

Owners Meeting

July 16th, 2025



South Seas

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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



Resort Operations Update

Shawn Farrell

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.

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

Motorized Water Sports End July Opening



- ❖ 6 – Jet Skis for guided tours
 - Break in process of Jet Skis has started. (8 to 10 hours required per Jet Skis)



- ❖ 1- Center console boat for rental

Motorized Water Sports Phase 2 additional fleet in the Fall



❖ 3 Pontoon boats



❖ 1 Boston Whaler center console

4th of July Star-Spangled Celebration

4th of July Celebration Activities

- Family Friendly Activities from Bottled Sand Art to Watermelon Eating Contest to USA Trivia
- Patriotic Resort Cart Parade
- Kids Fishing Tournament
- Sip & Shop at The Shoppes with Face Painting, Adult Spirit Samplers & Giveaways
- Outfitters Grand Opening
- Libations Hours at Harborside
- Star Spangled Celebration at
- Sunset Beach
- Epic Firework Display



Associate of the Month & Leader of the Quarter Celebration



Cape Coral Fl Hiring Event

What: Hiring event in downtown Cape Coral at La Venezia

When: July 29, 2025, 12pm – 6pm

This event will be like the January 2025 hiring event in Ft Myers (The Ranch). We will combine fun events games, DJ, and snacks with "get to know you" time.

We are partnering with Indeed again to reach our target candidates. Somewhere between 170 –200 candidates will be contacted.

We are targeting candidates for F&B,
Retail, and other industries.





Food & Beverage Update

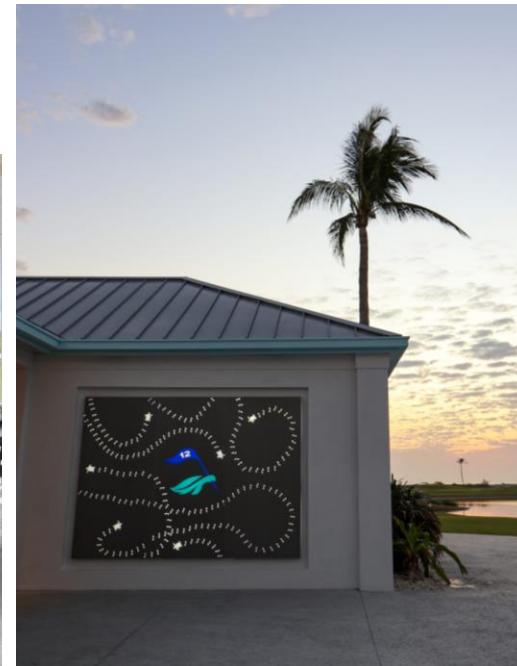
Scott McGregor
Director of Food & Beverage

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 **New Healthy Snacks on Way!**

