Theater Equipment	25,000.00
Ticketing system	10,000.00

Office Expenses:

Rent	13,500.00
Electricity	
Phones	2,000.00
	8,000.00
Security	500
Maintenance and Repair	400
Supplies	2,000.00
Postage	14,000.00
Office Equipment	3,000.00

Events:

Awards Gala	200,000.00
Other events	50,000,00

Marketing:

Advertising	65 000 00
Festival Poster	65,000.00
Internet	1,000.00
	13,000.00
Photography	5,000.00
Printing	
Publicity expense	30,000.00
Troile-7710	1,000.00
Trailer/TV Spot	2,000.00
Art/Graphics	12,000.00
Contingency	2,000.00

Personnel:

Executive Director 84,000 Marketing - four agencies (PR - local, national, international, grants, advertising, creative coordinator) 100,000 Operations Manager (seasonal) 25,000.00 Administrative Assistant /festival coordinator 35,000.00 Programmer 60,000.00 Seasonal Staff 30,000.00

TOTAL:

Contingency

Commissions

\$1,000,000

2,000.00

Palm Beach INTERNATIONAL Film Festival

Marketing and Promotion Recap

·	
Local/Regional Magazines Travelhost Magazine (Palm Beach - April issue) Clubhouse Living (Winter Issue + editorial) Gold Coast Magazine (March, April issues) Boca Life Magazine (March, April issues Palm Beacher Magazine (March, April issues) Florida Travel & Life (March/April issue)	Size ½ page Full Page ½ page ½ page ½ page ½ page ½ page
Newspapers New Times (Broward/Palm Beach Combo) The Palm Beach Post (Full run) April 8 - 24	Size 2 - ¾ page ads 8- ¼ page ads One Full Page
Palm Beach Daily News April 15	Events Calendar
Sun-Sentinel (Full run)	¼ page ad
April 13,15, 20 City Link	3 col X 10"
April 18 Jewish Journal (N. Broward/Palm Beach)	3 col X 10"
April 10, 12, 17, 19 Boca Raton News	2 col X 6"
Cover Society April 2 & 22 April 22	Cover full page ½ page
Total Print Value	\$82,253
<u>Online</u>	Volue
New Times Online – 4 weeks:	<u>Value</u>
EVENTS & PROMOTIONS Page Free Stuff Ad (for free tickets) Street Team Page	
E-blast to subscribers (7,000)	\$1,750

Sun-Sentinel/South Florida.com – 4 weeks Rectangle ad on all entertainment pages (50,4 Leaderboard on main movies page (100,000 Right rail on all inside entertainment & movies Sun-sentinel.com run of site rotating rectangle E-mail blast (15,000)	impressions)
Ticket Giveaway	\$11,000
Palm Beach Post.com – 2 weeks Leaderboard on movie home page Leaderboard on entertainment home page	
Right rail ad throughout site as room is availa	able \$2,000
LivingFla.com/DineFla.com/Jfling.com Logo and event listings on all pages Inclusion Newsletter E-blast (35,000)	\$2,500
SouthFloridaDines.com Events Calendar for one month Logo and link on site Inclusion in E-mail blast to (7,000)	\$1,500
Fantasma Productions	. 4
E-mail blast to entire list Inclusion on The Theatre web site	\$1,000
WRMF	
Inclusion on events page	\$2,500
City of Delray Beach Logo and all events on calendar page	\$1,000
Palm Beach CountyFL.com Logo and inclusion on events page	\$1,000
Maltz Jupiter Theatre Logo and inclusion of events on home page	\$1,000
Mizner Park web site	
Logo and inclusion on home page	\$2,000
Total Online Value	\$27,250

\$27,250

Radio Recap WRMF – Palm Beach/Broward Traffic sponsorship – 10 April 16-20 :30 spots – 74 to run April 2- 26 Live mentions	<u>Value</u>
Opening Night Promotion April 19 Promotion of Family Film Fest Ticket Giveaways	\$49,000
WXEL Radio	
:30 – 40 spots to run April 12 – 24 :30 – 20 spots to promote Family Film Fest	\$5,000
Total Radio Value	\$53,000
TV	Volue
WXEL TV	<u>Value</u>
:20 – 20 spots in Curious George April 15-20 Family Film Fest	to promote
Inclusion on South Florida Today prime time	program
Channel 19 (The Education Network) Story on the festival – running in rotation Channel 20 (government channel)	
One half hour special from 2006 festival – rur	•
special from 2000 festival – rur	ining in rotation
Total TV Value	\$5,000
College Marketing 2 page ad in FAU student Newspaper Booth at FAU Student Union Booth at Lynn University Student Union Booth At PBCC – PGA location Booth at PBCC – Lake Worth Flier and posters distributed at all campuses and Palm Beach Atlantic University	April 9 & 16 April 17 April 5 April 12 April 4
Total Value	\$5,000

