

The Preserve Observer



Friends of the Rockefeller State Park Preserve Magazine Vol. XXVII Spring 2012



Location! Location! Location!

By Jennifer Sylvestri

The Preserve has had a long established relationship with the film and photography industry, a love affair that has seemed to ebb and flow over time. Although highly popular as a filming location in the past, within recent years demand for the Preserve has seemed to wane. Fortunately, it looks like this lull has been broken; within the past year, the Preserve seems to have regained some of its prior status as the go-to location that production companies are seeking.

There are a number of factors that contribute to our high popularity as a filming location. First and foremost, the Preserve is gorgeous! Of course we're a top choice for outdoor scenes of all kinds! Furthermore, we offer a wide range of scenic possibilities: open fields, wooded paths, babbling brooks, and a peaceful lake, just to name a few. The highly creative and inventive members of the film industry are adept at taking any or all of these areas and transforming them to fit their own production needs. For example, the same strip of Brook Trail has been featured as an old

(continued on page 11)



HBO's Boardwalk Empire

Photo: Kristen Davidson, courtesy NYS OPRHP

The Peony Celebration

On Friday, May 4, from 6:00 p.m. to 9:00 p.m. the Friends of the Rockefeller State Park Preserve are hosting one of the most awaited fund-raising events of the season – the celebration of the blooming of the Japanese peonies in the gateway to the park. There will be a cocktail reception, gourmet hors d'oeuvres, a fine arts exhibit and sale, arrangements provided by local garden clubs and some of the most stimulating people of the surrounding communities and region.

Please consult our web site, www.friendsrock.org, for more details. Ticket prices begin at \$100.

When the tragedy of the September 11th attack occurred, Shimane Prefecture, Japan, wanted to express a gesture of healing and solidarity towards the U.S. Therefore, the town of Yatsuka Cho within the prefecture sent the Brooklyn Botanic Garden 500 peonies. At the time, Friends Board Member Evelyn Hadad was serving as the director of external affairs for the Japanese Chamber of Commerce and Industry of New York (JCCI) and was able to arrange for another 500 peony plants be offered to the Rockefeller State Park Preserve. The peony is the signature flower from this area of Japan and is considered Japan's "most noble of flowers."

The present was meant to support the healing process in New York, and the placing of Japanese flowers on American soil symbolized the blending of two cultures and two peoples.

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The Senior Rockefeller Talks About His Love for the Trails

By Herbert and Evelyn Hadad



David Rockefeller

Photo: Herbert Hadad

[With the Friends of the Rockefeller State Park Preserve planning a Sept. 29 fund-raising gala in support of trail maintenance and improvements, David Rockefeller granted The Preserve Observer an interview in the living room of his Pocantico Hills home.]

Q. How long have you been on the trails?

A. I guess with my first five years excluded, almost 92 years. When I was young, some trails were still being developed, the first ones by grandfather (John D. Rockefeller Sr.).

Q. When did you begin carriage rides?

A. Father was a great carriage driver, and he'd take Mother for a drive every day except Sunday. On Sundays, we'd go for a walk or chop wood. I joined them in my early teens.

Q. Are there many more trails now?

A. There are maybe 5 miles more now, developed by Peggy my wife and myself.

(continued on page 3)

Valentine Wine Dinner Raises \$20,000 for Trails

By Liz Meszaros

The Friends kicked off their 2012 fundraising efforts a little earlier than usual this year. Our goal was to raise \$10,000 for the trails, inspired by a generous steward of the Preserve, Deborah Reich, who pledged to match these funds! On February 16, 2012, supporters of the Preserve joined the Friends by sharing in a “Valentine Wine-Tasting Dinner Fundraiser” The wining and dining took place at Casaletto Ristorante in Elmsford, New York – a restaurant well known for its fine authentic Italian cuisine. Guests were treated to a five-course meal paired with fine wines, imported from Italy, each meticulously described by famous Sommelier Laurence LaManna.

(continued on page 8)

Photos: Peter Humphrey



Everyone having a romantic time.



Sommelier Laurence LaManna



Lilacs and Iris by Peggie Blizard will be on display as part of the “Beauty” Exhibit at the Art Gallery. See page 7 for listings.

