

Owners Meeting

April 23rd, 2025



South Seas

TABLE OF CONTENTS

1. Introduction
2. Resort Operations Update
3. Sales & Marketing Update
4. Owner Relations Update
5. South Seas Build Back & Future Amenities



Introduction

Greg Spencer

Introduction

- As of Memorial Day weekend, with the anticipated opening of Harborside, all amenities that were available prior to Hurricane Ian will be reopened (most exclusively for Club Captiva and registered South Seas resort guests)
- Memorial Day weekend is South Seas resort's unofficial re-opening and we look forward to welcoming owners and guests – first timers and repeat guests. Please come back and tell your friends!
- Pursuing improvements and resort enhancements consistent with our ownership rights and law with a consistent goal of elevating South Seas to the #1 family resort
- Building resilient and sustainable buildings and storm barriers that meet or exceed modern standards
- Maintaining ongoing transparent, timely, fact-based communication initiatives with owners

Key Progress for South Seas Owners & Guests

- ❖ The Clutch clubhouse and golf, Redfish Grill (Southwest Florida coastal menu), Scoops & Slices all OPEN
- ❖ South Seas Spirits is now open; other new Shops at South Seas coming soon
- ❖ Harborside (upscale Italian steakhouse and bar) - anticipated opening by Memorial Day
- ❖ Beach House (new concept Gulf cuisine and drinks on Sunset Beach) opening this summer – live construction camera feed available on new SouthSeas.com 'coming soon' pages
- ❖ Construction well underway at Captiva Landing – live construction camera feed available on new SouthSeas.com 'coming soon' pages
- ❖ Bob Walter, Marina Bloetz, and owner relations teams have Club Captiva membership information and documents for those who are interested in learning more



Resort Operations Update

Shawn Farrell

Resort Operations – Projects



- Revetment project will move to Redfish pass around **May 1st**.
- Beach Renourishment – Captiva Erosion Prevention District plan is to have this completed sometime in **July**.
- Guest Registration is located at the conference center.
- The Fitness Center is open. Hours of operation 5AM to 8PM. **The Fitness Center is under 24-hour surveillance.**
- Additional wayfinding signs will be installed through-out the property over the next two weeks.
- Plantation building - offices now house our IT Director, Resort Carts and Bike rentals.

Resort Operations Update – Dining

Shell City Burgers | Located at Sunset Beach
Hours: 10:00 AM – 5:00 PM



The Clutch Clubhouse - Last Tee Time is 5:00PM
Hours: 8:00 AM – Sunset



Resort Operations Update – Dining

Tarpon Bar | Bayview Pools

Hours: 10AM – 9PM



Scoops & Slices | Bayview Pools

NEW HOURS : 12PM – 9PM



Resort Operations Update – Dining

Starbucks | The Shops at South Seas
Hours: 6:30AM – 1:30PM



Provisions | The Shops at South Seas
Hours: 8AM – 4PM



Resort Operations Update – Dining

Redfish | Bayview Pools
Breakfast Update, 11AM - 4PM Lunch, 4:30PM - 9PM Dinner



Resort Operations Update - Openings



- Non-Motorized Water Sports located at Sunset Beach coming on Memorial Day Weekend
- Harborside – Memorial day Weekend
- Yacht Harbor Marina – Memorial Day Weekend
- Captiva Landing Marina – Memorial Day Weekend
- Beach House – Estimated opening in July
- Grand Reopening Celebration – Memorial Day Weekend

Resort Operations Update – New Experiences



The Clutch

- The Clutch Clubhouse is open and operating 8AM to Sunset. The last **tee time has been changed to 5PM**. We offer light breakfast, lunch, and both non-alcoholic as well as alcoholic beverages. Glow Golf and other special activities will be available soon.
- Closed on Mondays.



Marinas Memorial day

- Yacht Harbour and Captiva Landing Marina - The Marina office is as completed the renovation. The pre-inspection has passed and 52 risers are in fabrication. Once received on property, the decking and electric will be installed. Estimated date of opening will be open **Memorial Day Weekend**.

Bayview Fishing Pier Open

- The Bayview Fishing Pier is **now open**

Resort Operations Update – Experiences



South Seas Spirits

- NOW OPEN 11AM to 7PM daily. Please join us! Tuesday 11:30am to 1pm we offer a Spirit tasting and a treat from Provisions.
- Please visit Spirits to see the Mural our local artist, Alexandra

Sunset Beach

- Sunset Beach open for chair, towel, and umbrella services.

South Beach

- South Beach is now open for chair, towel, and umbrella service – **Available based on request only due to turtle season.**

Resort Carts & Bike Rental

- Charging stations are available at the south and north end of the property. Please use these dedicated areas to park resort carts.
- Bike rentals are available at the Resort Cart Rental location



Resort Operations Update – New Hires

Caitlin Akers – Marketing Manager

Rhonda Decherd – Leisure Sales Manager & Small Group Market

Rob Callahan – Human Resources Director

Amy Marto – Owner Relations Property Manager

Julisa Jimenez – Director of Owner Relations (Promotion)

Adam Crisp – Clutch Golf Manager

Resort Operations Parking Updates



Please be sure to park all Resort carts in their designated areas

- ❖ Clutch Golf course drive along Pine Island sound on the way to Lands End
- ❖ Resort Cart Charging station located near Bayview Pools
- ❖ Resort Cart Charging station located at Resort Cart Pick up
- ❖ Resort Cart Parking located across from Beach House for Sunset Beach parking

Parking Stickers

Please be sure to have your owner parking stickers on your vehicles



Sales & Marketing Update

Wendy Nicodemus
Director of Commercial Strategy

Sales & Marketing Update – Key Updates

- Paid Media
- Digital Marketing
- Organic Social Media
- Public Relations
- Market Conditions
- Key Initiatives
- Events



2nd Annual Tarpon Tournament

May 23, 2025 & May 24, 2025
Memorial Day Weekend

Folds of Honor provide life-changing scholarships to the spouses and children of America's fallen or disabled military & first responders

Registration for all Anglers closes on May 14th.
Sponsorship opportunities are available.

If anyone is interested, please reach out to
tarpon@southseas.com

<https://www.southseas.com/tarpon-tournament/>



TARPON SPONSORSHIP

\$25,000

- 3 Complimentary Anglers and Captain**
- 8 Complimentary Awards Dinner Seats
- Title Sponsor Recognition
- Premium Sponsorship marketing (website, social media, promotional email, print collateral, signage, official press release)

SNOOK SPONSORSHIP

\$15,000

- 6 Complimentary Dinner Seats
- Enhanced Sponsorship marketing (website, social media, promotional email, print collateral, signage)

REDFISH SPONSORSHIP

\$10,000

- 4 Complimentary Dinner Seats
- Sponsorship marketing (website, social media, print collateral, signage)

GROUPEE SPONSORSHIP

\$5,000

- 4 Complimentary Dinner Seats
- Digital sponsorship marketing (website, social media)



Tarpon Tournament & Memorial Day Weekend Events

Saturday, May 24th

- 9am - 11am Little Anglers Fishing Tournament at Bayview Fishing Pier
- 11am - 2pm Kids Play Zone including Inflatable Games, Water Balloon Toss, Face Painting and Hydro Battle
- 3pm – 5pm Live Music at Bayview Pool
- 6pm - 8pm Beach Seafood Broil at Sunset Beach with Live Music, Games and Shell-a-bration!

