

Don't take our word for it...

"I'd love to make more movies in Knoxville and I know other people here in Los Angeles would like to do the same—not only because of the dollars and cents of the incentives, but also because of the hospitality. It's a real one-two punch that benefits production. We're beyond grateful, not only because it made the process very pleasant, but it really did benefit the film in so many ways that money just can't buy."

- Adam Rifkin, Writer/Director, *Dog Years*

"As a producer focused on building film communities both domestically and internationally, I'm always weighing many factors in deciding where to take future production Tennessee, and especially Knoxville, easily check all of those boxes necessary to creating a solid foundation for bringing ongoing work to the state, and the enthusiasm, sincerity and integrity with which the local crew and film commission approach their work takes the filmmaking experience over the top. It's truly been a pleasure to work here and I look forward to many more projects to come."

- Kristofer McNeeley, MarVista Entertainment



September 29, 2016

'American Idol' Alum Lauren Alaina to Make Film Debut in 'Road Less Traveled': Exclusive

By Michele Amabile Angermiller

American Idol season 10 runner-up [Lauren Alaina](#) is set to star in her very first movie, *Road Less Traveled*, and *Billboard* got some exclusive insight into the production.



BOB FRANKLIN PHOTOGRAPHY

The film -- named for Alaina's single of the same name -- co-stars Charlene Tilton (*Dallas*) and has begun production in Knoxville, Tennessee. The film is produced by Marvista Entertainment with Executive Producers Fernando Szew (*A Deadly Adoption*) & Kristofer McNeeley (*Great Plains*) and producer Stacia Crawford (*River Guard*), directed by Blair Hayes (*Bubble Boy*) and written by Michael Shear and Samantha Shear (*Killer App*).

Road Less Traveled centers on Charlotte (Alaina) who is struggling with balancing her upcoming wedding with her songwriting career in Los Angeles. She finds herself searching for answers in her hometown of Harmony, Tennessee, where she runs into her high school sweetheart. Charlotte finds herself wondering what life would have been like if she had never left Harmony.

PRESS

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'American Idol' Alum Lauren Alaina to Make Film Debut in 'Road Less Traveled': Exclusive

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"I am so excited to be doing a movie," Alaina tells *Billboard*. "This is a whole new world for me. I'm learning so much every day. We have such an awesome cast and crew and I can't wait for everyone to see this new side of me."

McNeeley said filming in Tennessee and working with the Visit Knoxville Film Office is an ideal marriage for movie and country music fans, alike. The city recently hosted the Adam Rifkin film, *Dog Years*, starring Burt Reynolds and Ariel Winter.

"As a boy growing up in Oklahoma, country music and its roots in Tennessee were important influences for me. We are thrilled to be here in Knoxville making our first film, and to be collaborating with Lauren and Universal Music Group Nashville," said Executive Producer Kristofer McNeeley. "Hopefully this is just the beginning of a long relationship in the state bringing Tennessee and country music to millions of fans worldwide through film."

"We're proud to welcome Marvista Entertainment and the cast and crew of Road Less Traveled to Knoxville," said Curt Willis, Visit Knoxville Film Office Director. "This city has worked hard to establish itself as a competitive option for film production in the south and attracting projects like this is exactly what we had in mind."

<http://www.billboard.com/articles/news/7526452/lauren-alaina-american-idol-film-debut-road-less-traveled>



December 16, 2016

Regal teams with Visit Knoxville Film Office to reward local productions

The Visit Knoxville Film Office, along with Regal Entertainment Group, has announced a new incentive for qualifying films produced in the East Tennessee area. In addition to the production advantages already offered locally, Regal will screen films produced in Knoxville for potential art-house distribution within their network of art theatres. The new initiative complements Regal’s history of supporting local film communities.

“Synergy between the Visit Knoxville Film Office and Regal Entertainment Group makes perfect sense as we move forward to establish Knoxville as a competitive option for production,” said Curt Willis, Visit Knoxville Film Office director. “We’re grateful for Regal’s support and are happy to offer filmmakers a possible solution to one of the biggest challenges they face once a film is wrapped—getting the final product in the hands of an exhibitor.”

“We are proud to partner with the Visit Knoxville Film Office,” stated Greg Dunn, president and chief operating officer at Regal Entertainment Group. “This is an excellent opportunity to expand our hometown’s talent and economic development.”

Most recently, the Visit Knoxville Film Office hosted *Dog Years*, an independent feature written and directed by Adam Rifkin and starring Burt Reynolds and Ariel Winter. Executive produced by Gordon Whitener and Neil Mandt, the film will retroactively be eligible for the new incentive.

"We could not be happier that Knoxville-based Regal is willing to work with the Visit Knoxville Film Office to make Knoxville a more lucrative filming destination," stated Visit Knoxville president, Kim Bumpas.

Knoxville productions already enjoy access to the following benefits:

- * 25% rebate on Tennessee spending from the Tennessee Entertainment Commission
- * \$200k spending threshold
- * Low to no cost on local services and locations
- * Production crew and equipment readily available locally
- * Close proximity to Nashville and Atlanta
- * Low cost of living—inexpensive hotels, catering, local travel, etc.
- * A supportive community

<http://www.filmjournal.com/news/regal-teams-visit-knoxville-film-office-reward-local-productions>



PRESS

Visit Knoxville Film Office

Established in 2013, the mission of the Visit Knoxville Film Office is to strengthen Knoxville's economy through the promotion of the city as a premier filming location. For more information on filming in Knoxville, please visit FilmKnoxvilleTN.com and follow on [Facebook](#) and [Twitter](#). Visit Knoxville (Knoxville Convention and Visitors Bureau) is the official CVB for the City of Knoxville and Knox County. Visit Knoxville is a 501(c)(3) nonprofit, private company that works together with the community, business leaders and local and state government to further develop Knoxville as a premier leisure, meetings and travel destination. Join the Visit Knoxville conversation with the hashtag #knoxrocks on social media.

Leadership

Curt Willis serves as the Director of the Visit Knoxville Film Office and is also an actor, writer and director, appearing on such shows as Burn Notice, Under The Dome, and Devious Maids. He is also co-owner of Will-Rock Entertainment, a film company whose latest film, "The Little Ponderosa Zoo" is currently airing on Starz, Encore, and networks worldwide.

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