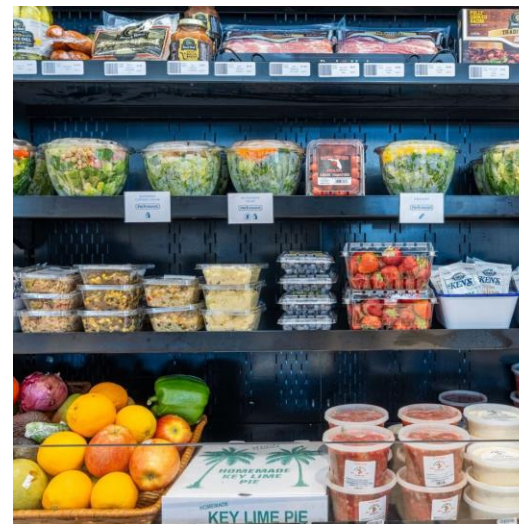


Food & Beverage Update – Dining

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

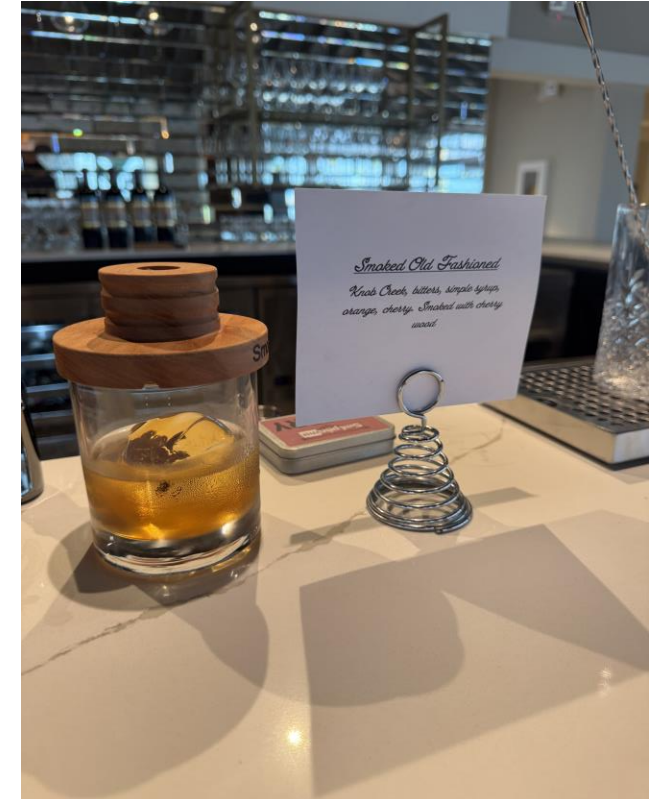
4PM - 5PM Libations Hour \$12 Appetizers and Drink Specials Wednesday through Sunday

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 Topsy Millionaire!

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



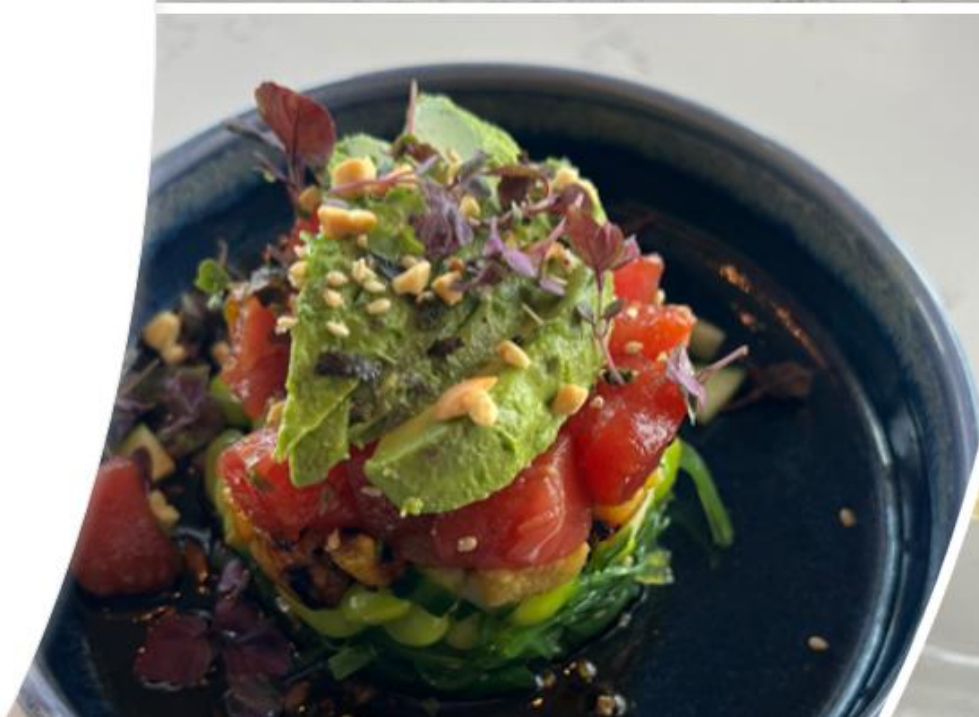
Beach House – Chef Interviews and Tastings 7/8/25