Sunday, May 25th

- 10am - 12pm Bloody Mary & Mimosa Bar at Tarpon Bar
- 11am – 2pm Family Fun Zone at East Lawn
- 11am - 2pm Military Vehicles, Fire trucks, Inflatable Games and Ice cream

Sales & Marketing – Paid Media

Paid Media for the month of March 2025 resulted in \$491,777 in future bookings and 151 room nights. Paid Social continues to have the best results by channel and Meta was the top performing platform. The average length of stay went from 4.1 to 4.4 nights, while year over year went up from 3.8 to 4.4 nights

Net Media Revenue

\$491,777

MoM  77%

QoQ  -6%

YoY  192%

Bookings

151

MoM  80%

QoQ  8%

YoY  202%

Sales & Marketing – Paid Social March Performance

5th Night Free (Paused)	7 Days Play	Advance Purchase (Paused)	4th Night Free (Paused)	FL Resident
South Seas Sponsored · 1/8 × ⋮ Extend Your Island Stay! Book 4 nights in our exclusive Homes of Distinction and enjoy the 5th night on us. Experience luxury ...see more  southseas.com Save on Your Next Stay Your Island Escape Awaits ... Book now Bookings: 10 Revenue: \$ 36,509.42	South Seas Sponsored · 1/8 × ⋮ Make the most of your getaway with special savings on 7-night stays at South Seas. Spend your days exploring the coastline, unwinding by the beach, and embracing the island lifestyle.  southseas.com Stay Longer and Save Book Your Getaway Book now Like Comment Share Bookings: 9 Revenue: \$ 45,192.64	South Seas Sponsored · 1/8 × ⋮ Embrace Captiva's Warmth! Book early and enjoy the savings—up to 20% off your getaway with the gentle Gulf breezes as your backdrop.  southseas.com Plan Early and Save Browse our carefully curate... Book now 70 1 comment Like Comment Share Bookings: 21 Revenue: \$ 74,038.75	South Seas Sponsored · 1/8 × ⋮ Your Family Escape Awaits! Book a 3-night stay in our villas and receive a day on us. Create unforgettable memories together in ...see more  southseas.com Your Island Escape Your Island Escape Awaits ... Book now 5 Like Comment Share Bookings: 1 Revenue: \$ 3,435.77	South Seas Sponsored · 1/8 × ⋮ Stay close to home and enjoy exclusive Florida resident savings at South Seas. Soak up spring sunshine, unwind by the shore, ...See more  southseas.com Florida Residents Rate Book Your Getaway Book now Like Comment Share Bookings: 8 Revenue: \$ 19,223.02

Sales & Marketing – Organic Social Media

Available to Own: Wake to panoramic sunrise views of Pine Island Sound in this east-facing, newly renovated vacation residence at South Seas. With 3 bedrooms and 3 bath... [See more](#)



Overall page views in the last 28 days

Views 306,591 | Reach 97,937 | Interactions 1,404 | Follows 101

Sales & Marketing – Market Conditions & Travel News

VCB Lee County 2025

Main Visitors Sourced by city

- ❖ St. Petersburg/ Tampa
 - ❖ Miami
 - ❖ Chicago
 - ❖ New York
 - ❖ Atlanta
-
- Lee County showed a drop in occupancy –1.1%
Year over year.
 - Delta Airlines will be adding three new domestic routes direct to RSW in December 2025



Sales & Marketing – Key Initiatives

- The Lee VCB will be joining us on tours during the month of May. We will have United Kingdom Journalist and Association of Great Lakes Outdoor Writers media group.
- We continue a text promotion to all in house guests with offers to return if they book for a future stay.
- Be sure to check out the new website which features tiered villa types, a special events calendar, improved user experience for booking reservations, upcoming events, and an interactive South Seas map.
- Influencers are scheduled to arrive this week with more scheduled throughout the months of May, June, and July.
- A new Summer Campaign will start May 1st through September. We will offer a new package that offers a 4-Seater Resort Cart and a \$250 credit on any amenities. To qualify for this package, the guest must book a minimum of 4 nights.
- Key upcoming events include the Grand Reopening, Tarpon Tournament, and Memorial day weekend activities. A list of activities will be provided on the website and at Guest Registration
- Please stop by Spirits to enjoy the new mural and try some our signature Spirits



Sales & Marketing – Easter Weekend





Owner Relations Update

Marina Bloetz

Owner Relations Update

Owner Portal Booking - Q & A



We've received several questions about the Owner Portal and wanted to share a few helpful updates:

- **In-house** indicates that a guest is currently staying in your unit.
- **Booked** means your unit has been assigned to an upcoming reservation.
- **Unavailable** shows that while no specific reservation is assigned yet, the room type is fully booked over those dates.

Owner reservations for June and July 2026 will open soon—we'll share booking details as the date approaches.

Club Captiva

We're preparing to share full details about Club Captiva soon and will be scheduling meetings to help answer any questions you may have.

Reminder: Sea Turtle Season is Underway

Sea Turtle Season on Captiva began on April 15, 2025, and will continue through October 31, 2025.



Due to storage spacing, we unfortunately need to limit certain offerings on South Beach starting this Friday, 4/25/2025. Beach Chairs will be available at Sunset Beach.

We're actively sharing reminders with our guests and have added turtle stickers to windows as a gentle prompt to close blinds after 9 PM, minimizing light pollution near nesting areas and to avoid citation for owners.

New Director of Owner Relations

We're thrilled to announce the promotion of Julisa to **Director of Owner Relations!**

Julisa will continue to oversee her current areas of responsibility and will also be available to assist with any questions or needs you may have.





South Seas Build-Back & Future Amenities

Greg Spencer

Build-Back & Future Amenities Update

Completed Projects

- Redfish Pass Revetment Rebuild (Ian)
- Bayview Fishing Pier Reconstruction (Ian)
- Slide Repair & Commissioning (Ian)
- Bayview Pool Renovation
- The Clutch Golf Course
- Plantation House Cart Infrastructure
- Jogging Path around Lands End (Ian)
- Provisions
- Cart Parking Expansion @ Bayview
- Resort Landscaping
- Clutch Clubhouse
- Redfish Grill
- Scoops & Slices
- Resort Landscaping Building
- South Seas Spirits
- Shops at South Seas (Whitebox Spaces)
- Conference Center Activation

Under Construction

- Harborside Restaurant – *May Open*
- South Seas Real Estate – *April Open*
- South Seas Outfitters – *June Open*
- The Beach House – *July Open*
- Captiva Landing – *Late 2025 Open*
- Revetment Enhancement + Reconstruction
- Marinas Restoration & Resiliency

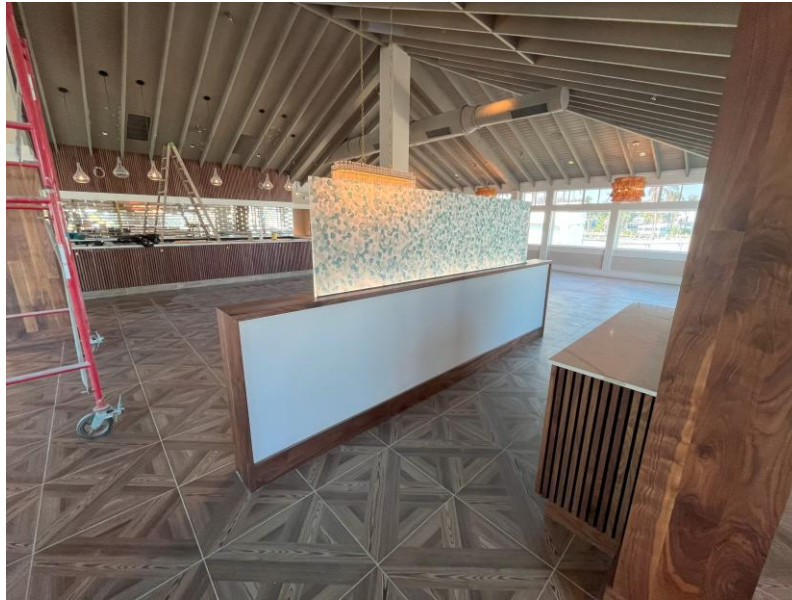
Planned Projects

- South Seas Spa & Fitness
✓ (*Development Order Approved*)
- Owner Relations Building
✓ (*All Permits Approved*)
- Resort Services Building
✓ (*All Permits Approved*)
- Central Facilities Reconstruction
- Cone Rooms/Doc Fords Demolition

