

Owners Meeting

August 27th, 2025



South Seas

TABLE OF CONTENTS

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



Introduction

Shawn Farrell

Introduction

- ❖ 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

- ❖ Harborside, The Clutch clubhouse and golf, Redfish Grill (Southwest Florida coastal menu), Scoops & Slices all OPEN
- ❖ Outfitters, J McLaughlin, South Seas Spirits, and South Seas Real Estate are now open at the Shops at South Seas
- ❖ Beach House (new concept Gulf cuisine and drinks on Sunset Beach) opening early Fall – 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
- ❖ Jet Ski Tours and Boat Rental now available.



Resort Operations Update

Marina Bloetz

Resort Operations Update – Experiences



The Shops at South Seas

- OPEN daily for your shopping pleasure!
- Provisions 8am-6pm
- Spirits 10am-6pm
- Starbucks 6:30am-6pm
- Outfitters 10am – 6pm
- J.McLaughlin 9:30am-5:30pm
- South Seas Real Estate office Mon- Fri 10am–5pm Sat 10am-4pm



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.

Non-Motorized Water Sports

- Paddle Boards, Tandem Kayaks, and Single Kayaks are available at Sunset Beach available 9am-4pm daily.

Resort Operations Update – Experiences



Marina Operations

- Captiva Landing Marina open for dockage and boat launching
- Yacht Harbour open daily 8am-4pm for full services including dockage, fuel, retail and fishing guides available for charters.
- Jet Ski Tours and Sea Pro Boat Rental are now available.
- 3 Pontoon Boats will be available later in the fall.

Bayview Pool and Sunset Beach operations

- Pool operations 9am–8pm daily.
- Sunset Beach operations 10am-Sunset
- Family Games at Bayview Lawn.

Bayview Fishing Pier

- Fishing Pier open 6am-9pm

Fitness Center

- Fitness center open 5am-8pm

Trolley Operations

- Trolley operating daily from 8am-10pm

New Bayview Pool Furniture



New Pool Furniture installed by Slide Pool at Bayview Pool Complex.

- New loungers and umbrellas
- **Bayview Lookout** – Cove Table with seating with umbrellas and loungers.
- **Bayview Serenity Loungers** – Daybed Pods with umbrellas and loungers.

Resort Update – Activities

Activities

Aqua Yoga added to our weekly activities calendar. Every Saturday at 10am Aqua Yoga will be offered at the Family Pool complimentary to participate for our guests and Club Captiva Owners.

South Beach

South Beach Operations was relaunched on Friday, August 1st, 2025

Labor Day Weekend

From Movie Night, to Sunrise Sale, Face Painting, Hydro Battle & Water Balloon Toos, to Beach BBQ on Saturday and Silent Disco to Aqua Yoga, Sip & Shop, Duck Races and Beach Party Food Trucks and Family Friendly Karaoke Night, we have something for everyone during this upcoming Labor Day Celebration.



Resort Update – Parking

Resort Parking

All resort guests, in-program owners and Club Captiva members may park at designated parking spaces by our experiences. The Bayview Pool Complex allows parking in front of the Yacht Harbor and in front of Harborside Restaurant.

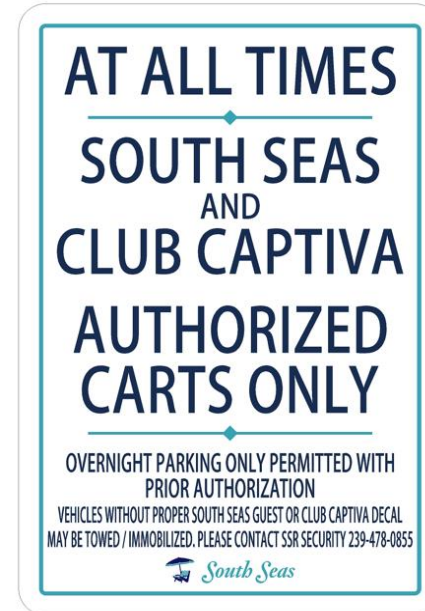
Designated Golf Cart parking is next to the Trolley Stop by the Bayview Pool Complex and by Sunset Beach.

- **Bayview Pool Complex** Golf Cart Parking is **ONLY** for South Seas Rental Carts. No privately owned or 3rd party rental carts are permitted in this designated area.



Resort Update – Parking

- **Sunset Beach Parking** is for Golf Carts only. This includes the South Seas Rental Carts, privately owned Golf Carts from In-program owners and Club Captiva members with an authorized decal only. No 3rd party rental carts or privately owned unauthorized carts are permitted in this area.
- The resort holds a towing and immobilization license. Unauthorized vehicles or golf carts parked in designated areas may be immobilized, which could result in additional fees. Appropriate signage has been installed. If you are unsure whether your vehicle or golf cart may be parked in a designated area, please contact Owner Relations or our team at any time for clarification.



Resort Update



The Lee County Visitor & Convention Bureau, together with proud sponsor The News-Press, honors tourism professionals each year for their outstanding commitment to customer service.

The event honored 712 individual nominees of Lee County with residents, visitors, and colleagues submitting 1320 total nominations.

Our very own Tyler Morales from the Recreation Team was an honorable mention under the Attraction Category. He was honored for his hard work and going above and beyond for our guests with all the special events we hosted so far this year.

Our team had 38 nominees this year! Congrats to all! Truly, what an honor!





Food & Beverage Update

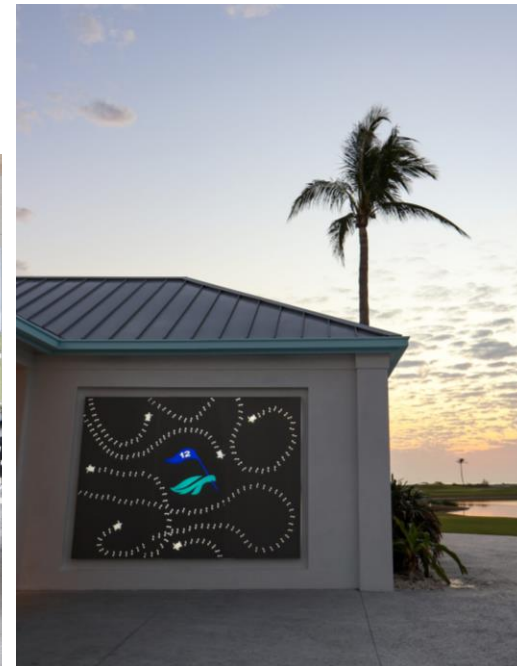
Scott McGregor
Director of Food & Beverage

Food & Beverage 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 – CLOSED MONDAY