- Chef Will Hand
 - Tasting Completed 7/8/25
 - Hilton Nashville – CDC Restaurant Chef
 - CIA Grad Hyde Park, NY
 - Dishes
 - Summer Salad, Poke & Jicama App,
 - Shrimp Etouffee, Snapper & Corn Succotash



Beach House – Chef Interview
and Tasting 7/15/25

- 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

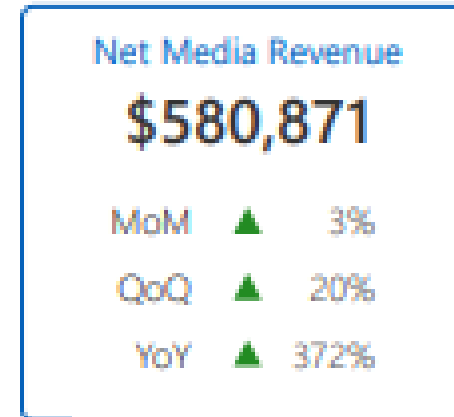
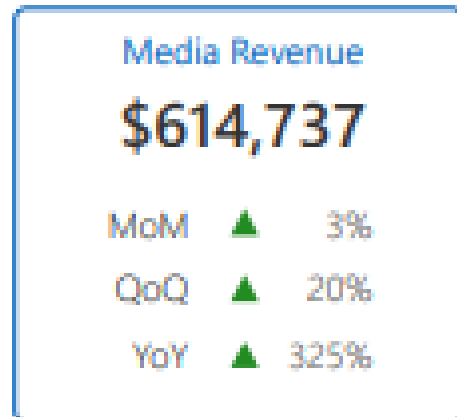
- ❖ Paid Media
- ❖ Digital Marketing
- ❖ Organic Social Media
- ❖ Public Relations
- ❖ Market Conditions
- ❖ Key Initiatives
- ❖ Events

Summer magic on Captiva Island.



Sales & Marketing – Paid Media

Paid Media for the month of June 2025 resulted in \$614,737 in future bookings and 247 room nights. Paid Social continues to have the best results by channel and Meta was the top performing platform.



Sales & Marketing – Organic Social Media



692,159 Views ⓘ

+2.9% from previous 30 days



Sales & Marketing

Promoting One bedroom – Couples stays this week via organic social media "Together in Paradise" August and September

Launching Influencer initiatives with boaters and anglers

Pick up for the last week was strong – Over 600 RN booked and 144 in just the first quarter of 2026