Resort Amenities Reference Map



Harborside



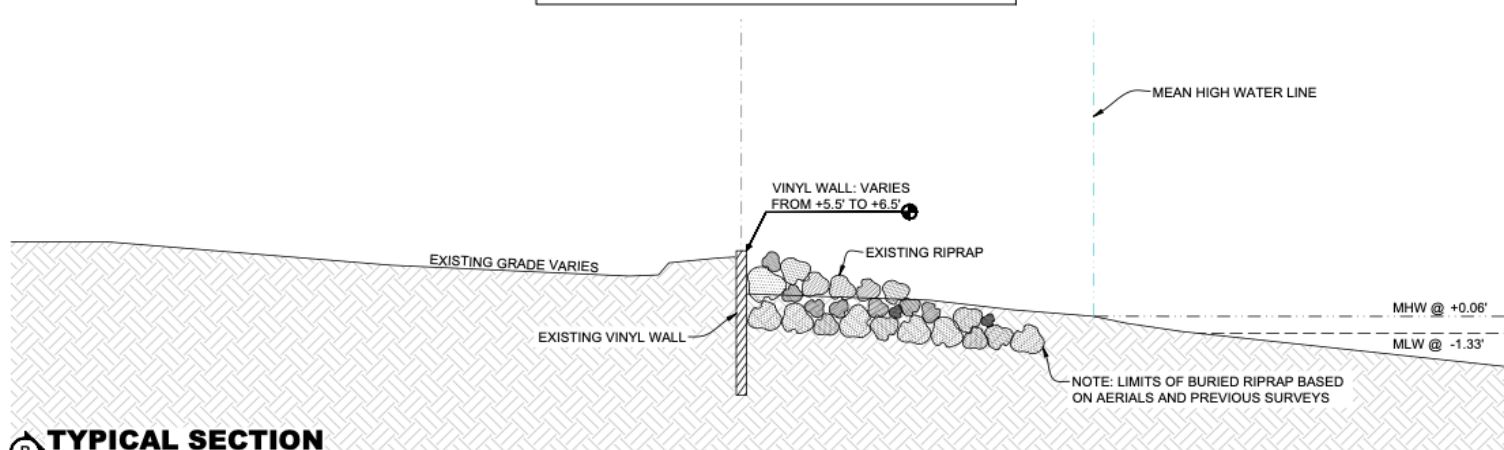
Hurricane Milton – Revetment Enhancements



Hurricane Milton – Golf Course, Redfish/Gulf Revetment

EXISTING - REDFISH PASS

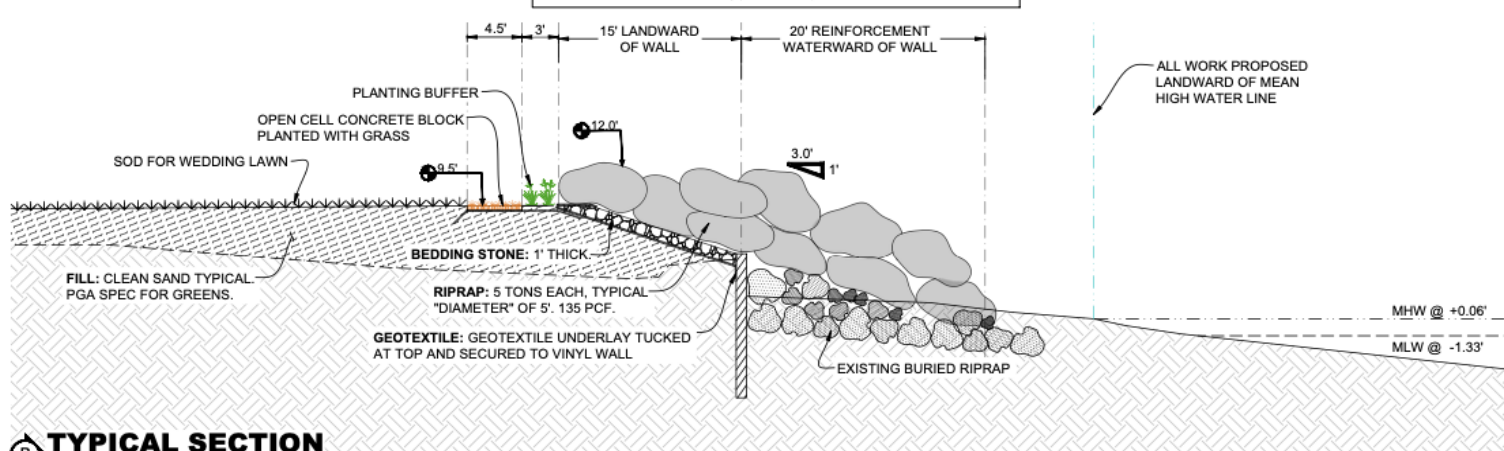
SCALE: 1" = 8'



TYPICAL SECTION

PROPOSED - REDFISH PASS

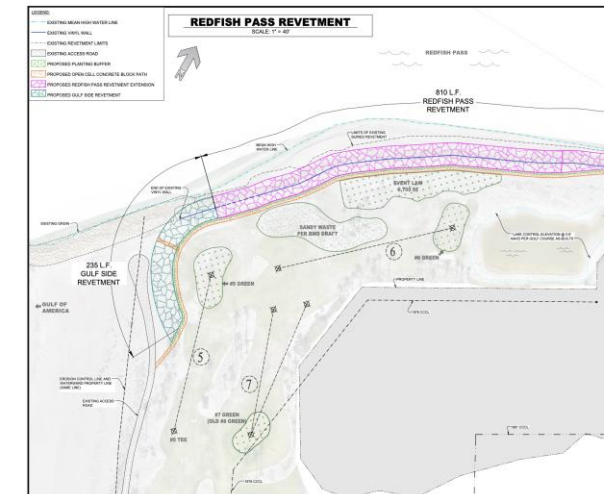
SCALE: 1" = 8'