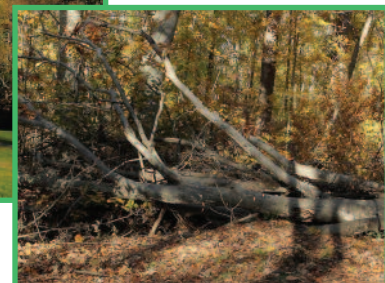
Inventive New Film Captures the Beauty, Fragility of Preserve

By Brian Starr

When Emmy award-winning Producer-Director Denis O'Brien was tapped by the Friends of the Rockefeller State Park Preserve to create a fund-raising film for the Preserve, he was thrilled at the challenge to capture the beauty of the Park in a meaningful way and to present the Park's splendor as well as its needs. He was also very surprised at the enormity of the Park and the incredible impact it has on so many people. “It's bigger than I imagined and I think I lost a few pounds searching out the shots,” O'Brien said.

(continued on page 10)

Pictured below: Still pictures from the film capture the tranquility and devastation that are both part of the Preserve.



Interview (continued from page 1)

Q. Do you know every nook and cranny of the trails?

A. No, but I'm quite familiar with the trails and don't often go the wrong way. (He had just returned from a 10-mile ride with Preserve Manager Alix Schnee.)

Q. Do you have a favorite trail?

A. What I enjoy is picking a different one each time we go out. I'm fond of the Rockwood Hall area, for instance.

Q. Why do the trails need so much attention?

A. Because of trail wash. Heavy rain can wash a ditch across a trail. The trails have been expensive to maintain, but maintenance from the very beginning has been essential.

Q. Who of note has joined you on rides?

A. Trigve Lie, the first United Nations Secretary General; Kofi Annan, a recent Secretary General; Mackenzie King, the Prime Minister of Canada; John Singer Sargent, who painted portraits of the family; George (Frolic) Weymouth, the painter and carriage driver who has driven in London with the Queen.

Q. Who cares for your horse and carriage fleet?

A. Sem Groenewoud. Also his wife Pawwla, their son Patrick, and Katie DeMaria is our groom.

Q. Were you a horseman, a horse rider, in the past?

A. Oh, yes, I started riding when I was 10 years old, there are pictures of myself on ponies, but I came to enjoy driving.

Q. Do you still arrange carriage events?

A. We still do that, 20 to 25 carriages with people notable in the carriage world, once a year. We also travel to other events, such as one in Pennsylvania.

Q. Do you plan to attend the Sept. 29 gala?

A. I don't look at it as an opportunity for a major speech (chuckling) but I may say a few words.

Q. How extensive are the trails?

A. There are approximately 55 miles over about 3,000 acres. (Ms. Schnee pointed out that the Preserve now is 1,384 acres.) Father built about the same 55 miles of carriage trails in Maine in what is now Acadia National Park.

Mr. Rockefeller, who arranged for tea and cookies for our visit, wanted to conclude by mentioning his home. "It was built with 100-year-old bricks once part of a home in Manhattan. My sister Abby sold it to me when she decided to move to Long Island. All of our children were brought up in this house." Referring to his collection of French Impressionist paintings, he said, "They were bought by Peggy and me, with the advice of Douglas Barr, the first director of the Museum of Modern Art." He declined to mention that his Mother, Abby, was one of the museum's founders.



**Phelps Memorial Hospital Center,
Neighbor of the Preserve,
Becomes Supporter of Friends**

Andrew C. Merryman, the Phelps Hospital Board Chairman said, "The Board of Directors and I are proud of the expertise and dedication of all our staff – doctors, nurses, technicians, housekeepers, managers and administrators – who provide care to our patients, from newborn infants to senior seniors. Think of us as your personal consultants for good health. At Phelps, our mission begins and ends with you, and we are available for you whenever you need us. And that is why teaming up with the Friends of the Rockefeller State Preserve makes perfect sense. We are all interested in encouraging healthy life styles."

Hospital President Keith Safian added, "Phelps Memorial Hospital Center is dedicated to serving the community family – 24 hours a day, every day of the year. Over 1,500 employees, 475 doctors and hundreds of volunteers are here to help whenever the need arises. It is our commitment to provide all with quality, compassionate care."