Facebook

71,063 Followers up 90% YOY

Instagram

47,287 Followers Up 100% YOY

377 New Followers

LinkedIn

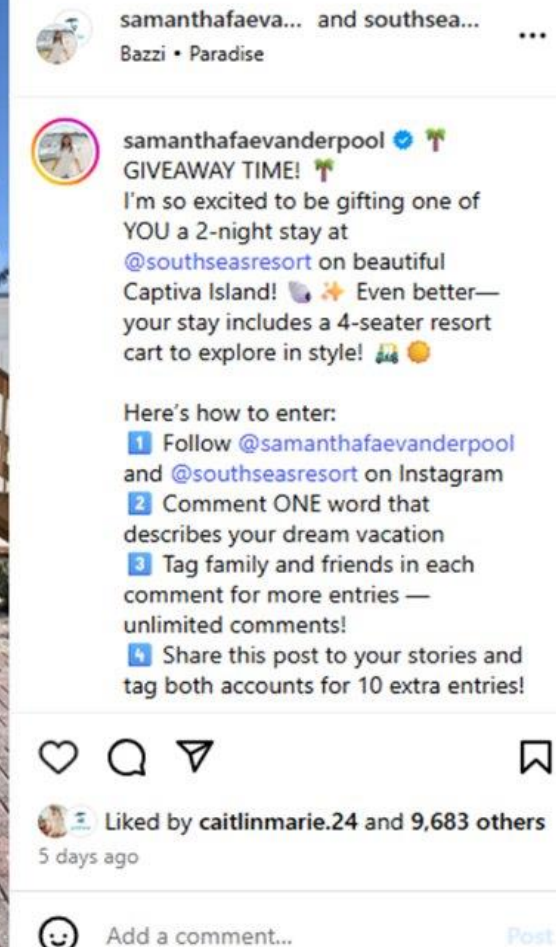
1,897 Followers +13

Direct Website Traffic from Social

12% this week, up 1% over last two weeks

Sales & Marketing – Key Initiatives

- ❖ Influencers – We had some great content from a family over the 4th of July, and we have influencers lined up through all of August
- ❖ New Packages – Next Chapter and 7 Days to Play continue to perform and many are taking advantage of the promotions
- ❖ Triathlon will take place on September 28th weekend, and all Fall activities will be launched soon
- ❖ Press Release regarding zoning, South Seas recruitment event, and gearing up for Beach House opening as well as motorized water sports and Captiva Landing.
- ❖ A professional photo shoot and video will take place on property the week of August 17th
- ❖ New Media editorial, social media, emails to their subscription data base and other digital media has launched in Miami Herald, Orlando Sentinal, and Tampa Bay



STAY. PLAY. SAVE.



South Seas

Get 25% off at South Seas.

South Seas, a historic 330-acre sanctuary on Florida's tranquil Captiva Island, has been reimagined with exciting new experiences and upgraded amenities. **Stay two nights and save!**

Explore our new chapter and get 25% off stays of two nights or more!