TYPICAL SECTION



Original Layout – Holes 5-8



Proposed Realignment - Holes 5-7

The Clutch Clubhouse



Rendering



Final Product

The Clutch Clubhouse



Hurricane Milton – Dune Restoration

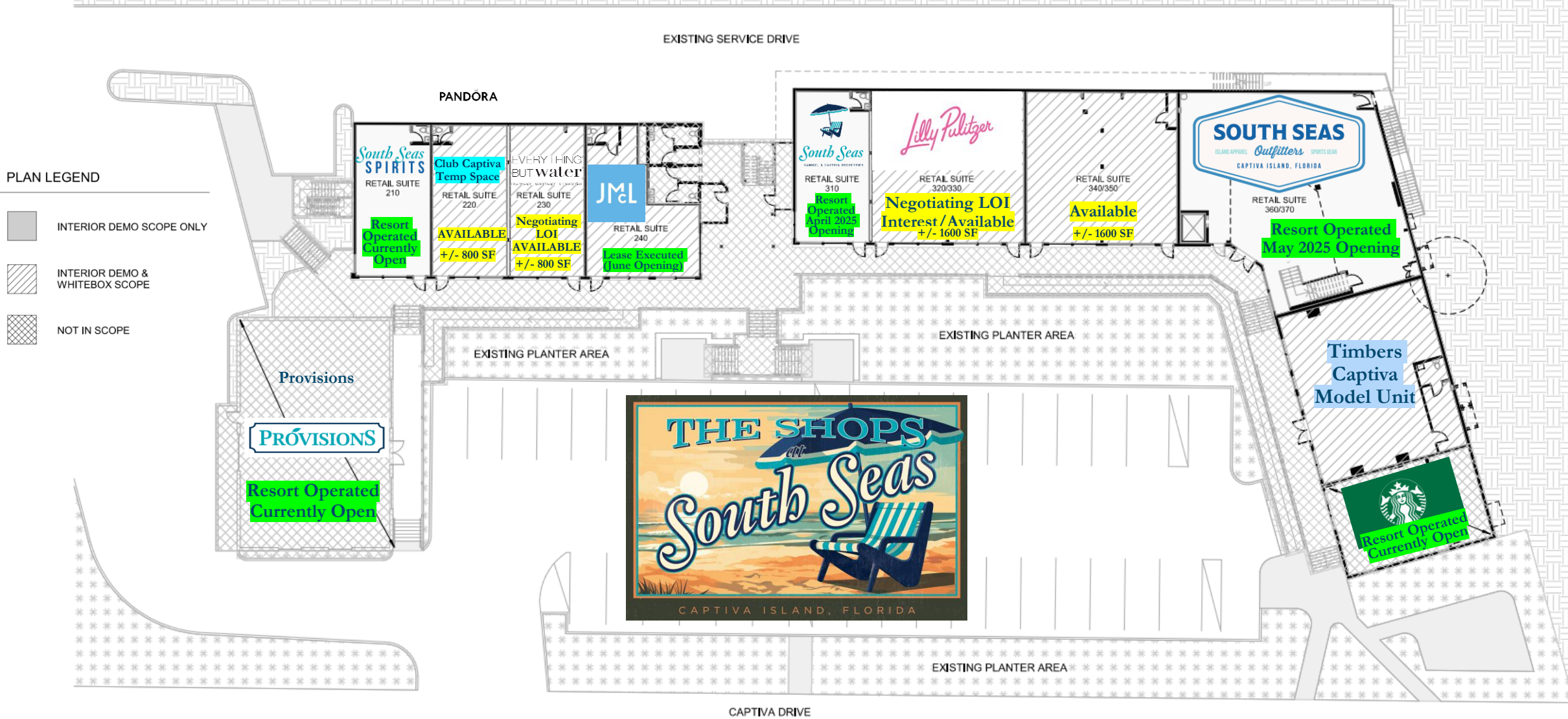
Secondary Dune planting completed on 1000 lineal feet of secondary dune.



Walking Path Restoration



The Shops at South Seas



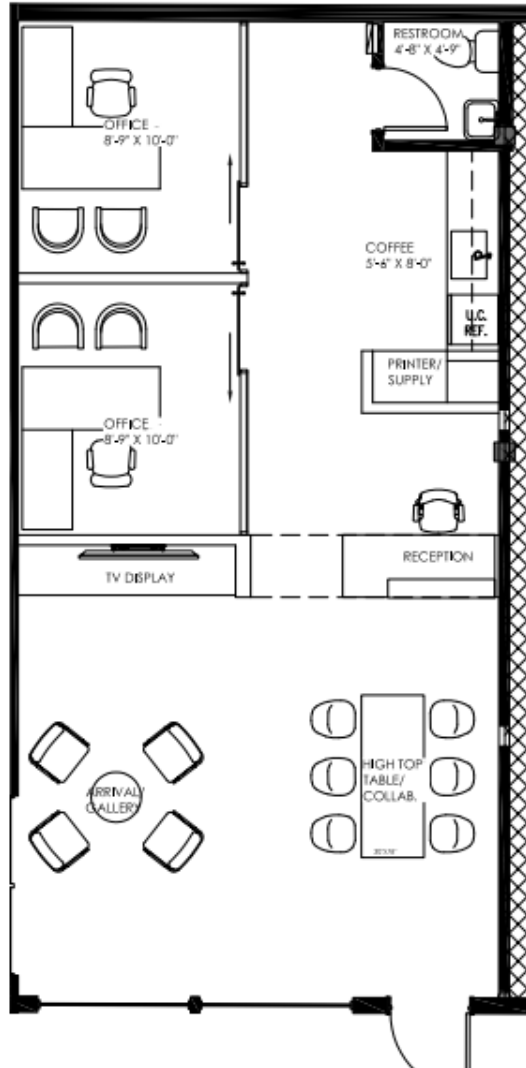
The Shops at South Seas (J McLaughlin Buildout)



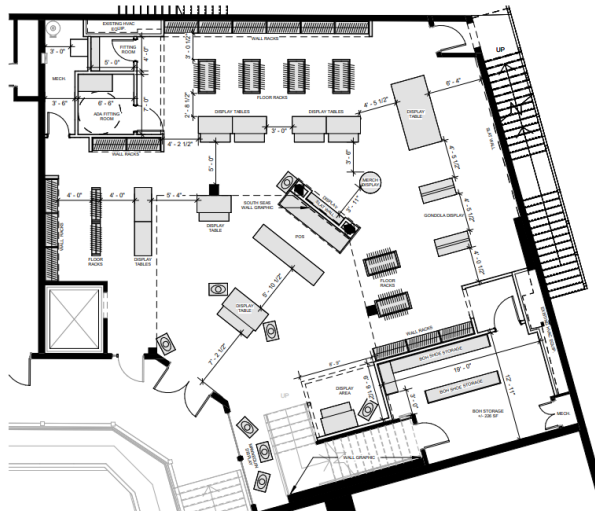
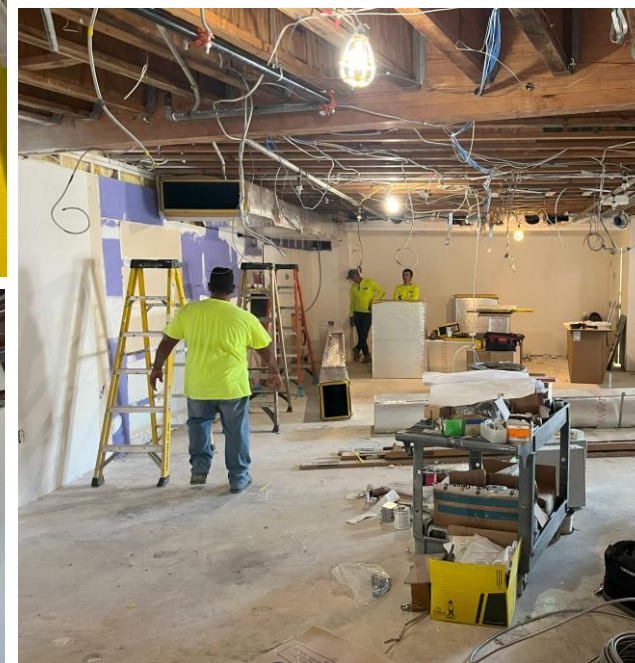
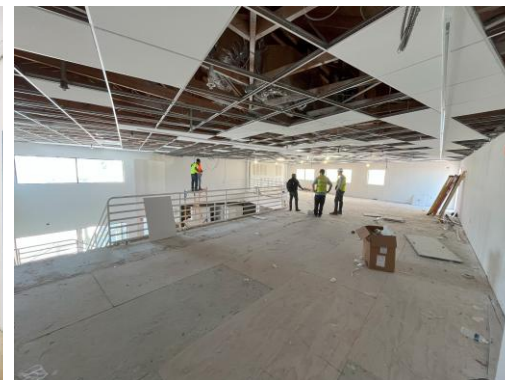
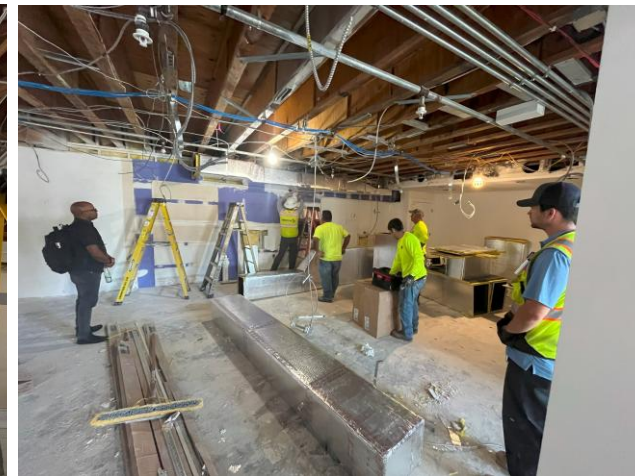
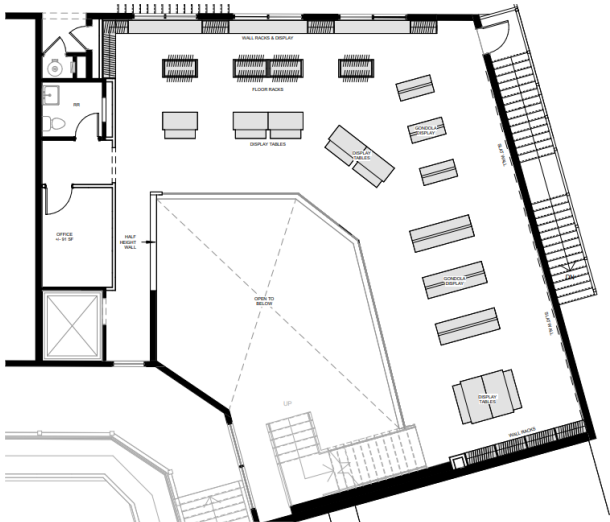
The Shops at South Seas (Spirits Store)