Friends President Clare M. Pierson said, "We couldn't have a finer partner than Phelps Memorial Hospital Center, and we appreciate their generosity. We look forward to other organizations following the Phelps lead."



Welcome Our Newest Board Member
JOSEPH MARRA



Joe is an experienced financial accounting professional with close to 30 years of nonprofit accounting background. Before going on his own he was at the following institutions:

- 15 years at Montefiore Medical Center in the Corporate Controller's Office in various accounting positions. He managed a \$1 billion budget, prepared monthly reports for top management, assisted with the preparation of audit work papers, and oversaw numerous State and Federal grants and prepared the annual 990.
- 12 years in Higher Education as the Budget Manager for a \$100 million budget and Controller for a \$35 million budget. As Controller, he oversaw all accounting functions of the organization. Implemented a new soft ware system, improved the management of the cash flow, and prepared the 990.

He assisted smaller nonprofit companies with establishing internal controls, implementation of soft ware systems, book-keeping, financial reporting, which included forecasting, board presentations and other functions.

Joe loves the Preserve and has walked its many trails numerous times! We feel we are very fortunate to have his expertise for the benefit of the Preserve and the Friends group.



Please Join Us! Friday ~ May 4, 2012

The 4th
Annual
Spring Peony
Celebration!



Rockefeller State Park Preserve Peony Garden

A Fundraiser to Benefit the Friends and the Preserve
Hosted by
The Friends of the Rockefeller State Park Preserve

6:00 pm ~ 9:00 pm

at

The Gateway of the Rockefeller State Park Preserve
125 Phelps Way - Rt. 117 - One mile east of Route 9,
Pleasantville, NY 10570

Featuring

"Beauty" A Fine Art Exhibit & Sale in the Art Gallery
A Flower Show & Sale featuring creations
from Local Garden Clubs

Buffet & Cocktail Reception in the Courtyard
surrounded by our Extraordinary Japanese Peony Garden

Ticket Prices: *Daffodil* \$100 *Forsythia* \$150 *Peony* \$250

For additional information or to purchase tickets, please e-mail the Friends at friends@friendsrock.org or visit us at www.friendsrock.org to download registration.

Celebrate the Carriage Roads Gala Dinner

SATURDAY, SEPTEMBER 29, 2012

at 6:30 PM

Rockefeller Playhouse • Pocantico Hills

GALA COMMITTEE:

Rachel and George Gumina

Janet Maslin and Benjamin H. Cheever

Carol and John Lyden

Clare M. Pierson and Peter Humphrey

Kimberly and Steven Rockefeller, Jr.

PURPOSE:

Raise Funds for

Carriage Roads • Swan Lake Handicap Access • Installation of an Equestrian Handicap Mounting Block

From the Friends President

By Clare M. Pierson

Spring is here!! It seems almost like a continuation of the very mild winter we had this year. After the very dramatic storm on Oct. 29, a mild winter was a lovely departure from past years. You will be happy to hear that the park has been almost fully restored to its pre-storm state by the very hard working folks at Greenrock Corporation headed by Tom Capossela, and your donations.

We are pleased to say that we made our \$10,000 matching grant challenge at our February wine tasting and dinner at Casaletto's Restaurant in Elmsford. The wines were lovely and the company was even better. We debuted our promotional film that night. It is very informative and moving. It will be coming to our web site soon.

We are looking forward to a busy, happy year at the Friends. Here are some of our plans:

May 4 is our Fourth Annual Peony Festival; always a lovely evening at the Preserve surrounded by the gorgeous peonies in bloom with a glass of champagne in your hand! What could be bad? Join us!

May 5 we will be taking part in the State-wide Clean Up Your Park Day. See our web site for information if you want to join us, there is plenty to do.

June 9 is the Fourth Rockwood Ramble 10 K race at Rockwood Hall.