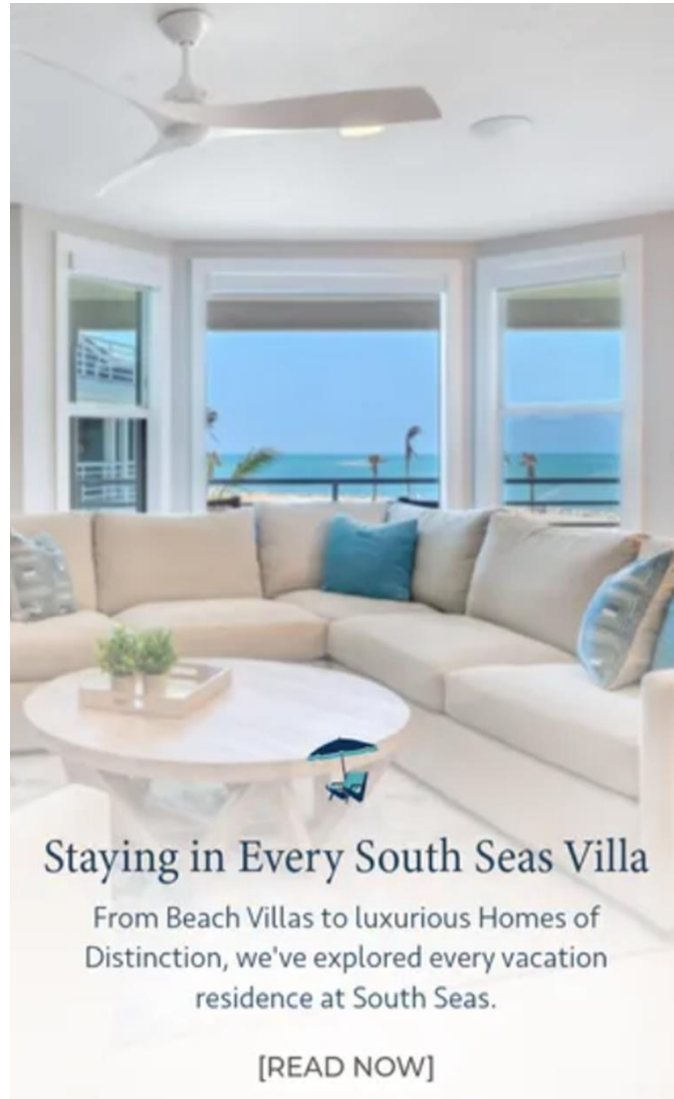
South Seas

STAY 4 NIGHTS

PLAN YOUR TRIP

- Tampa Bay Times 7/15 display and eblast
- Orlando Sentinel 8/1-9/30
- NYTimes 10/1 Fall Campaign
- Houstonia 7/15 Newsletter and eblast
- Boston Globe 7/15 EBlast
- Miami Herald 7/17 display
- Chicago Tribune 9/8 Fall Campaign
- Gulf Coast – Paid Social and Editorial

Additional Marketing Efforts



Ilda Hobert | July 14-16, 2025 (Monday-Wednesday)

Ilda Hobert of [@ildahobert](#) is a lifestyle content creator based in Southwest Florida. She shares content geared towards exploring the beauty of her local area while sharing family highlights.

Reach – 62.4K followers

Sample Content • [Fort Myers Beach](#) • [Westin Resort & Village Marina](#) • [Westin Cape Coral](#)

Negotiated Deliverables

- 1 Instagram feed post per night of stay geotagged and with hashtags...can be REEL, carousel of images or one image devoted to the resort experience
- A minimum of 5-7 IG stories on Instagram geotagged and with hashtags per night of stay devoted to the resort experience
- A minimum of 20 high-res visuals (video and/or images) for use on social media, emails and website
- Signed image release form giving South Seas use of visuals captured



Guests – Husband, Mark Hobert and kids, Emma Hobert (9) and Mila Hobert (3)

Dietary Needs – None

Upcoming Events

- ❖ September 1st - Labor Day Weekend Celebration
- ❖ September 19th - Island Hopper Singer, Song Writer
- ❖ September 28th - Triathlon at South Seas
- ❖ Thanksgiving - Planning
- ❖ Festive - Planning



Thank you for celebrating the 4th with South Seas!

We were thrilled to have you at South Seas for our annual Star Spangled Celebration! We hope you enjoyed the festivities, fireworks, the grand opening of Outfitters and fun as much as we did.

As a special thank you, we'd love to welcome you back with an exclusive offer: **Stay 3 nights and get the 4th night free.***

Thank you for choosing South Seas. We can't wait to see you again soon!

[BOOK NOW](#)



Owner Relations Update

Julisa Jimenez

Owner Relations Update



Club Captiva & Exclusive Rental Agreement

Thank you for meeting with us to discuss Club Captiva and the Exclusive Rental Agreement. As a reminder, all owners in program must participate in Club Captiva.

Please reach out to us directly to us go over your questions.

January 2026

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Owner Reservations

Please submit your 2026 calendar by August 15, 2025. You may use your owner portal to make your reservation or return your calendar back to Owner Relations.

Sea Turtle Inspections

We are working closely with Lee County to find solution to minimize the Sea Turtle Violations.

Besides notifying our guests, at time of arrival and a daily text message at 8:30pm to close the blinds, we are working with a vendor who provides turtle season friendly window tint that improves the light transmitting. We have one unit as sample, and with County approval we will share this option with our owners that are impacted with the violations.



Annual Unit Inspections

Owner Relations will conduct our annual unit inspection, like 2022 with a targeted completion date of September 30, 2025.

We will share the full report and findings with you and will work with you on any needs.





South Seas Build-Back & Future Amenities

Darrin Griffin

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 – *August 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*)
- Central Facilities Reconstruction
- Cone Rooms/Doc Fords Demolition
- Timbers Captiva Sales Gallery

Resort Amenities Reference Map



Captiva Landing

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.