Food & Beverage Update – Dining

Tarpon Bar | Bayview Pools
Hours: 10AM – 9PM



Scoops & Slices | Bayview Pools
NEW HOURS: 1PM – 9PM

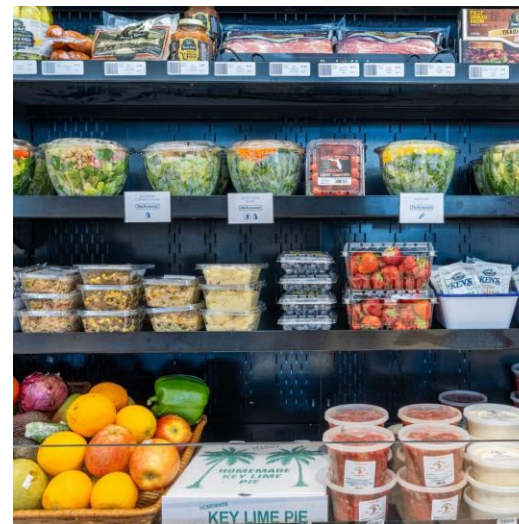


Food & Beverage Update – Dining

Starbucks | The Shops at South Seas
Hours: 6:30AM – 6:00PM



Provisions | The Shops at South Seas
Hours: 8AM – 6PM



Food & Beverage Update – Dining

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



Food & Beverage Update – Dining

Harborside – Italian Inspired Steak House

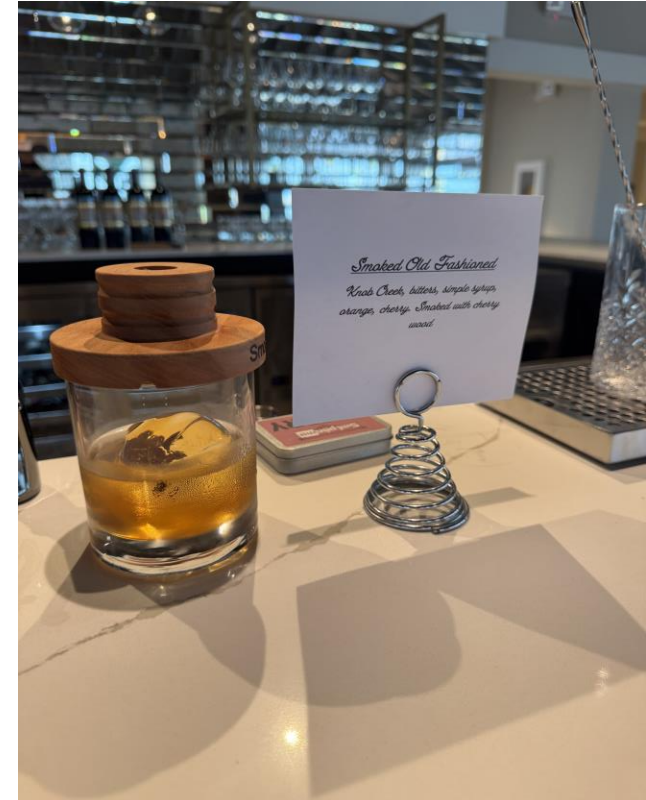
4PM - 5PM Libations Hour \$12 Appetizers and Drink Specials Wednesday through Sunday

Summer Wine Promotion, Half of Wine by Bottle (excluding Champagne)

5pm-10pm Dinner Menu Available Wednesday through Sunday

Reservations area available via the South Seas App or South Seas Website

Our Best Sellers from Left: Short Rib Ravioli, Beef Bolognese, 16oz Ribeye & Smoked Knob Creek Old Fashioned



Food & Beverage Update – Dining

Beach House – Opening Early Fall

Open Daily 10:00am to 10:00pm

Cuisine – All the best the Gulf has to offer with some flavors from Mexico to Texas to New Orleans. Pictured one of our signature cocktails: The Tippy Millionaire!

Featuring a bottle of Don Julio 1942 Extra Anejo Tequila dunked into our fresh margarita juices





Chef Debjit will arrive
to SS on 9/12 and
begin on boarding for
Harborside
Restaurant Chef

- Chef Debjit Bose
 - Tasting 7/15/25
 - Horseshoe Bay Resort, TX – CDC Restaurant Chef
 - Former Sous Chef at the Club at the Strand Naples, FL
 - Dishes
 - Tuna Poke Salad
 - Seared Scallops with Corn Coullie
 - Blacked Grouper, long life pilaf, orange burre blanc



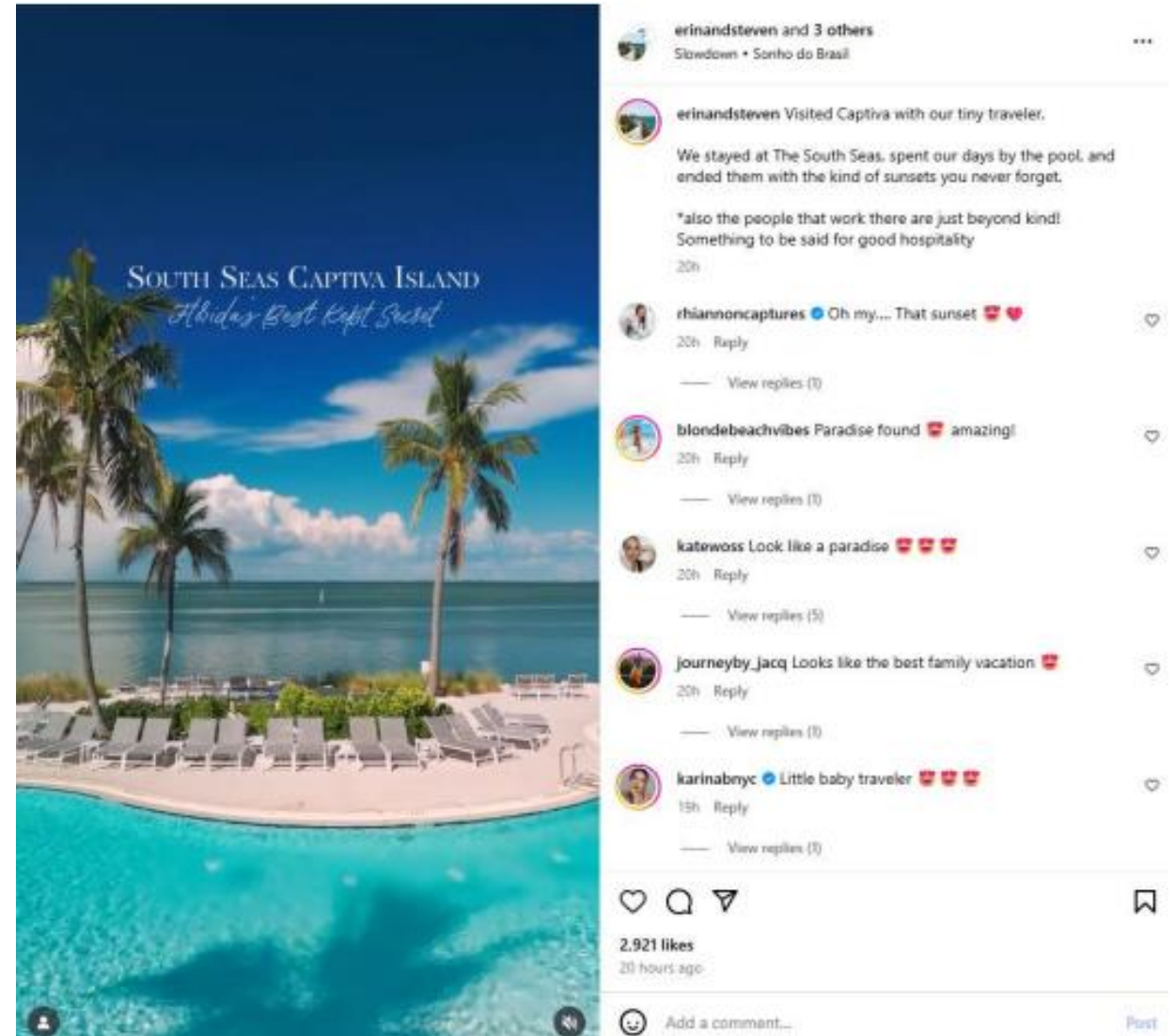
Sales & Marketing Update

Wendy Nicodemus

Director of Commercial Strategy

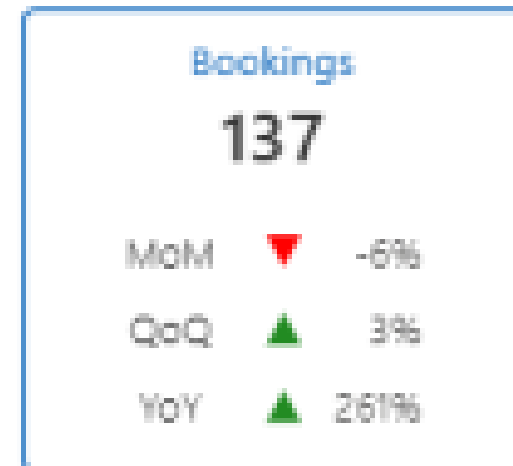
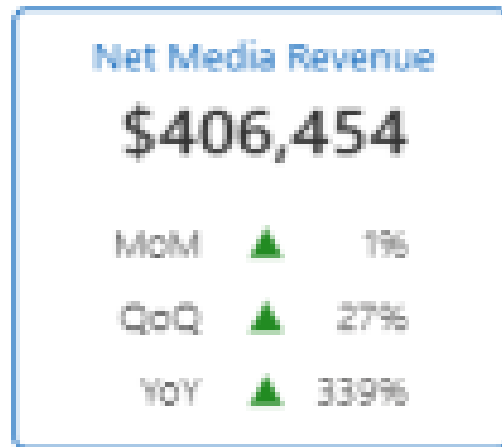
Sales & Marketing Update – Key Updates

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



Sales & Marketing – Paid Media

Paid Media for MTD August is \$406,454 in future bookings and 137 room nights. Paid Social continues to have the best results by channel and Meta was the top performing platform.