September 29 we will celebrate the Carriage Roads with a Gala dinner. Our goal for that evening is to raise the matching funds for our Swan Lake handicap access and rehabilitation grant from the Federal Highway Administration. This grant will enable us to completely refurbish the carriage roads around Swan Lake, which are now down to their base material, and install an equestrian handicap mounting block, as well as creating better access for the wheelchair-bound to the Swan Lake area. We will have \$200,000 to improve the carriage roads at the heart of the Park once we raise our 20% match. That means that your donation dollars will be quadrupled!!

October 14 is our 11th annual Pace at Rockwood Hall. This is a lovely family outing to see the riders.....or to ride yourself of course, and have lunch at the foundation.

This year marks the 15th anniversary of the Friends group founding. I want to take this opportunity to say how grateful we are for all the support of our loyal Preserve lovers.

Spring Blessings,




Board of Directors

Friends of the Rockefeller State Park Preserve

Clare M. Pierson, President

Kimberly K. Rockefeller, Vice President

John Nonna, Secretary

Carol M. Lyden, Treasurer

Thomas A. Capossela

John N. Manuele

Benjamin H. Cheever

Joseph Marra

George Gumina

Stella Medina

Herbert Hadad

Sharon Pickett

M. Evelyn Hadad

John Settembrino

Patricia Jones

Donald W. Stever

Administrative Director: Liz Meszaros

From the Preserve Manager

By *Alix Schnee*

This letter is written with great sadness.

Recently a runner in the Preserve suffered a massive heart attack. It was reported that he probably died before hitting the ground. Nonetheless, runners who came across his body did their best to revive him. It was a herculean effort by patrons, volunteers and state staff who applied an AED—the automated external defibrillator. The first runner who approached the body had just been trained in CPR and performed it right away. Two other runners, who also happened to be trained volunteers, arrived at the scene. One called 911 and was able to direct the ambulance to the appropriate gate, which was amazing as the incident occurred on family property. The other ran to the office to alert park staff. The responding employee happened to be the Preserve safety officer and a state CPR trainer, so he was well equipped to handle the emergency. The Sleepy Hollow EMS arrived straightaway and took the individual to Phelps Memorial Hospital.

Everything that could have been done to save the runner was done, and in the most expedient manner possible. It was a testimony to the nature of our patrons, their capability and humanity. It was also a testimony to the professional staff involved, from Greenrock Security to the police departments of the Taconic Region, Mount Pleasant and Sleepy Hollow. Unfortunately the runner had no identification. We had no way of knowing who he was as he had been running alone.

This incident raises many important concerns. The first is for runners to **please carry forms of identification**. It has been suggested that there is an I.D. bracelet that has recently been made available. The second is for EVERYBODY to carry a cell phone. This is most important in case of an emergency, as the recent episode reveals—the emergency may not be your own. The phones don't have to be on, but if you have one you can usually reach 911, even if you lose your signal. Once you make

contact, the emergency response can locate your position.

Another lesson learned is how important it is for our volunteers to be aware of the various entrances—gates—to the Preserve. It was incredibly fortunate that the volunteer who called 911 knew the environment intimately and could identify the appropriate gate to direct EMS. The upcoming volunteer breakfast will include information on the various gates with the appropriate language to direct emergency vehicles.

On another sad note, Charles (Chuck) Bunt, a fixture in the community who started working at the contact station booth in 1997, passed away last November. Many patrons knew Chuck from his elegant store, John Charles Ltd., in Tarrytown which carried only the most exclusive merchandise. A member of the Sleepy Hollow Country Club, he was also an avid angler, hunter, hiker and walker, Chuck could be seen walking his beloved miniature schnauzers on 13 Bridges Trail, when he wasn't in the booth. He was also a wonderful gardener, and would bring tomatoes for all to share. He and Laura, his devoted companion and wife, would winter in Maui, Hawaii. While the staff eagerly awaited their return and the amazing macadamia nuts he would bring that Laura had prepared. Chuck was witty, acerbic, and had an expansive knowledge of the world. He had an elegant bearing, but tolerated no nonsense. He enjoyed the outdoors so much that even when working the booth he would stand outside and take care of the small garden opposite. When it became apparent that he could no longer work he went to live with his daughter in Pennsylvania. There he continued to live a most productive life, enjoying the company of his grandchildren, He is dearly missed. Patrons continue to inquire about him. His wife Laura has written a book about her life growing up at Kykuit and continues as one of its most popular guides.

