FOCUS on FILM

Newsletter of the Palm Beach County Film and Television Commission | AUGUST 2025

IN THIS ISSUE

- DJ BBQ GETS *LOST IN* PBC
- AT&T'S COMEDIC COMMERCIAL
- FLORIDA'S REEL HISTORY
- PALM BEACH REWIND
- MYSTERY MOVIES IN WELLINGTON
- NEW ON THEPALMBEACHES.TV
- TOUCHDOWN TERRITORY

PALM BEACH COUNTY FILM AND TELEVISION COMMISSION

THE PALM BEACHES TELEVISION

THEPALMBEACHES.TV

LOGGERHEAD SHINES ON ABC'S WILDLIFE NATION

ABC's ***Wildlife Nation with Jeff Corwin*** brought its cameras to **Palm Beach County** for its *Expedition Florida* series, spotlighting the vital sea turtle conservation work happening at **Loggerhead Marinelife Center (LMC)** in **Juno Beach**. The episode, which showcased how LMC rescues, rehabilitates and releases endangered sea turtles along The Palm Beaches' beautiful coastline, premiered in May.

In one moving moment, Corwin joins LMC's team as they assess a green turtle, underscoring the human impact on wildlife, the urgency of conservation efforts and the need to preserve Florida's marine ecosystems. "I always love working with Loggerhead Marinelife Center. Their critical efforts to save imperiled sea turtles is a game changer," said Jeff Corwin. "So many folks come to beautiful Palm Beach County, Florida, for sun and fun, often not realizing that this pristine coast is paramount for the future of our planet's enigmatic sea turtles."

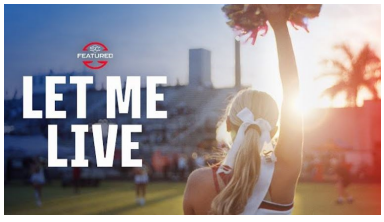
Filmed with permitting and location support from the **Palm Beach County Film & Television Commission**, this production demonstrates why the region continues to attract top-tier wildlife shows. The region's natural beauty and biodiversity provide compelling stories that connect with viewers worldwide. Meanwhile, Loggerhead Marinelife Center's work, also featured in the TV series *Wild Palm Beaches*, was recognized with a 2025 Silver Telly award in the Series-Sustainability category. The episode, available to stream at The Palm Beaches TV, shares how local actions have far-reaching impacts on nature, inspiring audiences to play a role in preserving our oceans and the creatures that call them home.

46TH ANNUAL SILVER WINNER The Telly Awards

WILD Palm Beaches

ESPN CAPTURES TEEN'S COMEBACK STORY

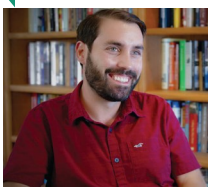
Layla Rogan's story of survival reached millions when **ESPN**'s ***SportsCenter*** aired an *SC Featured* segment called *Let Me Live*. A **Palm Beach Central High School** student, Layla was 15 when she crashed an ATV in May 2022. Doctors gave her just 72 hours to live — but she beat the odds. Filming for the nine-minute spotlight took place in August and October 2024 with assistance from the **Palm Beach County Film & Television Commission**. Crews captured scenes at Palm Beach Central High School, along Forest Hill Blvd. in Wellington and at a local firehouse. Layla sustained more than 10 brain bleeds and other severe internal injuries. After weeks in a coma, Layla began showing signs of life. Today, she's back in school and even cheerleading squad, inspiring everyone who has learned her story.



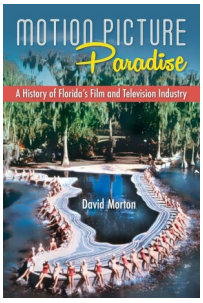
STATE'S BUDGET PRESERVES TOURISM FUNDING

Governor Ron DeSantis signed Florida's $117B budget into law on July 1, maintaining support for tourism marketing. Early in the session, several bills proposed significant changes to how **Tourist Development Taxes (TDT)**, commonly known as Bed Taxes, could be used. Thanks to advocacy by the **Discover The Palm Beaches**, **PBC Legislative Affairs**, and industry partners like **Florida Restaurant & Lodging Association** and **Destinations Florida**, the tourism industry, which generated over $10B to the local economy last year and supported more than 90,000 jobs, was protected. "This success reflects months of coordination and the strength of our partnerships," said **Film Commissioner Michelle Hillery**. The FTC will continue to monitor legislative developments ahead of the next session beginning January 2026, with committee weeks starting this October.