Captiva Landing Progress Renderings



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Captiva Landing

30-Day Time Lapse



Captiva Landing

Bottlenose Bay Progress



Captiva Landing



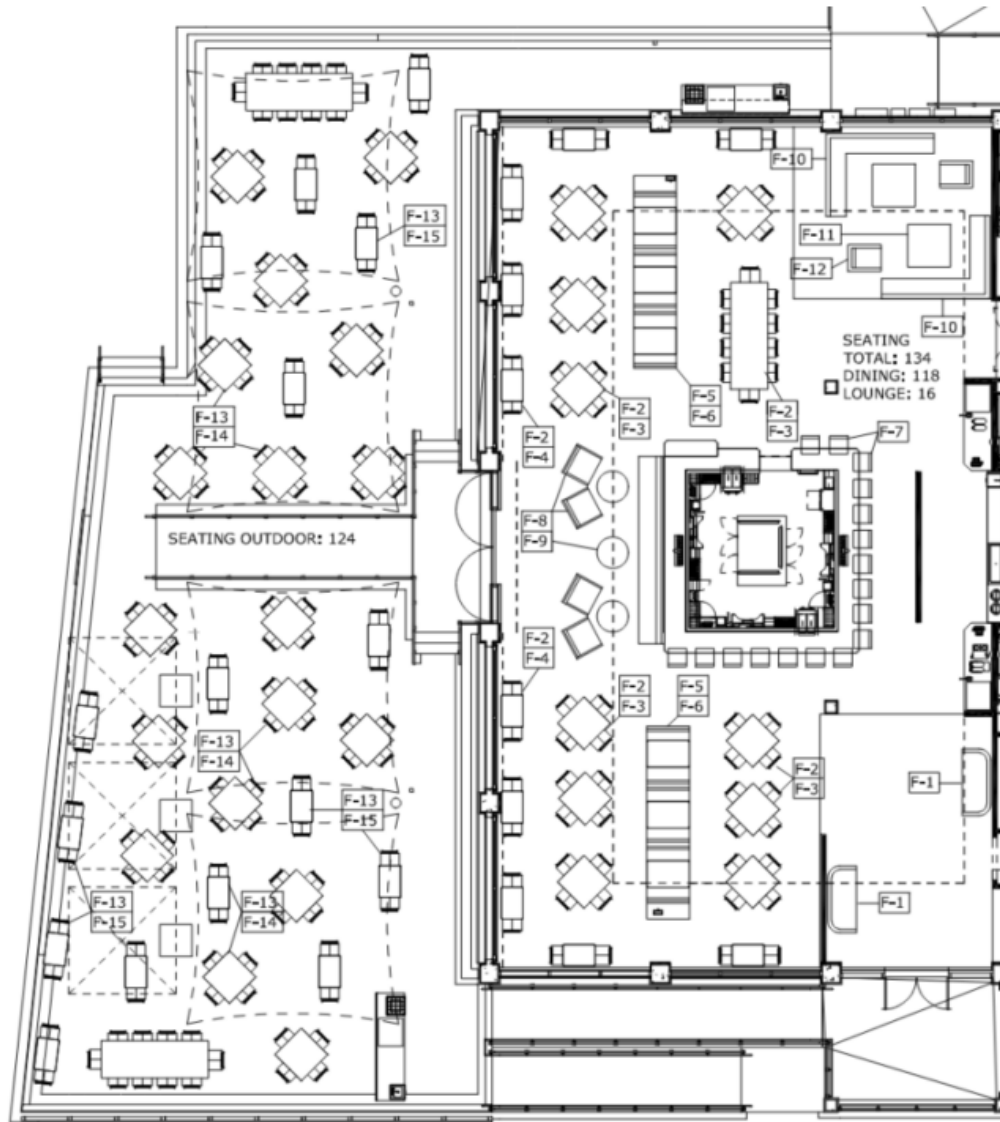