May you all be well.

Rockefeller State Park Preserve Staff

Alix Schnee, Preserve Manager
Laurence Gill, Preserve Office Manager
Richard Nelson, Preserve Naturalist
Steve Sciame, Park Aide 6
Jen Sylvestri, Park Aide 5

Contact Station Personnel:
Tony Corda
Frederick Von Pichl

Reaching the Friends

Friends of the Rockefeller State Park Preserve
P.O. Box 8444 • Sleepy Hollow, NY 10591
(914) 762-0209

E-mail: Friends@friendsrock.org
Website: www.friendsrock.org

The Preserve Observer

Editors: Evelyn Hadad, Herbert Hadad
Letters and submissions are invited.
Please contact us c/o the Friends.



Spring Gallery Schedule at a Glance

“Valley Visions”

March 18th – April 29, 2012

Curated by Audrey Leeds

Featuring an exhibition of two realists, **Douglas James Maguire** and **Frances Wells**.
Their paintings provide a fresh interpretation on landscape imagery of historical
and contemporary places.



Laurence’s Field by Frances Wells



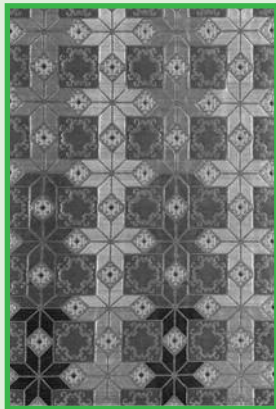
Blue Heron Hotel by Douglas James Maguire

“Beauty”

May 4th – June 23, 2012

Opening Reception: May 4th on the occasion of the Fourth Annual Peony Celebration
6 PM – 9 PM

A fine art exhibit and sale featuring the celebrated Japanese artist **Kiriyo Kuchina**,
distinguished American artists **Jarvis Wilcox** and **Peggie Blizard**.



Kiriyo Kuchina



Peonies by Jarvis Wilcox

(listings continued on next page)

Spring Gallery Schedule at a Glance

“Then and Now – the artistry of Galina Pendill”

June 29th – August 5, 2012

Opening Reception to be announced. Please consult our web site for details.

A fine art painter of conceptual figurative images (see image on page 12). This is a memorial exhibit because the artist just recently lost her brave battle with leukemia.



Detail from Roberto Grande painting

Peonies (continued from page 1)

The Friends accepted this generous gift and created a landscaping project around the gateway to the Preserve. The remainder of the design called for American wildflowers and native trees.

The cost of the Gateway Preserve Project was about \$100,000, which was mostly underwritten thanks to the generosity of the Friends Board of Directors, the Rockefeller family, the JCCI and Japanese companies, and constituents from the surrounding communities. George Gumina, founding President of the Friends, spearheaded this fundraising effort.

Co-chairs of this year’s celebration are Rachel and George Gumina and Lisa and John Manuele. Messrs. Gumina and Manuele are members of the Friends board.

– Herbert Hadad

Valentine Dinner (continued from page 2)



The event also premiered a Preserve film, a collaborative effort of the Friends and the Preserve, produced by filmmaker Denis O’Brien and Steven Rockefeller, Jr., who also generously secured funding for the project. This short film not only promotes the Preserve, more importantly, it increases public awareness of its limited financial resources, which have made it a challenge to sustain the level of trail maintenance. It focuses the need for community members to get involved to help us maintain this valuable resource. Special thanks to Board Member John Manuele and his dream team, and to our matching grant donor, Deborah Reich, and to all who supported this event!

Thank you for supporting the Trails of the Preserve!