FLORIDA'S REEL STORY TAKES CENTER STAGE

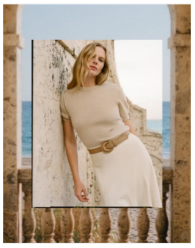


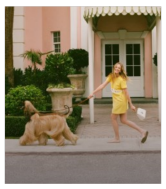
Film historian **David Morton** will discuss his book, *Motion Picture Paradise*, on Wednesday, Sept. 17 at 1:30 p.m. at **The Society of the Four Arts** in **Palm Beach**. The book explores 125 years of Florida film and TV history, from silent-era studios in Jacksonville to the rise of Miami and Orlando as production hubs. Morton, a University of Central Florida lecturer and former Fulbright scholar, examines how politics shaped the industry's growth and setbacks over the decades. He also highlights **Palm Beach County's** role in building a film-friendly climate in the state, citing **Film Commissioner Michelle Hillery** in his book for her leadership in Florida's entertainment production industry. Blending policy, history, and behind-the-scenes stories, *Motion Picture Paradise* celebrates Florida's cinematic legacy while inspiring filmmakers to bring their stories to the Sunshine State.



TUCKERNUCK TURNS BACK TIME

Tuckernuck, the popular American lifestyle brand known for its classic yet playful fashion, recently brought its ***Palm Beach Rewind*** campaign to life with a commercial photoshoot in the **Town of Palm Beach**. The campaign, which evokes a sense of retro glamor and coastal charm, was photographed on-location, using iconic backdrops, pastel-colored architecture, sun-soaked beaches and vintage-inspired interiors that perfectly reflect the brand's nostalgic aesthetic.

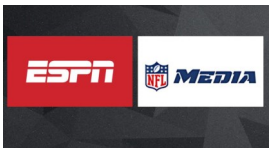




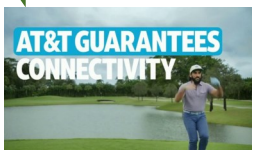
This fashion campaign is now live on Tuckernuck's digital platforms, capturing the timeless elegance and sun-soaked charm of The Palm Beaches. Shot entirely on location, the campaign reflects the island's enduring appeal as a go-to destination for high-end fashion photography and lifestyle productions. With a style that nods to the glamour of old Palm Beach, the shoot pairs classic resort wear with the island's vibrant, picture-perfect backdrops.

TOUCHDOWN TERRITORY: FOOTBALL IN PBC

Palm Beach County is a go-to location for football-related broadcasts across all levels of the game. This fall, **ESPN+** will air **Florida Atlantic University's** home opener on Sept. 6, the first of what's expected to be several televised matchups from the region. Last year, multiple FAU games were nationally televised, and the trend is likely to continue. Then, the **Boca Raton Bowl** returns on December 23 with national cable coverage on **ESPN**. Earlier this year, multiple media outlets were broadcasting live from The Palm Beaches for the annual **NFL Owners Meeting** at **The Breakers**, utilizing the iconic oceanfront property as a backdrop. From college football to the pros, Palm Beach County continues to attract major football productions, blending top-tier athletics with cinematic scenery.



AT&T'S COMEDIC COMMERCIAL SHOOT



AT&T's latest commercial, "Not Guaranteed: Sneaky Round," brings humor and high production value to the fairway in a playful 30-second spot that's airing nationwide. Set on a picturesque golf course, the commercial leans into the brand's theme of reliability, as a group of friends tries to sneak in an extra round while trusting **AT&T Wireless** to keep them connected. With assistance from the **Palm Beach County Film & Television Commission**, production selected **La Bar à Vin** in **Palm Beach** as the stylish setting for scenes with Hall of Fame golfer **Annika Sörenstam** and digital creator **Manolo Vega**. With vibrant backdrops, including 145+ sun-soaked golf courses, the County continues to serve as a versatile and visually appealing destination for high-end commercial shoots. Watch the full commercial.

CHRISTIAN 'DJ BBQ' STEVENSON GETS *LOST IN* AT PALM BEACH COUNTY HOT SPOTS

DJ BBQ brought his signature flair to **The Palm Beaches**, filming a sizzling episode for season 2 of his series ***Lost In,*** with location and permitting help from the **Palm Beach County Film & Television Commission**. The barbecue adventurer explored top spots across the County, including **Lion Country Safari, Morikami Museum & Japanese Gardens, El Segundo** restaurant and other scenic locations throughout our destination. "Palm Beach County is amazing! I love it. Good food. Good people. We're by the water. Lots of fun activities. It's awesome here!!" said **Christian "DJ BBQ" Stevenson**, His visit captures the flavors and sights that make Palm Beach County a dynamic and approachable travel destination. From feeding giraffes at Lion Country Safari to partaking in a ceremonial tea ritual at Morikami, DJ BBQ finds endless inspiration in The Palm Beaches. The show has distribution in 130+ markets, reaching more than 93M TV households in America. After it's premiere on traditional television, the show will be available at The Palm Beaches TV.