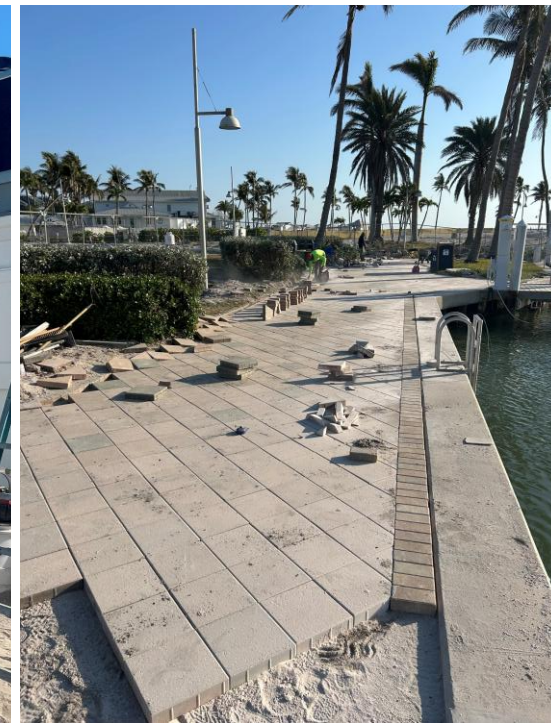
The Shops at South Seas (RE Sales Office)



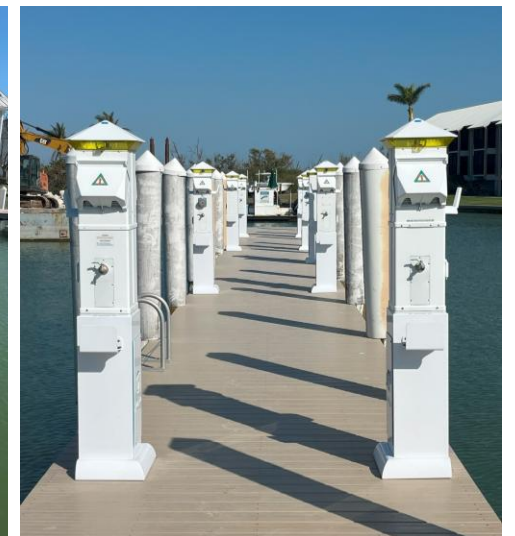
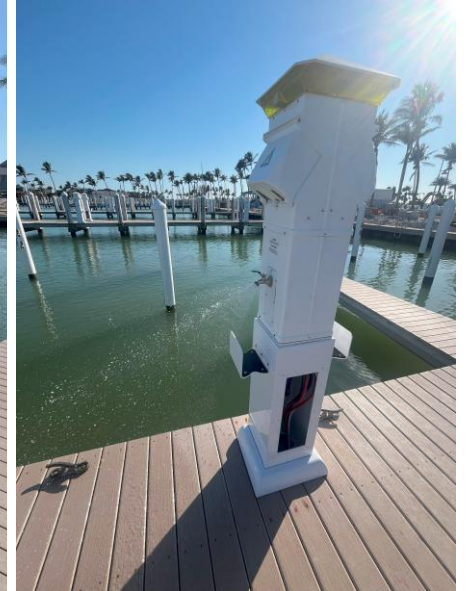
The Shops at South Seas (South Seas Outfitters)



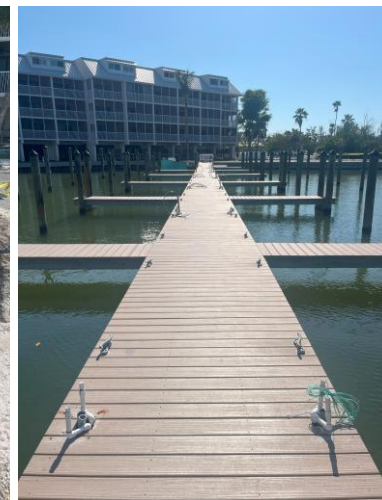
Marina Infrastructure Relocation



Marina Recovery & Resiliency (North Marina)