Sales & Marketing – Organic Social Media

Top content

based on interactions

[See](#)



Wed Aug 6, 9:15am

68

Interactions



Fri Aug 15, 8:15pm

50

Interactions



Thu Aug 21, 6:55pm

38

Interactions



Mon Aug 4, 12:28pm

37

Interactions



Tue Aug 12, 4:28pm

36

Interactions



Sat Aug 16, 4:58pm

33

Interactions



Thu Aug 7, 2:05pm

30

Interactions

Top content

based on views

[See all](#)



Wed Aug 6, 9:15am

8,412

Views



Thu Aug 7, 2:05pm

3,990

Views



Tue Aug 12, 4:28pm

3,464

Views



Mon Aug 11, 12:34pm

3,444

Views



Mon Aug 4, 12:28pm

3,309

Views



Thu Aug 14, 12:04pm

2,856

Views



Thu Aug 21, 6:55pm

2,664

Views

Sales & Marketing

- **Continue to promote One bedroom** – Focused on Couples this week via organic social media "Together in Paradise" August and September, Launching in Gulf Coast news – Editorial, Video, Home page banner, Boost on their webpage
- Pick up was lighter this past week. We typically see a fall of in August and September due to hurricane season. Past pick up performance drop of has been around 29%
- **Facebook** 438,412 Views over the last 28 days - Direct messaging is up 45% over previous 45 days
- **Instagram** - 56,342 Views
- **First Flash Sale** – Ran one week, Generated \$73K 177 RN, Weekend \$31K and Weekday \$42K

Revenue	Bookings	Avg. Daily Rate	Room Nights	Avg. LOS	Avg. Lead Time
1,024,258 +406,038 (+66 %) ▲ vs.Previous Year	597 +332 (+125 %) ▲ vs.Previous Year	480 -113 (-19 %) ▼ vs.Previous Year	2,135 +1,092 (+105 %) ▲ vs.Previous Year	3.6 -.4 (-9 %) ▼ vs.Previous Year	38.5 -16.5 (-30 %) ▼ vs.Previous Year

Sales & Marketing – Key Initiatives

- ❖ Influencers – Focus on Foodie, Couples, and Family Influencers
- ❖ New meeting space – located in the conference center – New initiatives to drive group business. Booked new weddings, boating groups, and social events for this year and next

Key Planning

- ❖ Festive – Holiday Stroll , Captiva Landing Opening, Beach House Opening – October 15th
- ❖ A kid video and professional photo shoot took place last week
- ❖ Focused on new short-term bookings within a 30 days window to drive business in off season
- ❖ Sunrise Sale – An island wide promotion with Sancap – 7:30am Sales in Outfitters – 50% then decreases to 25% off at 8:30am for the rest of the day – on select merchandise



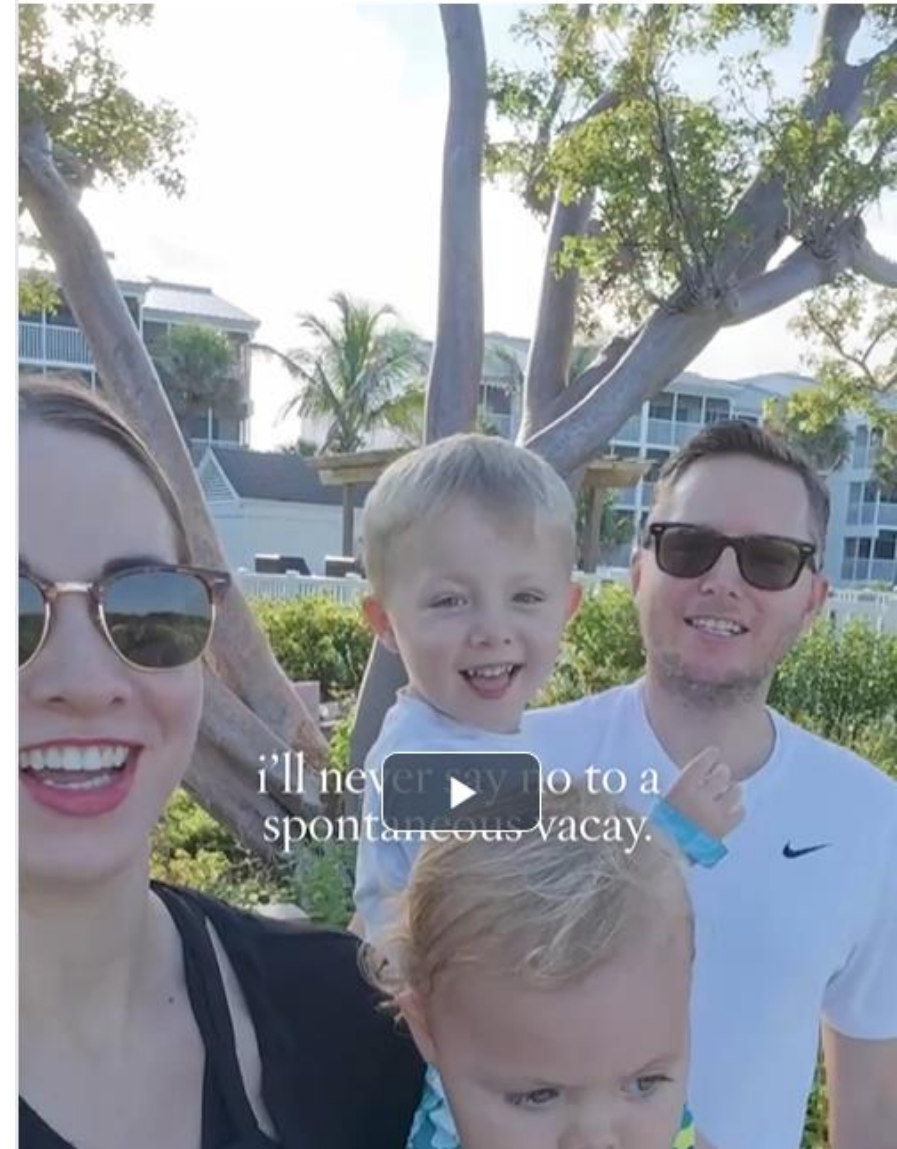
Additional Marketing Efforts

- ❖ We will be doing a Harborside Marina promotional event the weekend of November 8th with Reel Animals promoting overnight stays and networking with boaters and anglers with a focus on bringing Tampa guests to Captiva which is a key market
- ❖ New Flash Sales will be introduced during need periods
- ❖ Spring Break promotions are in development
- ❖ In planning phase of bringing back a program like Scout About. A scavenger hunt program that focuses on the youth and educating them on our wildlife.
- ❖ Last Minute promotions via social media

