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TV crew gives new Jensen Beach condo village star treatment

By KATE GRUSICH
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It probably wasn't the first time a well-dressed couple strolled through Mark, Fore & Strike in Harbour Bay Plaza.

But it may have been the first time a camera crew was in tow, capturing images as the couple wandered around the resort apparel store.

Advertisement The pair were filmed Monday for a future segment of "Great Escapes Luxury Living," a 30-minute program that showcases lavish residential real estate properties around the world.

Members of Boca Raton-based Broken Sound Production spent the day filming in the area for a segment featuring Outrigger Harbour Condominium and Yacht Club — a luxury waterfront project now under construction along Indian River Drive.

"We focus on high-end projects for a high-end clientele," said executive producer Larry Warm. "We believe this is our first (filming) on the Treasure Coast ... but hopefully it won't be our last."

Developed by Jim Ladd, the 20-unit Outrigger Harbor project abuts Indian RiverSide Park and includes a deep-water marina. The parcel once was owned by the late Frances Langford Stuart, a world-renowned entertainer. The development's name is a reference to her old restaurant, now known as the Dolphin Bar and Shrimp House.

Although the development probably won't be complete until early 2007, eight of the condos already are under contract.

And with pre-construction prices ranging from \$1.2 million to more than \$2 million, Outrigger falls into Luxury Living's targeted market.

Broken Sound contacted Outrigger's listing agent, the Patrick Stracuzzi Real Estate Team, to garner its interest in a three-minute Luxury Living segment. Participants pay about \$7,500 to be featured on the show.

Stracuzzi said the broadcast could help lure a larger market spanning from the east to west coast. In addition, he said the program would flaunt the attributes of Martin County as a whole, rather than just Outrigger.

"What we're doing is not only marketing the one development. We're also talking about all of the unique selling propositions, the reasons why people would want to live here on the Treasure Coast," said Stracuzzi. "This includes the weather, our parks, our beaches, our quaintness, our A-rated schools."

Filming Monday included aeriels of the region, as well as takes of local restaurants, shops and downtown Stuart.

Although "Great Escapes Luxury Living" previously had aired on The Travel Channel, recent contract issues put an end to that partnership. Broken Sound officials say the show instead will be nationally syndicated on a number of stations with access to an estimated to 75 million households.

Exact air dates have not yet been determined. Broken Sound also produces "Weekend Makeover" and "America's Best Product."



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Broken Sound Productions cameraman Neil Gifford of Boca Raton films Realtor Patrick Stracuzzi for a spot to air on Great Escapes television program about the Outrigger Harbour Condominium and Yacht Club in Jensen Beach.

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