$6 MYSTERY MOVIES IN WELLINGTON

Movie night just got a lot more exciting for Palm Beach County film fans. **CMX Cinemas Wellington,** located inside **The Mall at Wellington Green**, recently unveiled its newest weekly event: "Cinema Confidential Showtime". Every Monday, at 7 p.m., moviegoers can purchase a ticket for just $6 and settle in for a mystery advance screening of a full-length feature film before it official hits theaters.

The twist? Audiences won't know what they're seeing until the lights dim and the opening credits roll. Guests will only receive the film's MPAA rating and runtime to help plan their evening. This element of surprise adds a sense of anticipation and fun, making it perfect for adventurous movie lovers looking to experience the latest releases before anyone else. For more information and to purchase tickets, visit CMX.

THE PALM BEACHES: READY FOR CLOSEUP

VISIT FLORIDA's *Feels Like The Palm* Beaches campaign recently captured the region's vibrant lifestyle and iconic beauty. The **Palm Beach County Film & Television Commission**, with its free one-stop permitting, supported the production that featured popular locations including **Amrit Ocean Resort** in **Riviera Beach**, **Mounts Botanical Garden**, the **West Palm Beach** waterfront, **The Ben Hotel** and **CityPlace**.

The campaign showcases how **The Palm Beaches** blend luxury, natural beauty and cultural vibrancy, offering visitors a taste of Florida that truly feels like paradise. Sweeping waterfront shots, lush garden scene and upscale hospitality visuals invite travelers to see why The Palm Beaches is the perfect escape.
"Feels Like The Palm Beaches" aims to inspire travelers seeking relaxation, adventure and authentic Florida experiences, reinforcing Palm Beach County's position as a premier destination for leisure and lifestyle tourism. Watch the feature here.

"CHECK, PLEASE! REVIEWS EATERIES

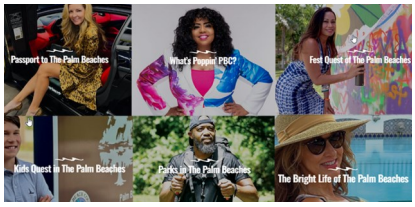
Palm Beach County recently took center stage on a delicious episode of ***Check, Please! South Florida***, which aired on **South Florida PBS**. The food review show spotlighted standout restaurants in **Delray Beach and Boca Raton**, including J&J Seafood Bar and Grill, Maya Flavors of India and Ramen Lab Eatery.

Hosted by **Michelle Bernstein**, the episode features real diners sharing honest reviews and vibrant conversations over meals. Filmed on location with the support of **The Palm Beach County Film & Television Commission**, the episode is part of a growing trend of productions tapping into the county's rich visual and culinary appeal. From tropical ambiance to bustling dining hotspots, **Delray Beach and Boca Raton** offered a flavorful backdrop for storytelling that's as appetizing as it is visually stunning. Catch the episode now streaming on YouTube and South Florida PBS's platforms.

HISTORY COMES ALIVE IN LOXAHATCHEE

Palm Beach County Parks & Recreation and **Loxahatchee Battlefield Preservationists** premiered a historical film highlighting pivotal events from Florida's **Second Seminole War** in 1838. The screening was held **July 24** at **Park Avenue Barbecue** in **Indiantown** and supported awareness efforts for the battlefield, which was added to the **National Register of Historic Places** in 2024. The film blended expert commentary, reenactments and archival discoveries to tell the story of the battles at Loxahatchee River Battlefield Park.
AA Video founder Jeff Aderman was cinematographer and editor said, "I've always been interested in geography and history. After hearing the stories of how it's been forgotten, it motivated me like it's motivated [others] to spread the word." AA Video also produces *Parks in The Palm Beaches*, which featured the 1838 battle in its second season. Hosted by **Donnell McCant**, the "History Comes Alive" episode aired on **Destination America** in July and is available to stream now on-demand at ThePalmBeaches.TV

FESTIVALS, FOOD, FUN & MORE ON THE PALM BEACHES TV: *WATCH IT, LIVE IT, SHARE IT!*



Get ready to explore more of what makes The Palm Beaches unforgettable! ThePalmBeaches.TV has added over nine hours of brand-new, family-friendly programming that's available now on the On Demand section of the County's official tourism TV channel. Whether you're a curious local or a first-time visitor, you can stream more than 140 hours of destination-driven shows that showcase the very best of Palm Beach County, Florida. Discover local traditions in *Fest Quest of The Palm Beaches*, step into the area's elegance and charm with *The Bright Life of The Palm Beaches*, and get a taste of local bites and nightlife on *What's Poppin PBC?.* Families and outdoor lovers will enjoy *Kids Quest in The Palm Beaches* and *Parks in The Palm Beaches*, which highlight fun, nature-filled activities for kids and kids at heart. And don't miss new episodes of *Passport to The Palm Beaches*, your guide to the region's rich arts, culture and lifestyle. It's all streaming now! Anytime, anywhere –and on your favorite devices. Start exploring today at ThePalmBeaches.TV!