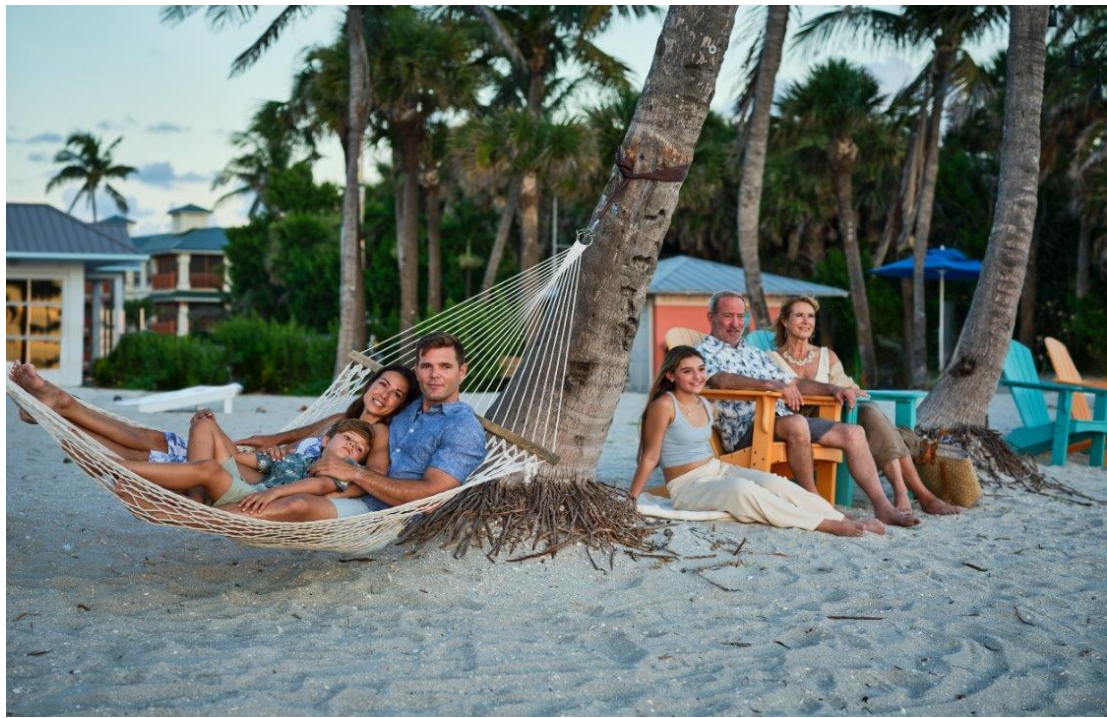


Save 25% this Labor Day Weekend when you stay 2 or more nights 🌴 Tap the link in our bio to reserve your last-minute getaway. #SouthSeas

#Captiva #SWFL







Upcoming Events

Located on our new Activities page on the website

- ❖ September 1st - Labor Day Weekend Celebration
- ❖ September 19th - Island Hopper Singer, Song Writer
- ❖ September 28th - Triathlon at South Seas
- ❖ Halloween Activities
- ❖ Thanksgiving
- ❖ Christmas Eve Dinner
- ❖ Festive – Holiday Stroll
- ❖ Daily Activities

Labor Day
Weekend Savings



Captiva is calling. Save 25% on 2 or more nights this Labor Day Weekend.

[EXPLORE AVAILABLE DATES]



Owner Relations Update

Julisa Jimenez



Owner Relations Overview

- Club Captiva & Exclusive Rental Agreement
- Annual Unit Inspections
- Brief Re-Cap from Last Month's Update



Club Captiva Participation: A Required Commitment

- Participation in **Club Captiva** is a **mandatory component** of the Exclusive Rental Program;
- Ensures a **consistent and high-quality owner and guest experience**;
- Supports the **overall standards** of the resort.
- Drives the continued **success and growth** of revenue.





Annual Unit Inspections

- Owner Relations is currently conducting the annual unit inspection
- Target Completion Date September 30, 2025.
- Full Report and Findings will be shared with the Owners



Re-Cap from Last Month's Update

- Owner Reservations Update:

- As of **August 15th**, the **Owner's Portal for Reservations** is officially closed.
- For future reservations, please contact your Property Manager directly.

- Sea Turtle Inspections Update:

- **Lee County Approval:** We've secured official approval for **turtle-friendly window tinting**
- **Collaborative Effort:** Working closely with **Lee County** to minimize sea turtle violations
- **Guest Education:** In addition to informing guests at check-in, we're sending a **daily reminder text** at 8:30 PM to close blinds
- **Turtle-Friendly Tinting:** Partnering with a vendor specializing in **light transmission-improving, turtle-safe window tinting**
- **Ongoing Installations:** The tint has been installed in several units, and with County approval, we're now offering it to **owners affected by violations**



South Seas Build-Back & Future Amenities

Greg Spencer

Build-Back & Future Amenities Update

Completed Projects

- 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
- Harborside Restaurant
- South Seas Real Estate
- South Marina Reopening
- Yacht Harbour Marina Reopening
- South Seas Outfitters

Under Construction

- The Beach House – *September 2025*
- Captiva Landing – *Late 2025 Open*
- Revetment Enhancement + Reconstruction
- The Clutch Golf Course Reconfiguration
- Marina Debris Removal
- Marina Floating Dock Transition

Planned Projects

- South Seas Spa & Fitness
✓ (*Development Order Approved*)
- Owner Relations Building
✓ (*All Permits Approved*)
- Resort Services Building
✓ (*All Permits Approved*)
- Cone Rooms/Doc Fords Demolition
- Trolley Stop Additions
- Access Gate Additions
- Tesla Charging Infrastructure
- Additional Cart Parking
- Future Residential Sales Gallery
- Future Hotel Offerings
- Future Residential Offerings

Resort Amenities Reference Map



Beach House

As of August 26, 2025, exterior progress includes installation of landscaping, irrigation, awnings, overhead doors, and final elevation certificates with as-builts. Upcoming installations include the louver screen wall, remaining landscaping, and landscape lighting.

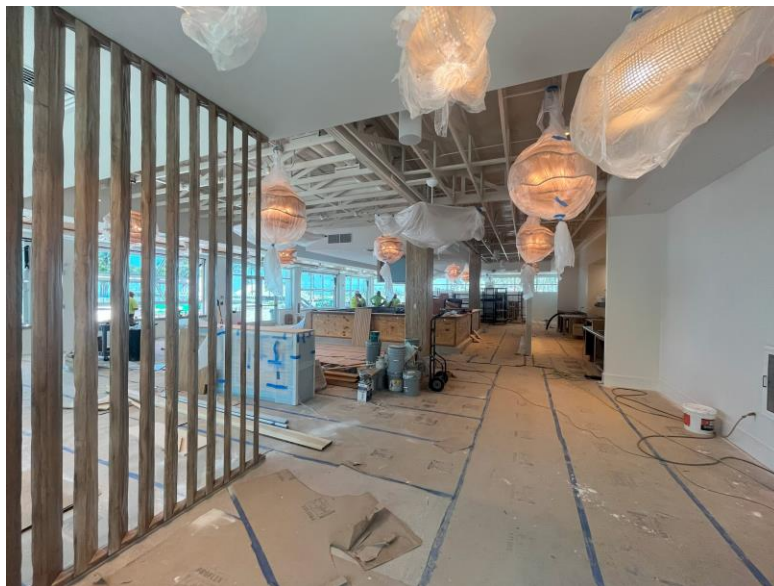
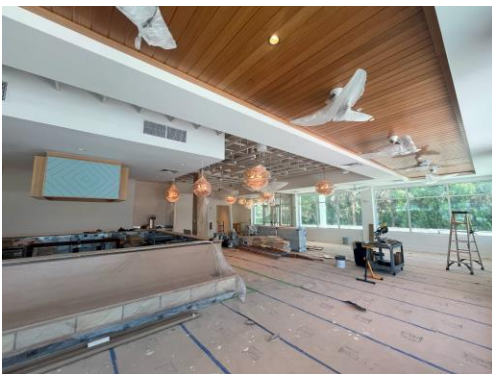
Interior progress includes drywall work at overhead door jambs, installation of countertops at hostess and server stations, Coca-Cola equipment installation, and successful final plumbing inspections. Outstanding items set to be completed soon include partition wall millwork, final electrical, final gas, low voltage, fire sprinkler, and fire alarm work.