Here was the menu:



As you arrive
Eggplant Rollatini
Nati’ Cru’ Di Coda Di Volpe Sorrentino Winery Campania Italy

First Course
Insalata Caesare
La Crima Christi Rose DOC del Vesuvio Sorrentino Winery Campania Italy

Second Course
Rigatoni Bolognese
Vulcano Cru Di Piediroso del Vesuvio IGT
Vesuvio Hills Sorrentino Winery Campania Italy

Main Course
Scaloppini di Pollo Alla Marsala
Don Paolo Cur Aglianico
or
Tilapia Oreganata
LaCrima Christi Rose DOC del Vesuvio Sorrentino Winery Campania Italy
both served with Broccoli and Roasted Potato

Dessert
Homemade Italian Cheesecake
Brachetto D’Acqui DOCG Asti Piedmont Italy



The Rockwood 10k Ramble By Stella Medina and Lauren Fitzgerald



On Saturday June 9th, 2012 runners will again gather to celebrate the Preserve by competing in a 10k trail race in the beautiful Rockwood Hall area. The race is in its fourth year and in its second year of being named the “Rockwood Ramble”, and with Lauren Fitzgerald as Race Director. With Lauren at the helm we have really established the Rockwood Ramble as a popular and extremely well-organized event for hundreds of runners. The course is challenging but beautiful, with sections on the Old Croton Aqueduct and on Peggy’s Way. The awards ceremony and refreshment area provide spectacular views of the Hudson River and the Preserve. All proceeds go to the Friends Trail Maintenance Fund.

Race Director Ritzgerald said, “The Rockwood Ramble is a great challenging trail race with beautiful views and scenery. It’s a great way to appreciate the beauty of the Preserve. You do have to watch out for the occasional rogue competitive deer, which almost took out a runner last year! It’s a lot of fun with great comraderie. The runners love it as a way to give back to the park. In last year’s race, we eliminated the dreaded switch-back hill of the first race. That made quite a few runners enter the race and come back this year. I look forward to seeing our numbers grow!”

This year’s race is being dedicated to Geoff Stein, a veteran runner who died on the trails recently.



Recent race gets under way



Scene from last year’s Pace

Photos: Herbert Haddad



The 11th Annual Autumn Pace Event: A Great Day Coming Sunday, Oct. 14, 2012



The Friends 11th Annual Autumn Country Pace & Luncheon Fundraiser October 14, 2012 could very well go down in history as one of our best ever! There will be a challenging course with jumps and will take place in beautiful Rockwood Hall. Mark your calendars now for this exciting event!

Many thanks to all who have joined as volunteers in the past to make this day extra special. We could not do it without you and hope that you will come again this year.

Inventive New Film *(continued from page 2)*

Using the Canon DSLR 5D and 7D cameras equipped with Zeiss prime lenses, Denis began the project in the fall, offering a fantastic look into this masterpiece of landscape design. The roads and trails inside the park wind their way through the hills and in and out of public and private lands. In fact, the interweaving of the Rockefeller Family private lands into the public lands of the Preserve took O'Brien off guard at first. "I truly could not tell when I was on private land or on public land. It made this park truly unique and a fine testament to the wishes of John D. Rockefeller, Jr., who always intended that the trails and lands be open to the public."

Working closely with Dr. Alix Schnee, the Preserve manager, and Clare Pierson and Kimberly Rockefeller of the



Denis O'Brien

Friends, Denis began his filming in earnest in October. Swan Lake, Eagle Hill and other sections were captured at the best light and offered us a glimpse into varied landscapes available to the users of the park. In doing this over several weeks, Denis found that the park was replete with runners, walkers, dog walkers, bird watchers, fishermen, carriage riders and horseback riders, yet always seemed 'empty'. The Pace, an equestrian event, was filmed by Denis and his small crew, allowing all to see the horses and their riders gracefully moving through the hills as Mr. Rockefeller intended. "The ability of horses and carriages to share the park with the users on foot is truly fantastic." He said.

Utilizing a style of "fixed frame" filming developed by Steven Rockefeller, Jr. and O'Brien, the film is peaceful and reflective. It allows the viewer to feel the park and truly take it in. The lack of panning and zooming and editing effects brings one into the park in a relaxing and meditative way. The carriages arrive in the distance and slowly pass by. People of all ages are seen strolling by the lake or along a winding trail. The vistas are revealed by the filming technique and the viewer feels they are in the park and not watching a film about the park.

Chad Lawson, a renowned piano recording artist, donated his musical composition, "Swan Lake," to the film along with part of other pieces he wrote. O'Brien and Lawson, both Berklee School of Music graduates, teamed up, matching the peaceful music with stunning videos and created the tapestry of film for this important task.