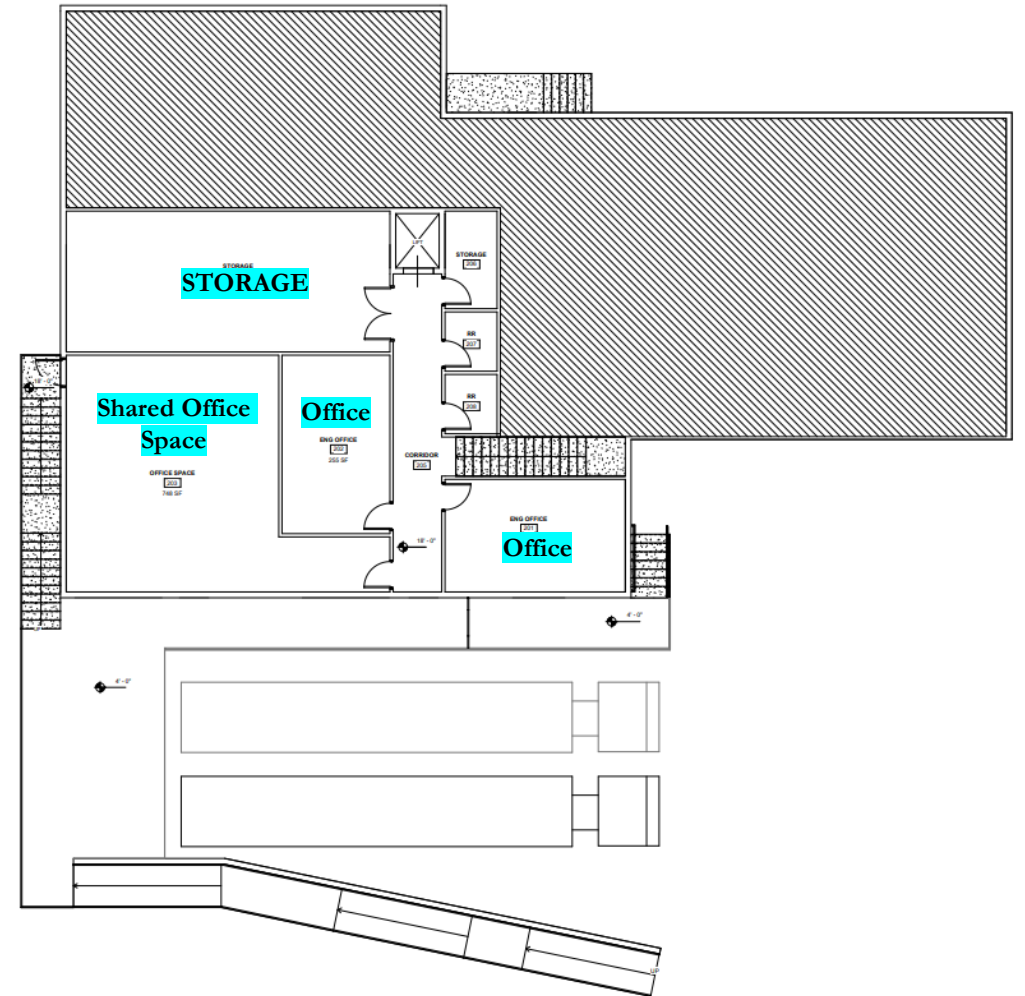
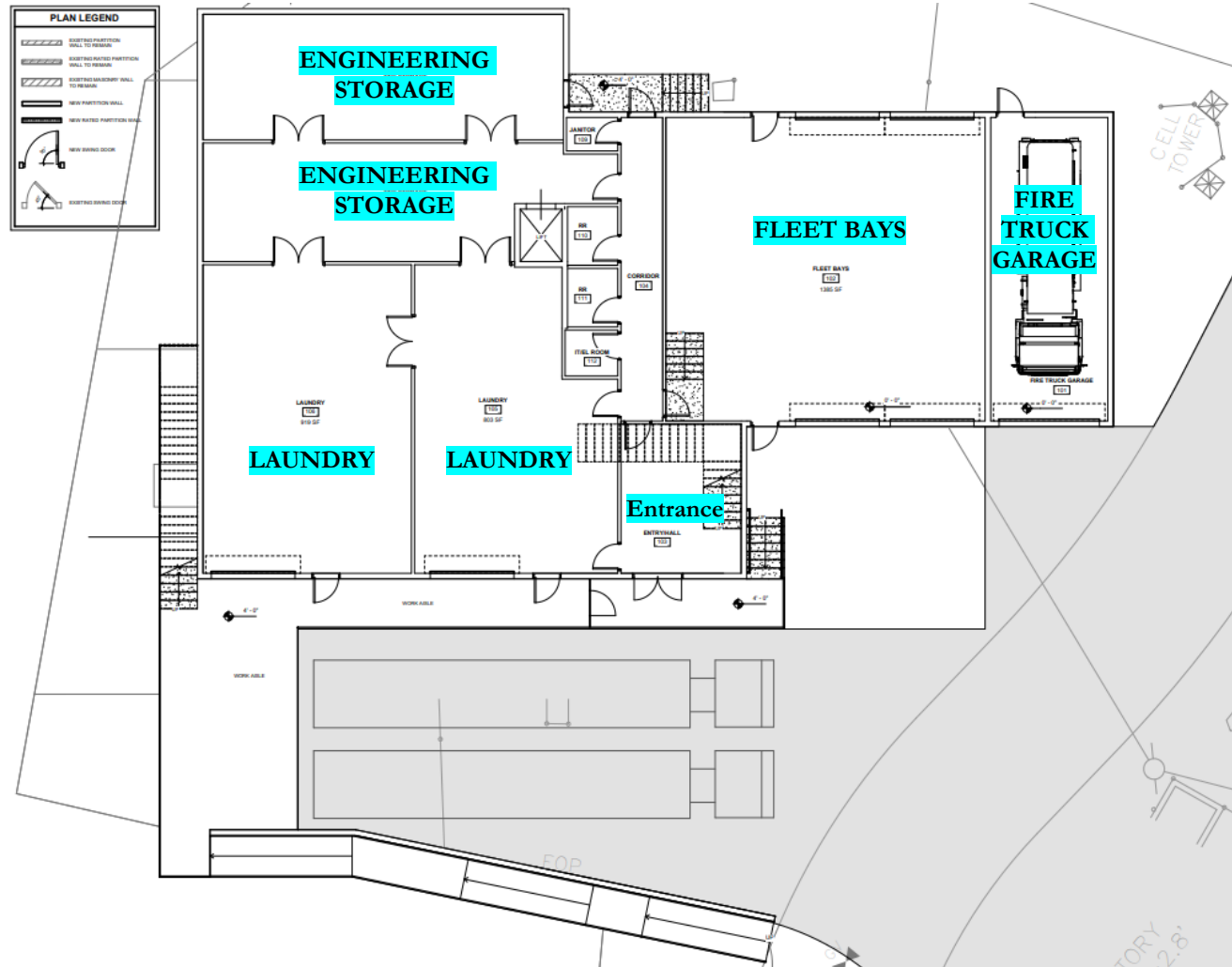


Marina Recovery & Resiliency (South Marina)

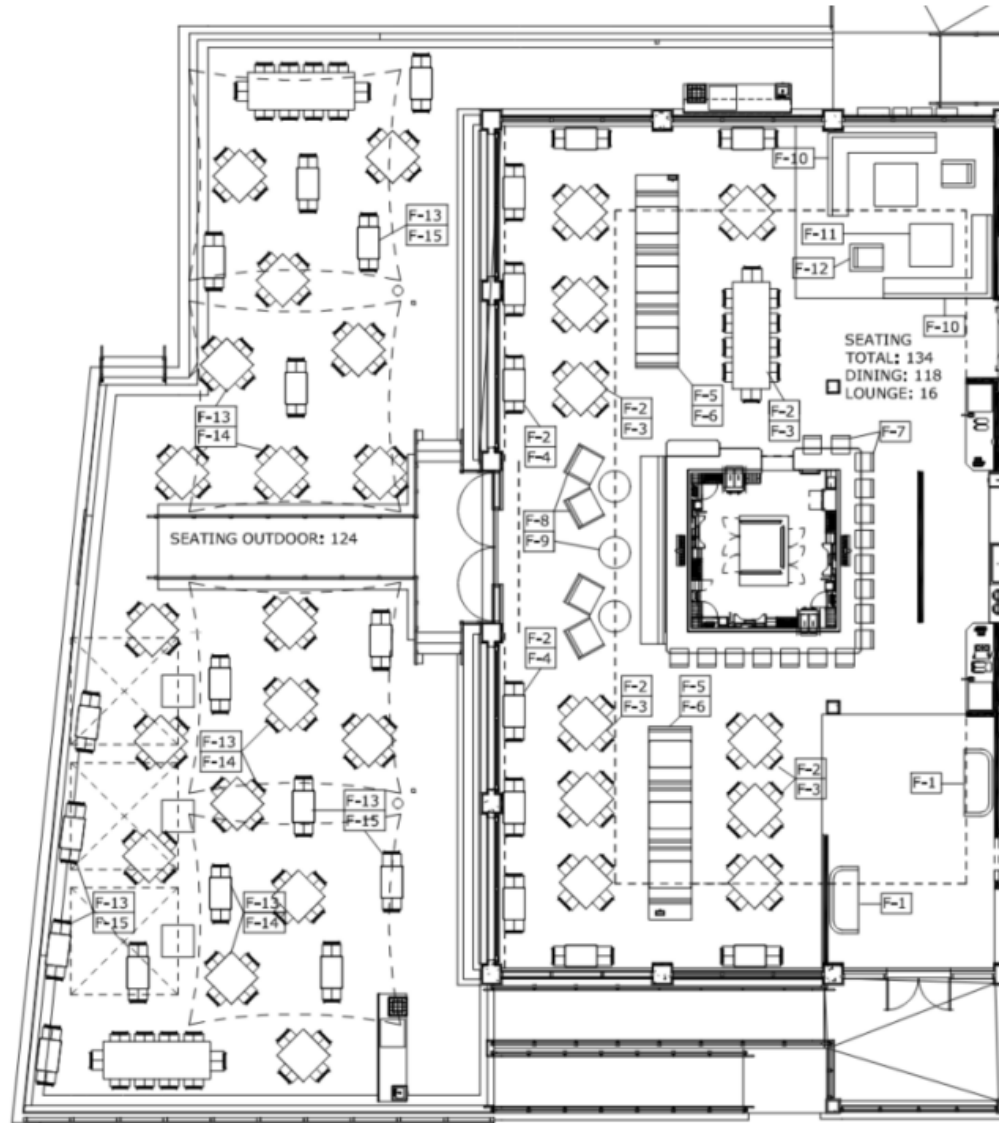


[illegible]