Owner items required for TCO/CO include installation of building and fire lane signage, door threshold detailing, and completion of food service vendor items such as equipment commissioning, beer and tower lines, Coca-Cola completion, and POS installation. Additional tasks we are working on include trimming out center bar cameras, completing installations tied to sub-permits (coolers, freezers, gas, Ansul, and low voltage), and finalizing inspections to ensure all permits are properly closed out.

Beach House (Past 30-Day Time Lapse)



Beach House



Beach House



Beach House



Captiva Landing

As of August 26, 2025, work completed or in progress includes electrical rough-ins, punch work for exterior siding and drywall, mural picture framing, FRP installation, installation of fire protection branch arms, overhead MEP rough-ins in the kitchen and arcade/kid's club, site grading and balancing, site electrical and low voltage work, curbing and sidewalk installation, pool coping at the lagoon pool, and a play structure punch out at the pool.

The tasks set to commence soon are priming and first coat painting, epoxy painting, installation of floor protection, installation of concrete sinks, hood grease duct installation, and structural work for vertical posts, footers, and bridge framing.

Captiva Landing



Captiva Landing



Captiva Landing



Revetment Strengthening

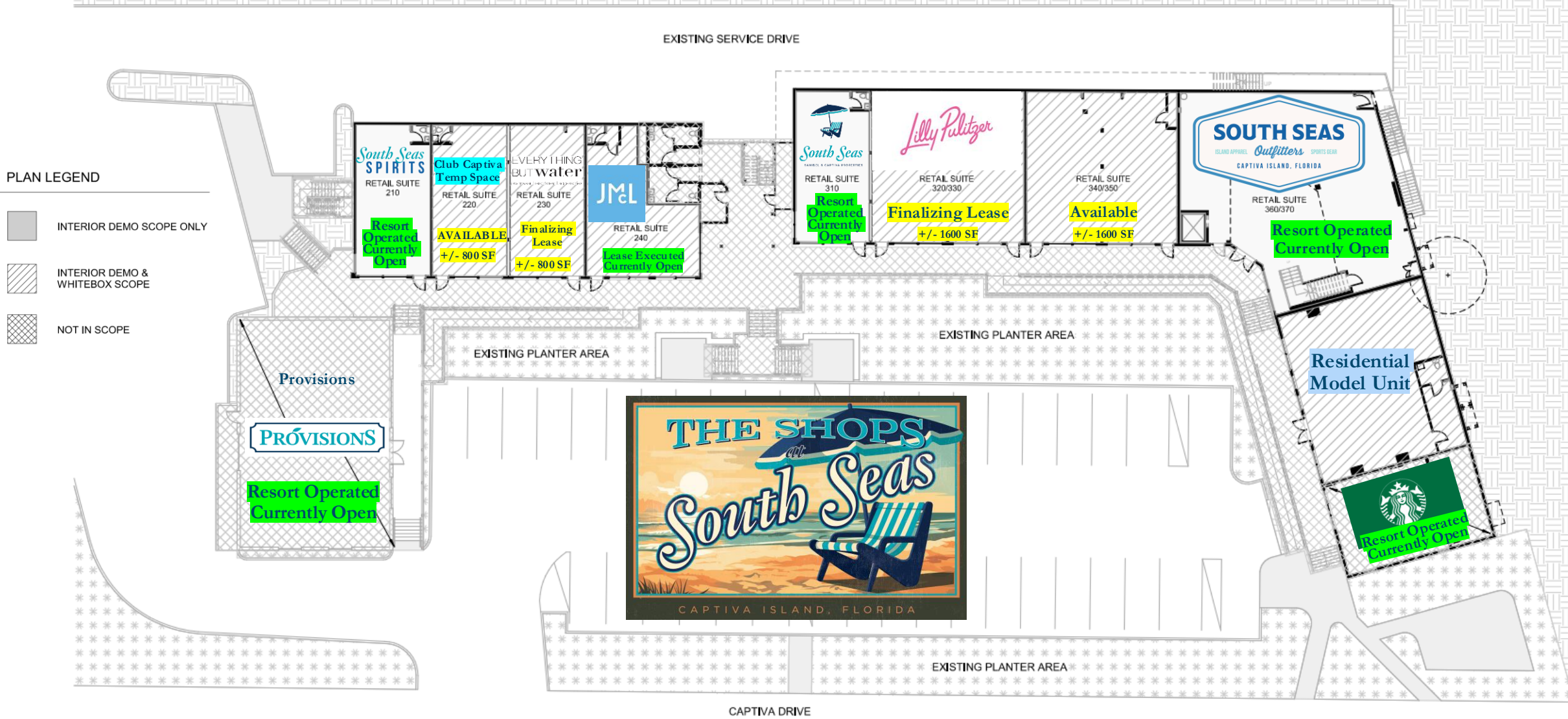


Beach House

Designs and renderings are subject to change at the discretion of the developer. The information presented is for illustrative purposes only and does not constitute a commitment to deliver the final product as depicted. Actual designs and specifications may vary. All rights reserved by the developer.



The Shops at South Seas



Shops at South Seas (Planned Lilly Pulitzer)



LITTLE
Renderings provided are for illustrative purposes only and do not constitute a guarantee of the final outcome. They are intended to convey the general design concept and aesthetic of the proposed project. For precise details, refer to the final approved construction drawings, specifications, and approved signage exhibits.

Shops at South Seas - Captiva, FL
09 July 2025

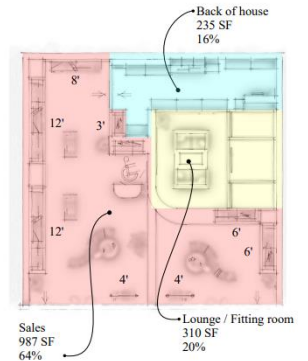
Birds Eye View
Lilly Pulitzer



LITTLE
Renderings provided are for illustrative purposes only and do not constitute a guarantee of the final outcome. They are intended to convey the general design concept and aesthetic of the proposed project. For precise details, refer to the final approved construction drawings, specifications, and approved signage exhibits.