International and National Advertising

Variety - Film Fest Issue

Size 1/4 page

FilmFestival.com (April 1-26)

rectangle ad

Indiewire

Online for 6 weeks Inclusion in 10 e-blasts

Southern Living (coop with Cultural Council)

1/3 page

Trump Magazine (April issue)

Full Page

Full Page Post event coverage

Sundance Film Festival Insider Magazine Jan 19 – 28

Double Biz Card

Total National Value

\$33,400

Additional Advertising Official Film Guide (5,000)

<u>V</u>alue

Distributed throughout the county, at Delray Affair, at WRMF events and at

all theaters

5X7 Package Fliers (5,000)

Distributed by Fugazy travel, used as fulfillment piece to all Southern Living leads, and at Palm Springs and Santa

Barbara Film Festival

4" X 9" Rack Cards

Distributed throughout the county and at Palm Springs Film Fest; Santa

Barbara Film Fest

1/4 page ad in WXEL Program Guide

10,000 distributed to all WXEL

members

2 Full Page ads in Maltz Jupiter Theatre Playbill

5,000 distributed at all events at the

theatre

One half page ad in the Boca Festival of the Arts Program

5,000 distributed to all guests

Logo inclusion in all Festival of

the Arts advertising

Over \$20,000 in advertising throughout South Florida

Posters

Distributed throughout the county

Street Banners

26 on Atlantic Ave in Delray Beach

32 in Mizner Park

One large at Delray Beach Marriott

Banners in movie theatres

1 up in Muvico for 2 weeks2 up in Sunrise for one month1 up at The Theatre for 2 weeks

Electronic newsletter

E-mailed to 4,000 on our list as well as others lists March 15, April 2, April 16, April 19, April 20, April 21, April 22, April 23, April 26, April 27

PBIFF Movie Trailer

Played before all movies at Muvico, Sunrise Theatres and The Theatre

April 19 – 26

PBIFF name on outdoor marquees

At Mizner Park, Maltz Jupiter Theatre

and The Theatre

Total Additional Value

\$110,000

Niche Marketing

(Direct marketing to niche groups that pertain to certain film(s) in the festival) Florida American Sign Language Teacher Association International Deaf Film and Visual Arts Festival Alzheimer's Community Care Alzheimer's Association Muscular Dystrophy Association Lupus Foundation Animal Rescue Force Wildlife Care Center Keep Palm Beach Beautiful Floridians Respectful of the Environment and Ecosystems Marshall Foundation Loggerhead Marinelife Center Jewish Federation Palm Beach Jewish Film Festival and the JCC

Deaf Service Center of Palm Beach County and Hearing Wellness Center Québec Government Office in Miami Express Gay News Gay and Lesbian Community Center of South Florida Area country club communities including: Addison Reserve, Boca Grove, Boca Pointe, Boca West, Broken Sound, King's Point, Sea Ranch, Royal Palm, Stonebridge, Polo Club, Woodfield

Total Marketing and Promotion Recap

Total Print Value	\$82,253
Total Online Value	\$27,250
Total Radio Value	\$53,000
Total Television Value	\$5,000
Total Additional & National Advertising	\$33,400
Total Additional Advertising Value	\$110,000
Grand Total	
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Palm Reach County Board of County Commissioners 301 N Olive Ave West Falm Beach FL 33401

DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT. BUT FAILURE TO DO SU BHALL BAPOSE NO OBLIGATION OR LIABBLITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

ACORD 25 (2001/08)



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October 10, 2007

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Ms. Claudia Lopez
Economic Development Specialist
Palm Beach County Economic Development Office
301 N. Olive Ave., 10th Floor
West Palm Beach, FL 33401

Dear Ms. Lopez:

Please note that the Palm Beach International Film Festival (PBIFF) is exempt from carrying workman's compensation coverage per Chapter 440 of the 2005 Florida State Statutes. Florida law requires that employers with four (4) or more employees carry this coverage. As PBIFF does not employ 4 or more individuals, this coverage is considered voluntary.

Randi Emerman

Sincerely,

Executive Director

289 Via Naranjas, Suite 48 Boca Raton, FL 33432