Central Maintenance Reconstruction



Beach House



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Beach House



Captiva Landing

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LANDSCAPE SCHEDULE				
CODE	CODE	QTY	BOTANICAL NAME	COMMON NAME
TREES				
CD	2		COCOLOBA DIVERSIFOLIA	PIGEON PLUM
COC UN	6		COCOLOBA UNIFERA	SEA GRAPE
CON SER	26		CONOCARPUS ERECTUS F. SERICEUS	SILVER BUTTWOOD
PALMS				
CN2	39		COCOS NUCIFERA	COCONUT PALM
SP3	42		SABAL PALMETTO	SABAL PALM
SHRUBS				
SER REP	238		SERENOA REPENS	SAW PALMETTO
ZAM FLO	36		ZAMIA FLORIDIANA	FLORIDA COONTIE
GROUND COVERS				
MC3	12		MUHLENBERGIA CAPILLARIS	PINK MUHLY GRASS

Captiva Landing Progress Renderings



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Captiva Landing

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Captiva Landing

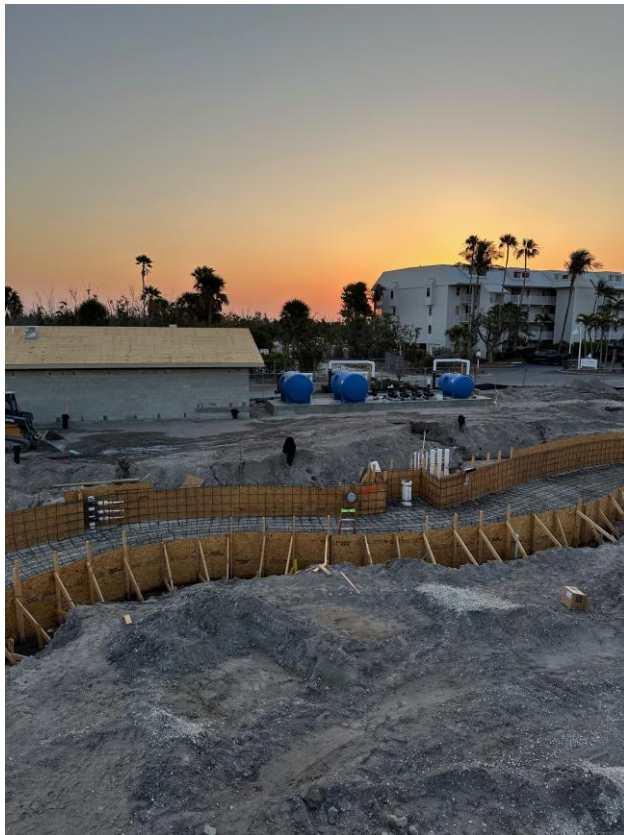
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Captiva Landing



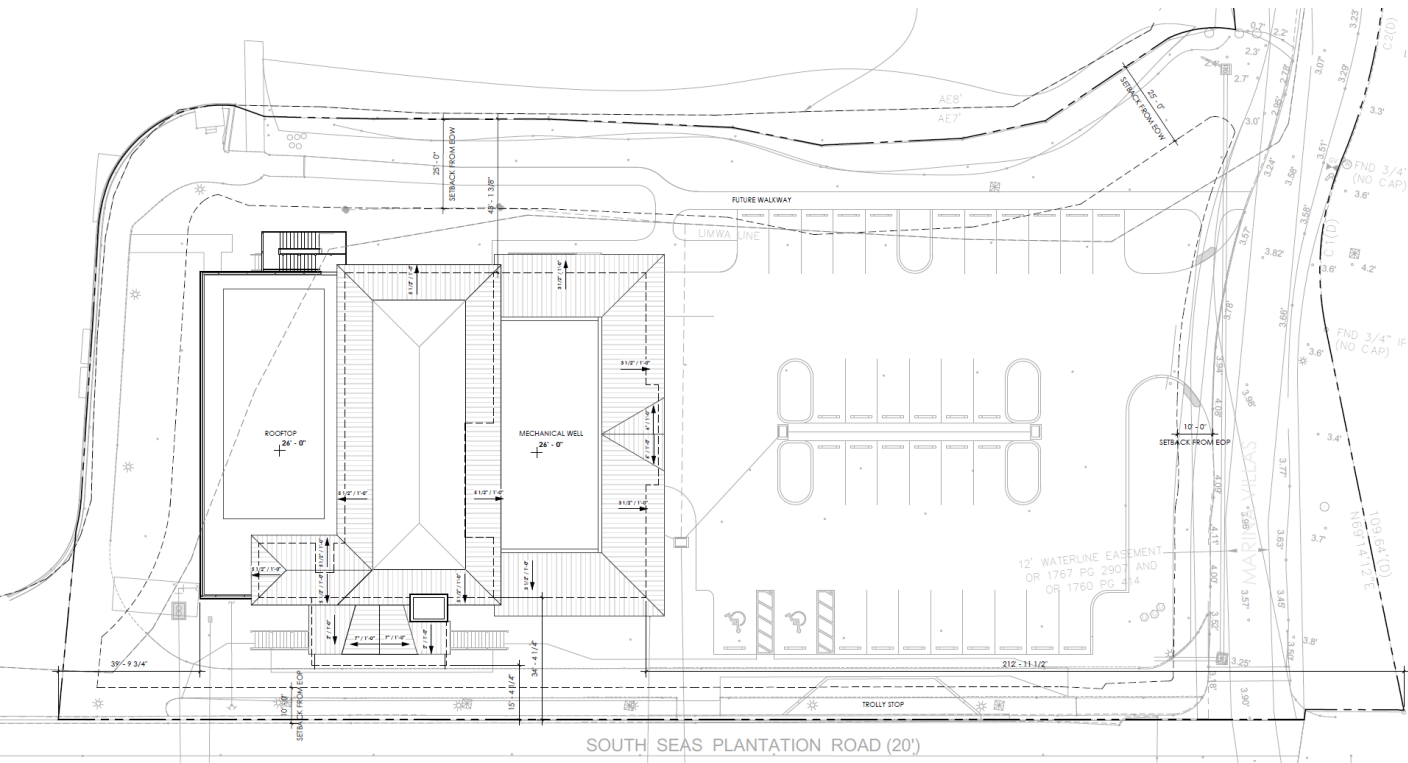
Captiva Landing



Captiva Landing



The Spa at South Seas



SITE PLAN

SCALE: 1/16" = 1'-0"