Shops at South Seas - Captiva, FL
09 July 2025

Floor Plan 1/8" = 1'
Lilly Pulitzer



Back of house
235 SF
16%

Sales
987 SF
64%

Lounge / Fitting room
310 SF
20%

1,532 SF Useable area
55' of linear perimeter fixturing

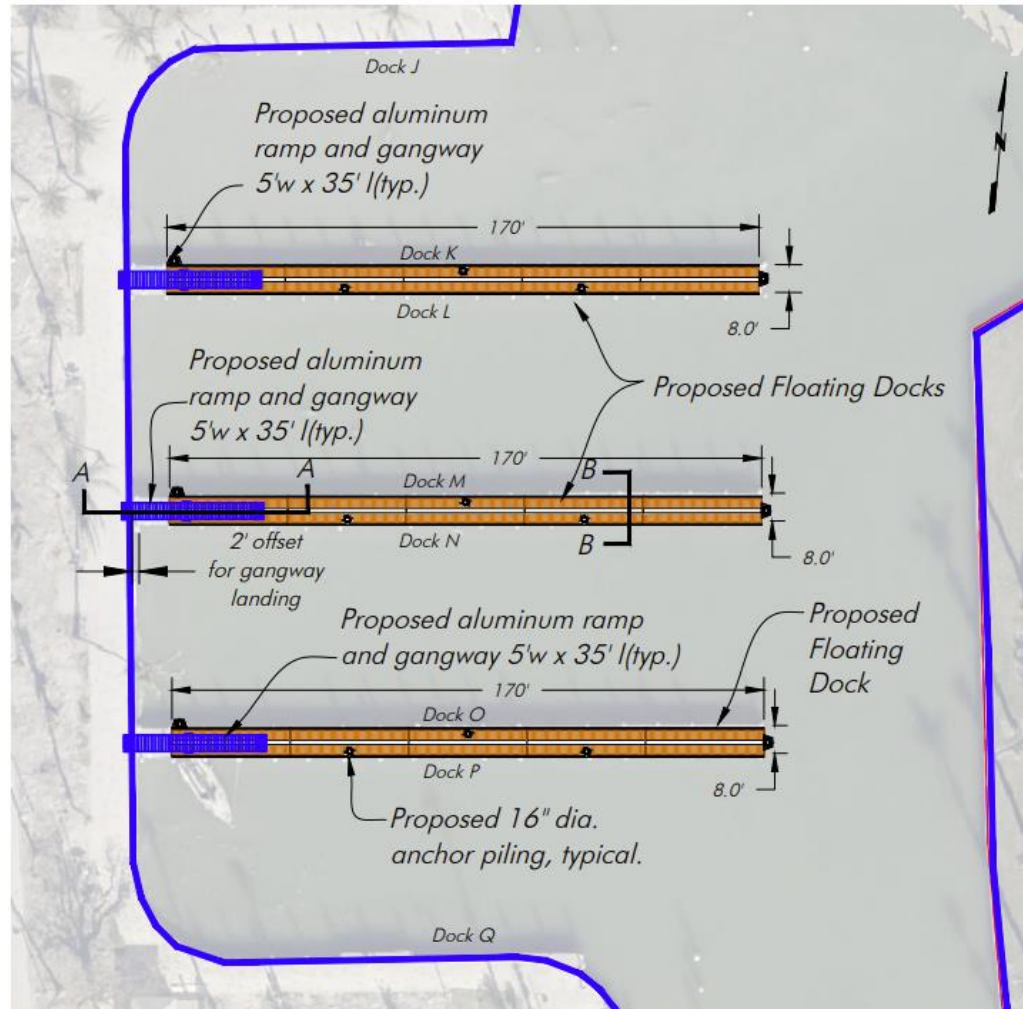


LITTLE
Renderings provided are for illustrative purposes only and do not constitute a guarantee of the final outcome. They are intended to convey the general design concept and aesthetic of the proposed project. For precise details, refer to the final approved construction drawings, specifications, and approved signage exhibits.

Shops at South Seas - Captiva, FL
09 July 2025

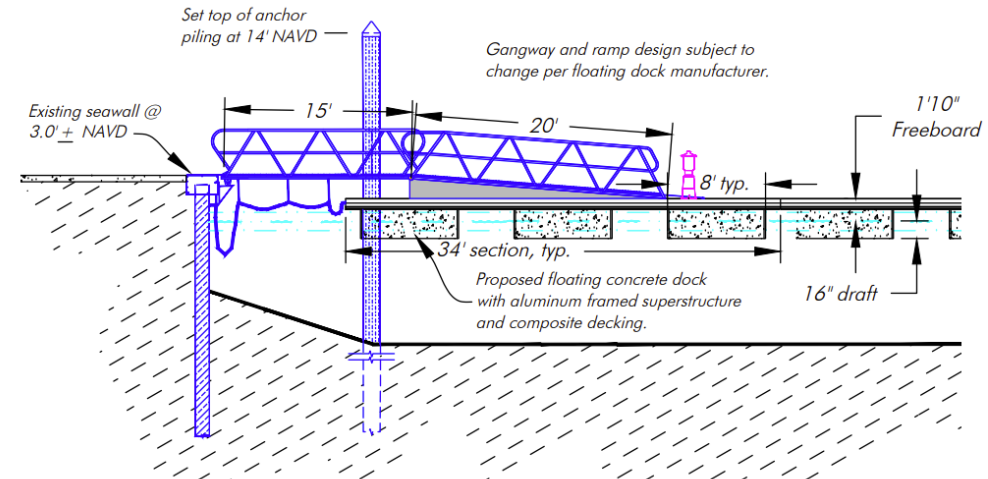
Sales - From Main Entry
Lilly Pulitzer

Marina Recovery & Resiliency



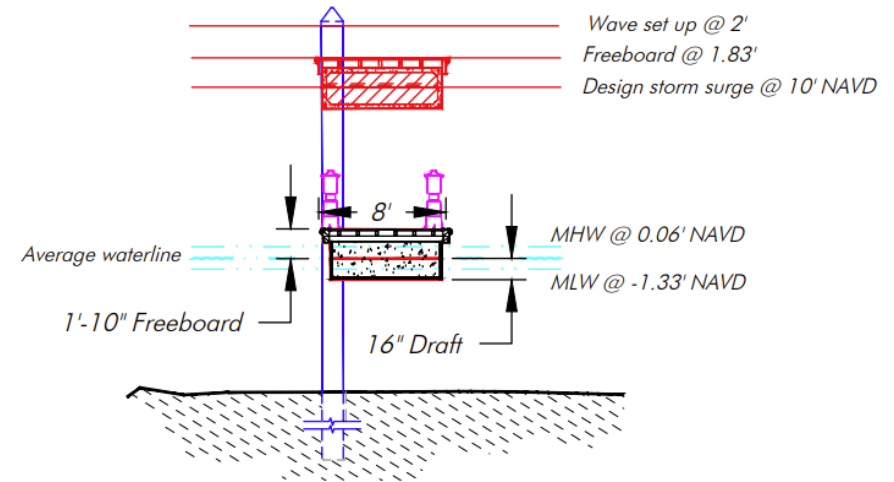
Proposed Dock Plan

Scale 1" = 40'



Proposed Section A-A

Scale 1" = 10'