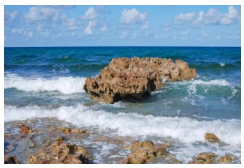
FILM FLASHBACK THE COMEDIAN

Directed by **Taylor Hackford** and produced by **Cinelou Films,** *The Comedian* (released in 2017) starring **Robert De Niro** and **Leslie Mann** had several key scenes filmed across the County in 2016. De Niro stars as Jackie Burke, a faded comic icon struggling to reinvent his career. Local filming highlights include flashback sitcom scenes shot at WXEL Studios in Boynton Beach and a comedy trade show sequence filmed inside the **Palm Beach County Convention Center**. Exterior scenes were also filmed at **The Weiss School** in Palm Beach Gardens and at **Seagate Manor** in Delray Beach, where an impromptu comedy set went viral in the storyline. Location management in Florida was led by industry veteran **Rita Duffey**. The film had a limited release, earning approximately $1.6 million at the box office.

LOCATION SPOTLIGHT CINEMATIC BEACHSCAPES

Delray Beach Municipal Beach is two miles long and holds a Blue Flag destination award. It offers coconut palms, a line of catamaran sailboats, volleyball courts, kayak and cabanas.

Spanish River Park spans from the Ocean to the Intracoastal in **Boca Raton** and offers beach access, picnic areas, nature trails and large Banyan Trees. It was also awarded a Blue Flag designation for excellence in water quality, safety and environmental management.



Coral Cove Park is known for its quiet personality, with water-carved rock formations. Besides lifestyle imagery, crews can capture sea turtles, eels, fish and sharks swimming between the reefs and rocks of the cove.

Ocean Reef Park on **Singer Island** in **Riviera Beach** is a large municipal beachfront park with a boardwalk that stretches along the dunes. This is a wide beach with rock piles just off the shoreline that provide plenty of sea life to entertain adventurous snorkelers. Additionally, there's a picnic pavilion, grills and picnic tables, playground and showers. Find more film friendly beaches online in the locations database.

EDUCATION CORNER: STREAM THE 2025 SSOF AWARD SHOW ON PBTV

The **2025 Palm Beaches Student Showcase of Films** award show is now available to stream on The Palm Beaches TV. **PBCTV Channel 20** produced the coverage and then aired the ceremony throughout the month of July. Palm Beach County Commissioner Gregg Weiss exclaimed, "It's a great event to highlight the work that our students are doing. The film industry is an important part of our economy here in South Florida." **Isaac Nelson**, host of ***Kids Quest in The Palm Beaches*** and **Valeria Feliciano**, 2021 SSOF Music Video Finalist, interviewed finalists and guests during the pre-show. Watch the show on demand at ThePalmBeaches.TV.

RINGLING RANKS AS A TOP SCHOOL

The Hollywood Reporter's list of leading animation programs recognizes **Ringling College of Art and Design** in Sarasota for shaping future industry talent.

Five students from the school placed as top three finalists in the **2025 Palm Beaches Student Showcase of Films**, with three earning awards: **Elena Serenko** secured first place in Animation, **Wilderley Mauricette** won first place and **Almendra Kovač** placed third in the College Feature Short category. This educational initiative by the FTC will continue to foster emerging production talent with a platform to gain recognition and help launch their careers.

Contributors: Angie Crocitto, Afya Greene, Josh Hyber, Alberto Jordat, Kelly King, Alexis Oteng-Amponsah,
To have your production included in this newsletter, please email ajordat@pbfilm.com or call 561.233.1000

DISCOVER THE PALM BEACHES FLORIDA Tourist Development Council
PALM BEACH COUNTY FLORIDA
DISCOVER THE PALM BEACHES The Official Tourism Marketing Corporation for Palm Beach County
PALM BEACH COUNTY FILM AND TELEVISION COMMISSION
Cultural Council FOR PALM BEACH COUNTY
PALM BEACH COUNTY SPORTS COMMISSION
THE PALM BEACHES PALM BEACH COUNTY CONVENTION CENTER

BOARD OF COUNTY COMMISSIONERS
Mayor **Maria G. Marino** | Vice Mayor **Sara Baxter**
Commissioners **Joel Flores** | **Bobby Powell** | **Maria Sachs** | **Gregg K. Weiss** | **Marci Woodward**
Interim County Administrator **Todd J. Bonlarron**

PALM BEACH COUNTY FILM AND TELEVISION COMMISSION
Film Commissioner **Michelle Hillery** | Director of Operations **Alberto Jordat**
Production Designer **Kelly King** | Social Media & Events Developer **Josh Hyber**
Senior Producer **Matthew Mazzamaro** | Production Coordinator **Alexis Oteng-Amponsah**
Administrative Assistant **Angie Crocitto**