1



SOUTH FACE

SCALE: 1



NORTH FACE

SCALE: 2

The Spa at South Seas



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K1

LOBBY VIEW - ENTRY



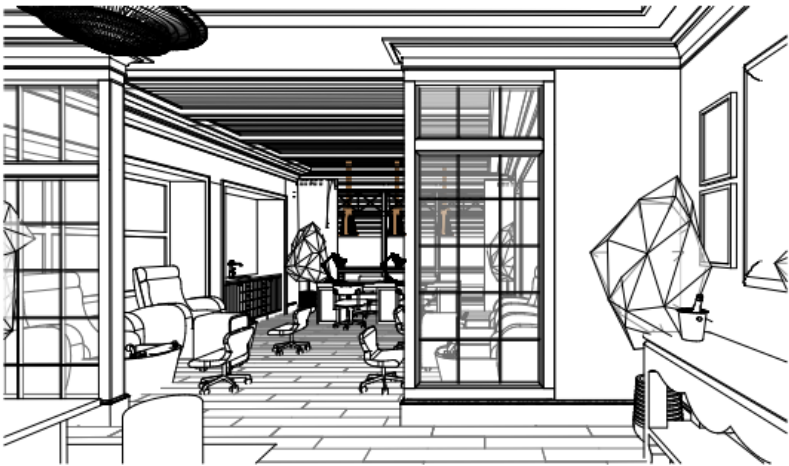
K6

LOBBY VIEW - FRONT DESK



K12

LOBBY VIEW - LOOKING AT FRONT



F1

NAIL SALON VIEW - ENTRY



F6

NAIL SALON VIEW - LOOKING AT ENTRY

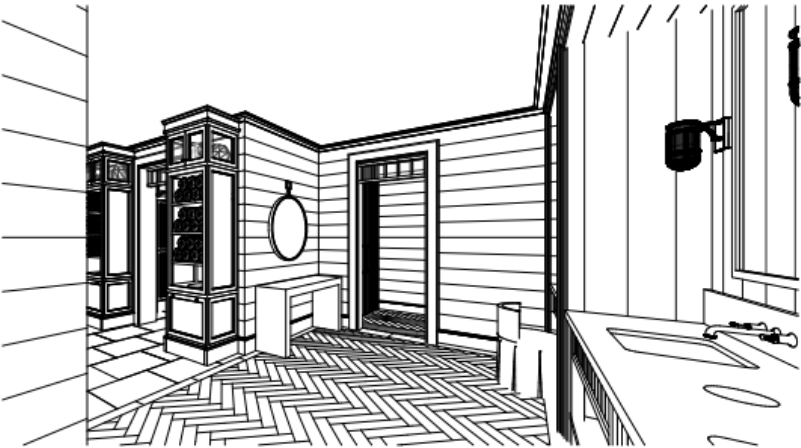


F12

GYM VIEW - ENTRY

The Spa at South Seas

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K1 LOCKER ROOM VIEW - ENTRY



K6 LOCKER ROOM VIEW - CORRIDOR



K12 LOCKER ROOM VIEW - LOOKING AT VANITY



F1 LOCKER ROOM VIEW - COLD PLUNGE/SHOWER/SAUNA



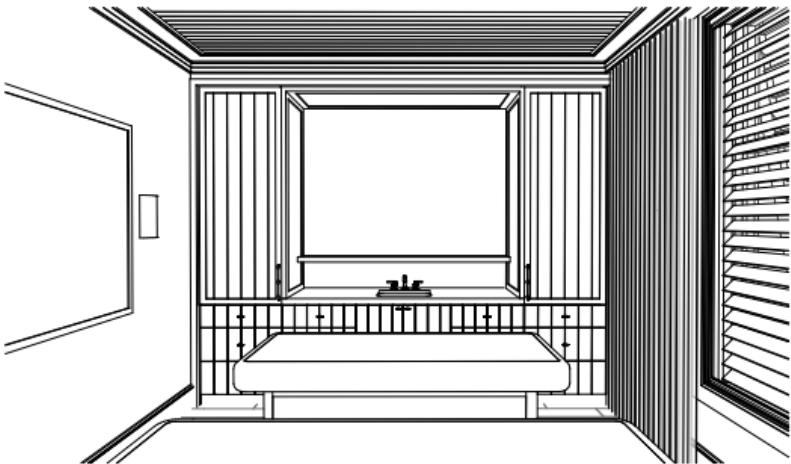
F6 RELAXATION ROOM VIEW



F12 TREATMENT CORRIDOR VIEW

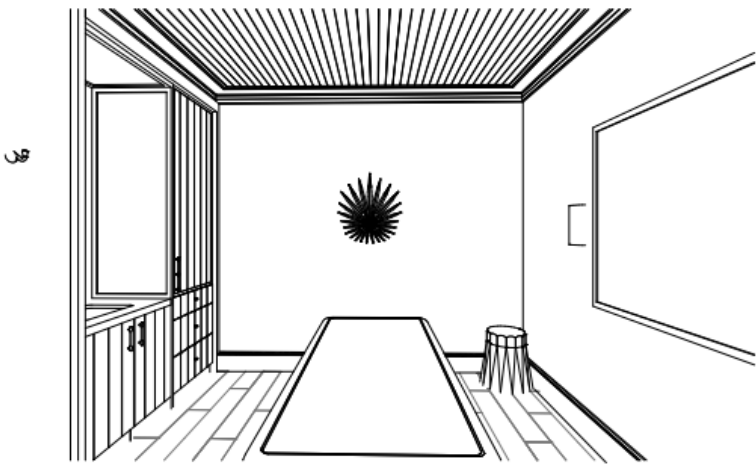
The Spa at South Seas

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A1

TREATMENT ROOM VIEW - COUPLES



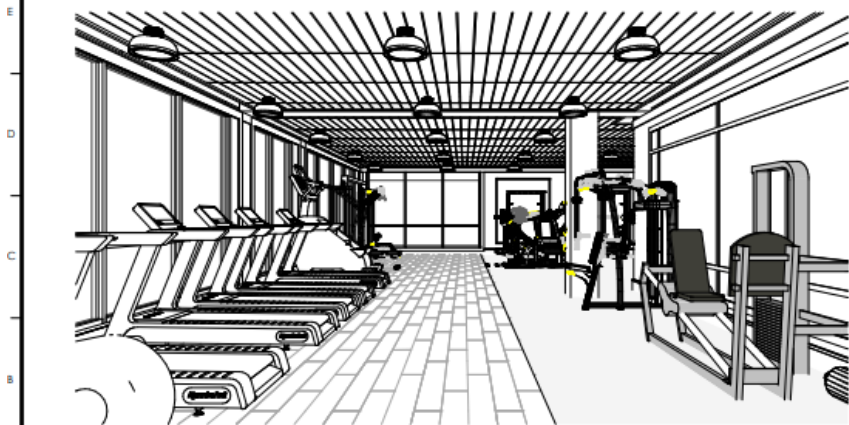
A6

TREATMENT ROOM VIEW - SMALLEST ROOM



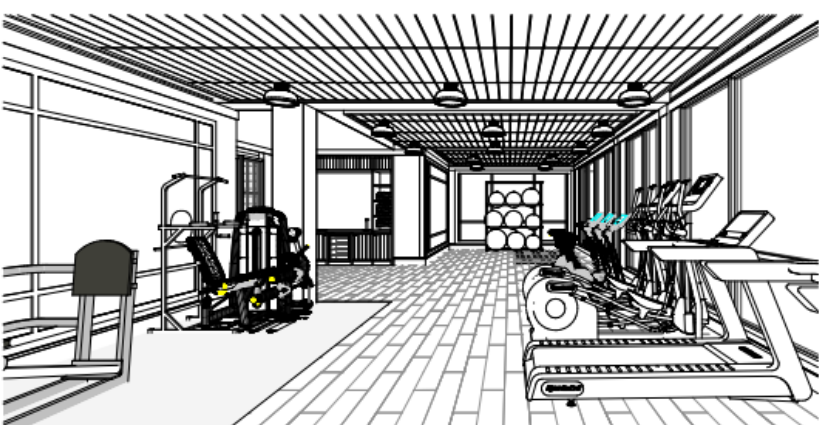
A12

YOGA ROOM VIEW



A1

GYM VIEW - LOOKING PLAN NORTH



A6

GYM VIEW - LOOKING PLAN SOUTH

Completed Projects – Recent Photos



Redfish Grill + Bayview Pool



The Clutch + Clutch Clubhouse

We Want to Hear From You

Collaboration and communication are key to making South Seas the best it can be.
We want to connect with you - your questions and feedback are always welcome.

Bob Walter

Owners Representative

727.460.2984

Bwalter@southseas.com