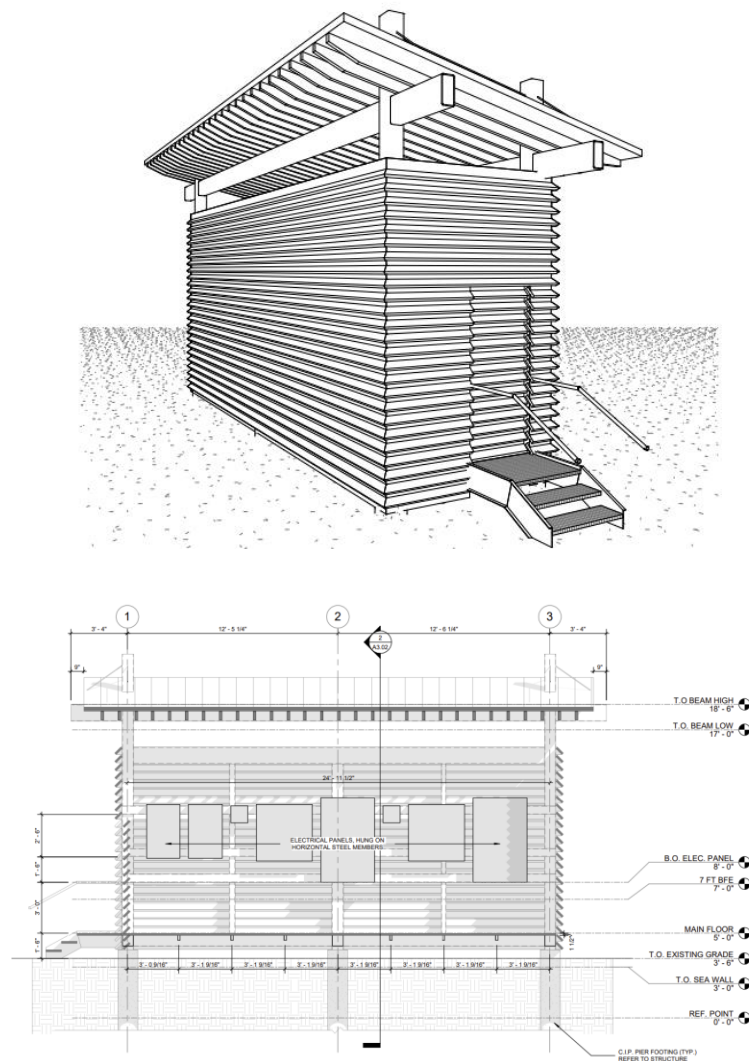
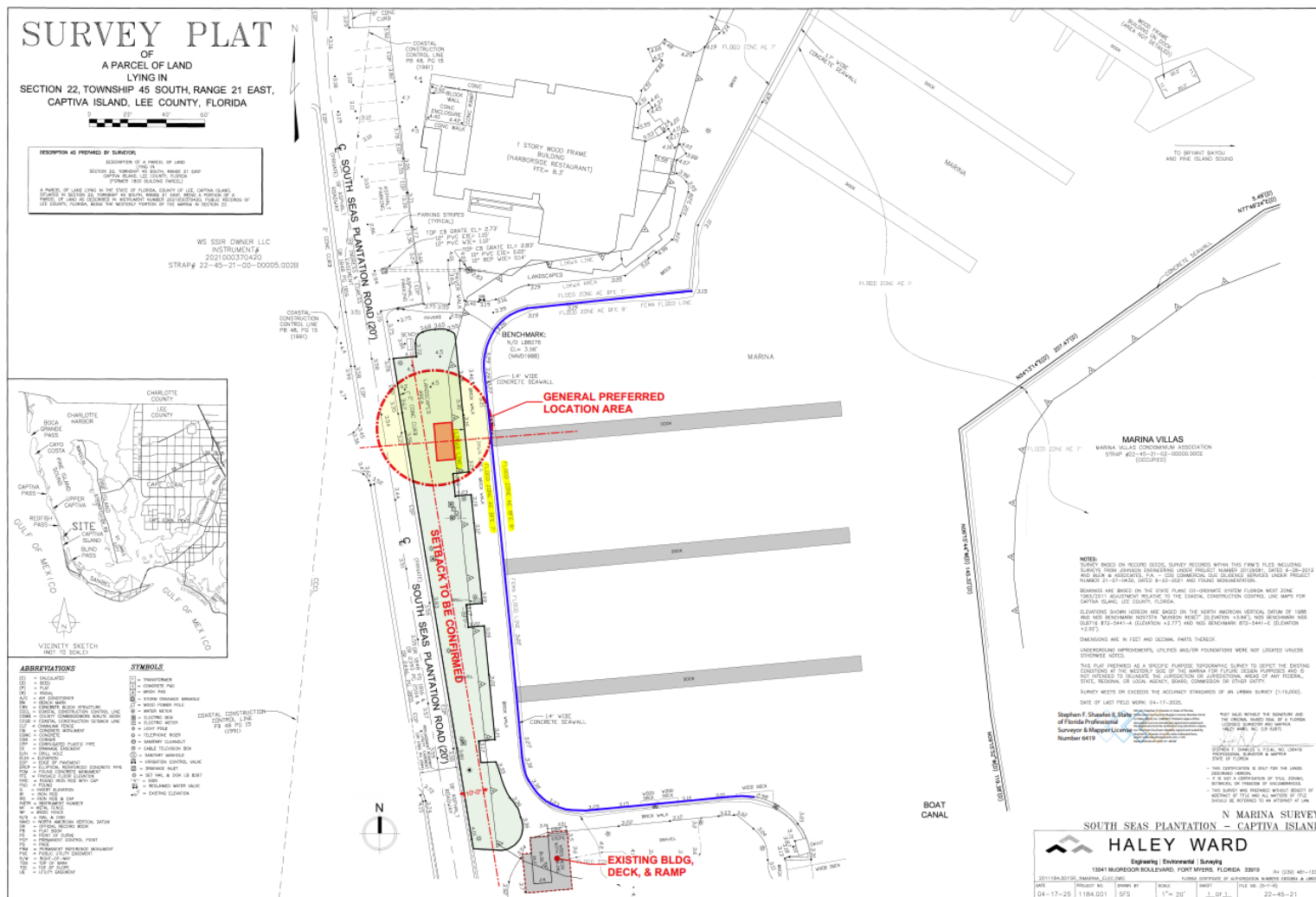


Proposed Section B-B

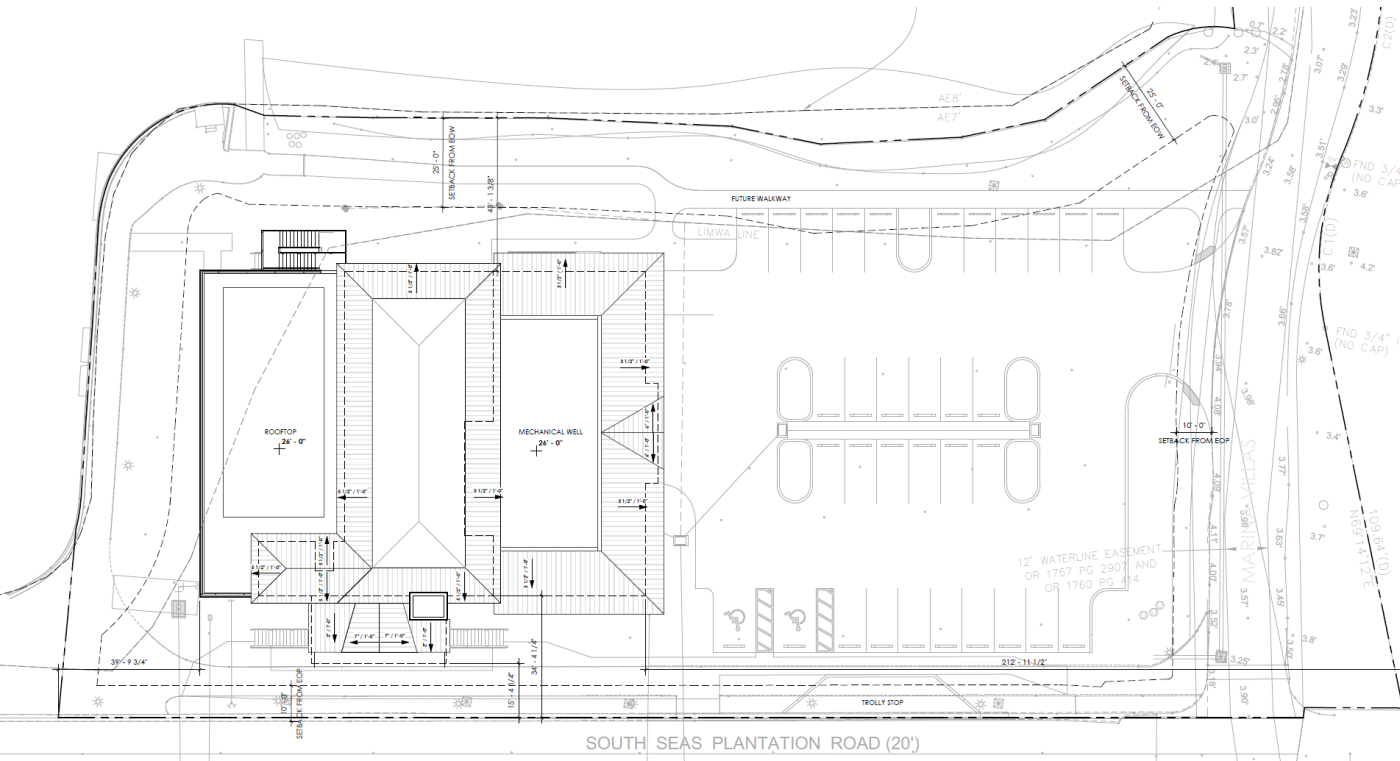
Scale 1" = 10'

Marina Recovery & Resiliency

Design: 6 Sonotube piers rather than slab due to existing utilities in area. Structure would have louvers (white powder coated aluminum) on three sides plus an additional vegetation screen wall on the roadside. White powder coated aluminum gate to match louvers. Open grate aluminum or steel for stairs and platform. Bulletin/programming to attach to louvers.