The park to a degree was in disrepair from storms and lack of funding for its upkeep. The overgrown trails, neglected paths, fallen trees and storm damage were introduced as the

film nears its conclusion. The river and stream beds are shown collapsing and diverting water to once unflooded areas. The beauty and majesty are interrupted by these stirring reminders of the needs of the park going forward. This nudge to the viewer was deftly woven into the film, allowing one to reflect carefully on the fund-raising needs and also to know what those needs are. O'Brien's work introduces the viewers to this and will be an important instrument for the task at hand of restoring the Preserve to its original design, so thoughtfully created by John D. Rockefeller, Jr. for the enjoyment of all. The film will continue to evolve and change with the park itself, a prospect that O'Brien says is truly exciting.



Enjoying one of the Preserve's trails



View of the Hudson River from the Preserve

Don't miss your chance to view this stunning film at this year's Carriage Roads Gala Dinner on Saturday, September 29, 2012. Details on page 4.

Film Industry *(continued from page 1)*

country lane traversed by bootleggers during the prohibition of the 1930's as well as a present day road deep in the woods where an unfortunate scout troop and their van careen off an embankment and become lost in the wilderness. Rockwood Hall has appeared as a Civil War battlefield, a grass landing strip for a modern glider aircraft, and multiple times as the beautiful park setting that it is.

But it's not just the adaptability of the Preserve's varied locations that make us so appealing; we offer practical benefits as well. Our close proximity to New York City is a huge draw for production companies. Within the industry, standards exist that encourage filming to be done within a twenty-five mile radius of the City, known as "the zone." Most of the Preserve is situated just within this radius. Outside of "the zone," staffing rules and guidelines for film and photography companies change, resulting in significantly higher production costs.



The Bourne Legacy

Additionally, as a New York State entity, our rates are competitively low and reasonable. We determine charges based on a sliding scale, allowing us to make ourselves even more affordable to smaller-scale low budget projects and student films, while also charging more judicious rates to large-scale high-profile ventures. This is partially due to a push by the New York State Governor's Film Office to better accommodate the film and photography industry, thereby reducing the number of companies that look out-of-state for their production needs and leading to an increase in New York's revenue stream.

This push has reversed a tendency of companies in previous years to take their business elsewhere due to the high costs formerly associated with New York State. The Preserve itself has reaped the benefits of this endeavor; in the past year alone, our income from film and photography shoots has exceeded \$33,000 in base revenue alone, not including reimbursements made to

the NYS Commissioner of Taxation and Finance for all park staff coverage fees. In light of the current economic climate, larger scale production companies have made additional donations to the Friends of the Rockefeller State Park Preserve, as they do with many non-profit agencies affiliated with locations used for filming.

Of the last several years, 2011 has been our most prolific. The Preserve played host to a total of 10 projects, which ran the gamut from feature films to still photo shoots. Specifically, we have accommodated 2 feature films (*Scoutmasters* and *The Bourne Legacy*), 3 student films (NYU and SUNY Purchase), 1 cable television series (*Boardwalk Empire*), 2 television commercials (Honda and the Sleepy Hollow Chamber of Commerce), and 2 still photography shoots (Volvo for *The Twilight Saga* and Potiga Pharmaceuticals). Already in 2012 the Preserve has hosted 1 student photo shoot and 1 television commercial. (Have you seen the current NY Lottery commercial for their new \$1,000,000 Payday game? Keep a lookout for shots of Rockwood Hall and Gory Brook!)



The Bourne Legacy

The future looks bright for the Preserve's relationship with the film industry as more and more productions continue to express interest in what we have to offer. We are only too happy to oblige and look forward to serving as the setting of many forthcoming film and photography projects. So the next time you're at the movies, watching TV, or flipping through a magazine, keep your eyes peeled – you just might see a familiar sight!

Ms. Sylvestri is a Park aide.



The Preserve Observer

Friends of the Rockefeller State Park Preserve
P.O. Box 8444
Sleepy Hollow, New York 10591
www.friendsrock.org

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Abstract by Galina Pendill. Details on page 8.

SAVE THE DATE!

FAMILY FISHING DAY

Sunday, May 20th