The Spa at South Seas



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



SOUTH FACE
SCALE: 1



NORTH FACE
SCALE: 2

The Spa at South Seas



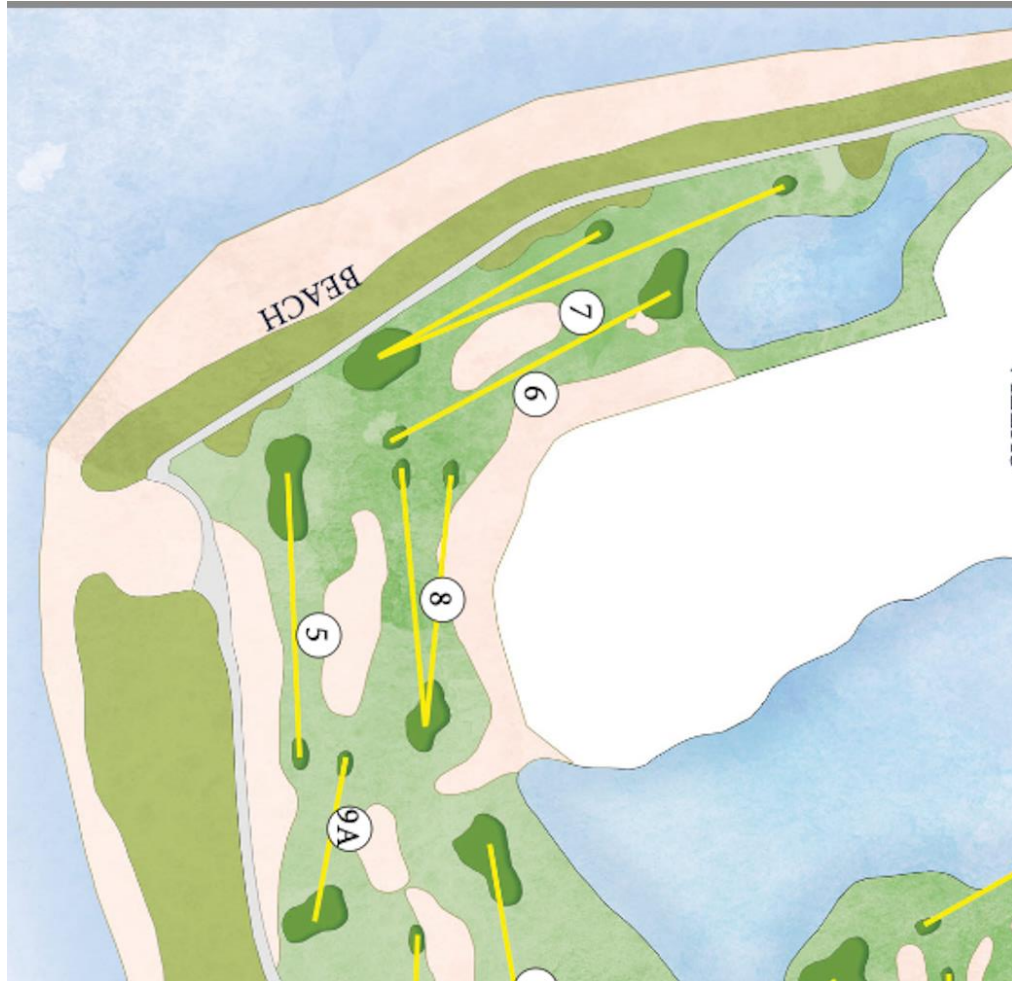
Designs and renderings are subject to change at the discretion of the developer. The information presented is for illustrative purposes only and does not constitute a commitment to deliver the final product as depicted. Actual designs and specifications may vary. All rights reserved by the developer.

The Spa at South Seas

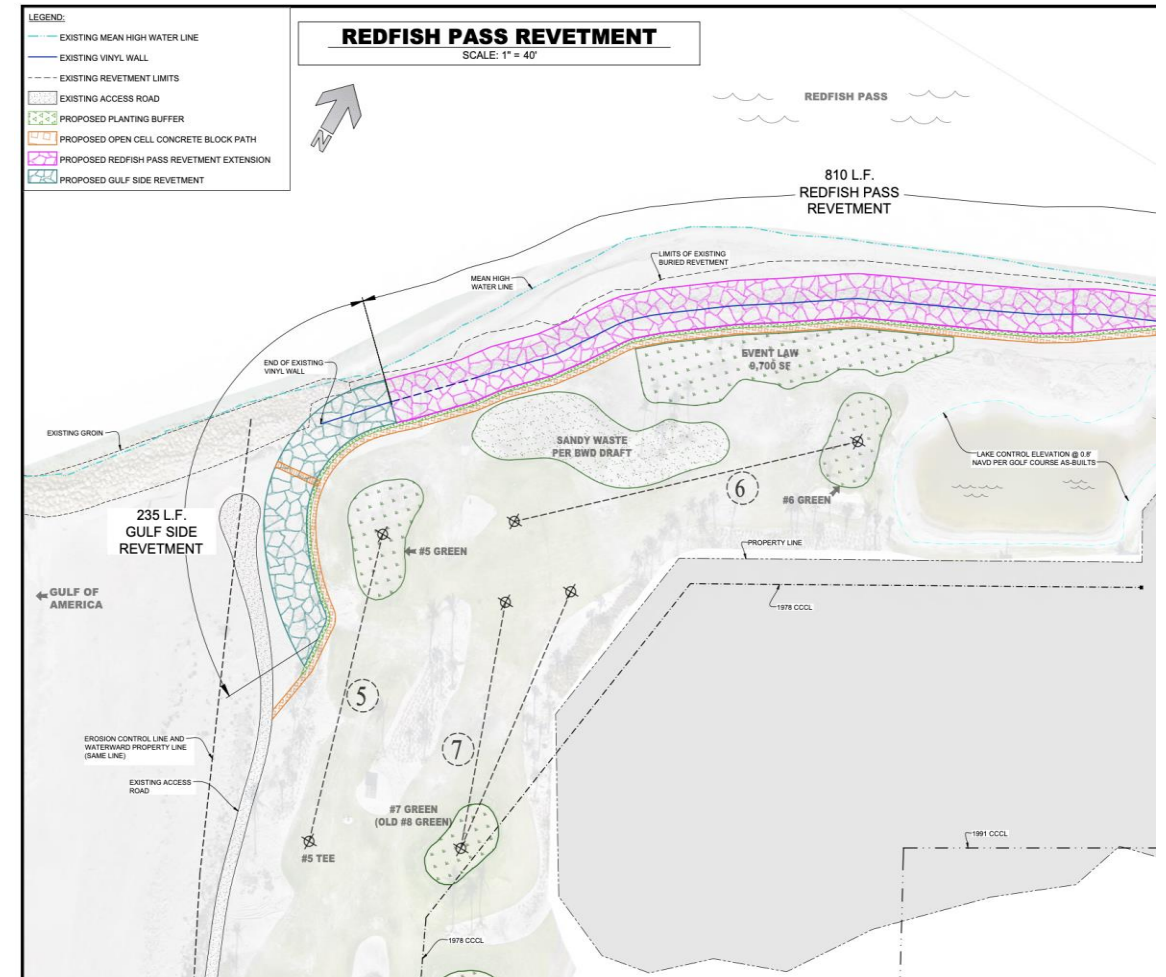


Designs and renderings are subject to change at the discretion of the developer. The information presented is for illustrative purposes only and does not constitute a commitment to deliver the final product as depicted. Actual designs and specifications may vary. All rights reserved by the developer.

The Clutch (Reconfiguration)



Original Layout – Holes 5-8



Proposed Realignment - Holes 5-7

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