Captiva Landing



Captiva Landing



Beach House



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Beach House

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MHK

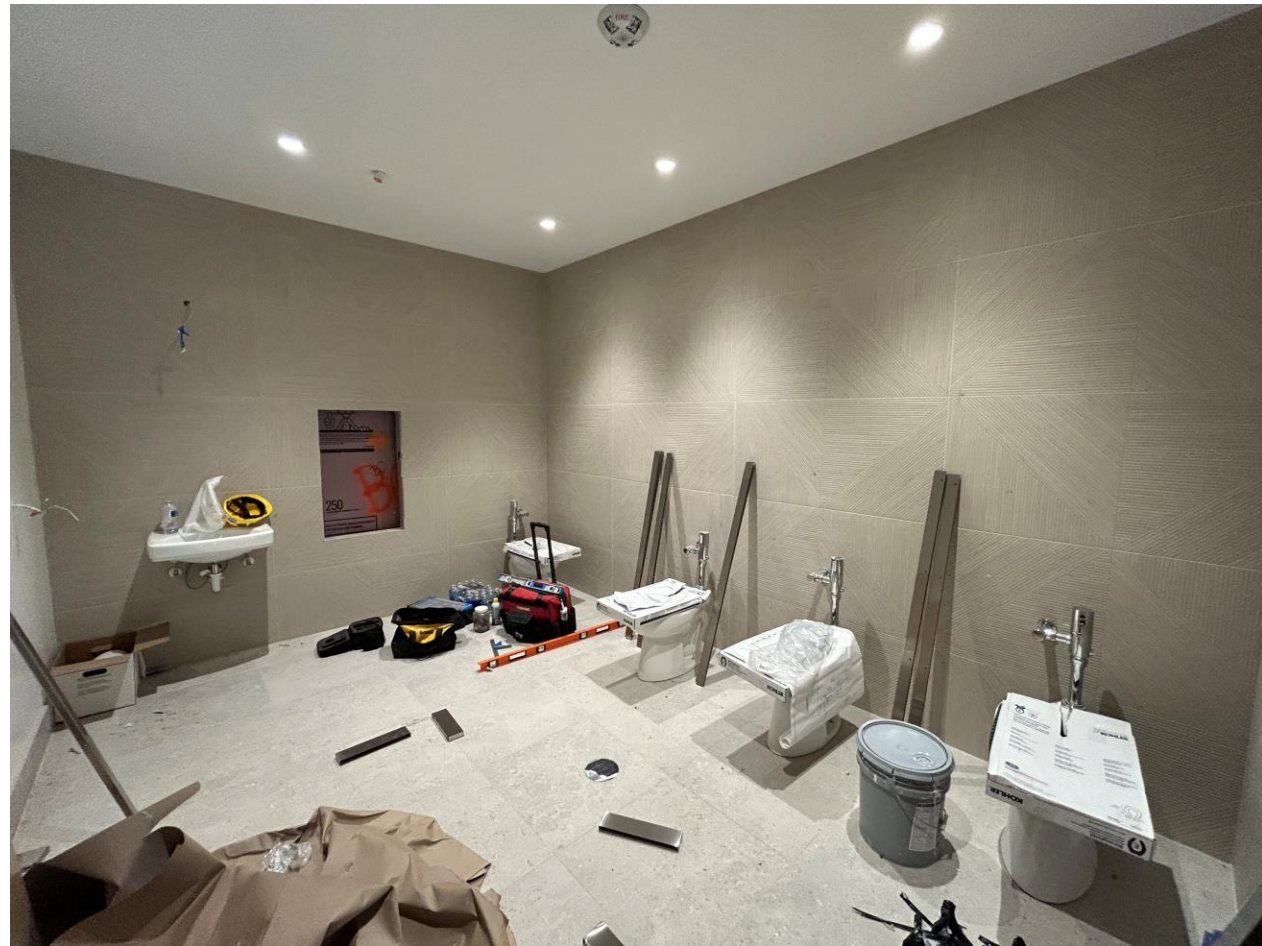
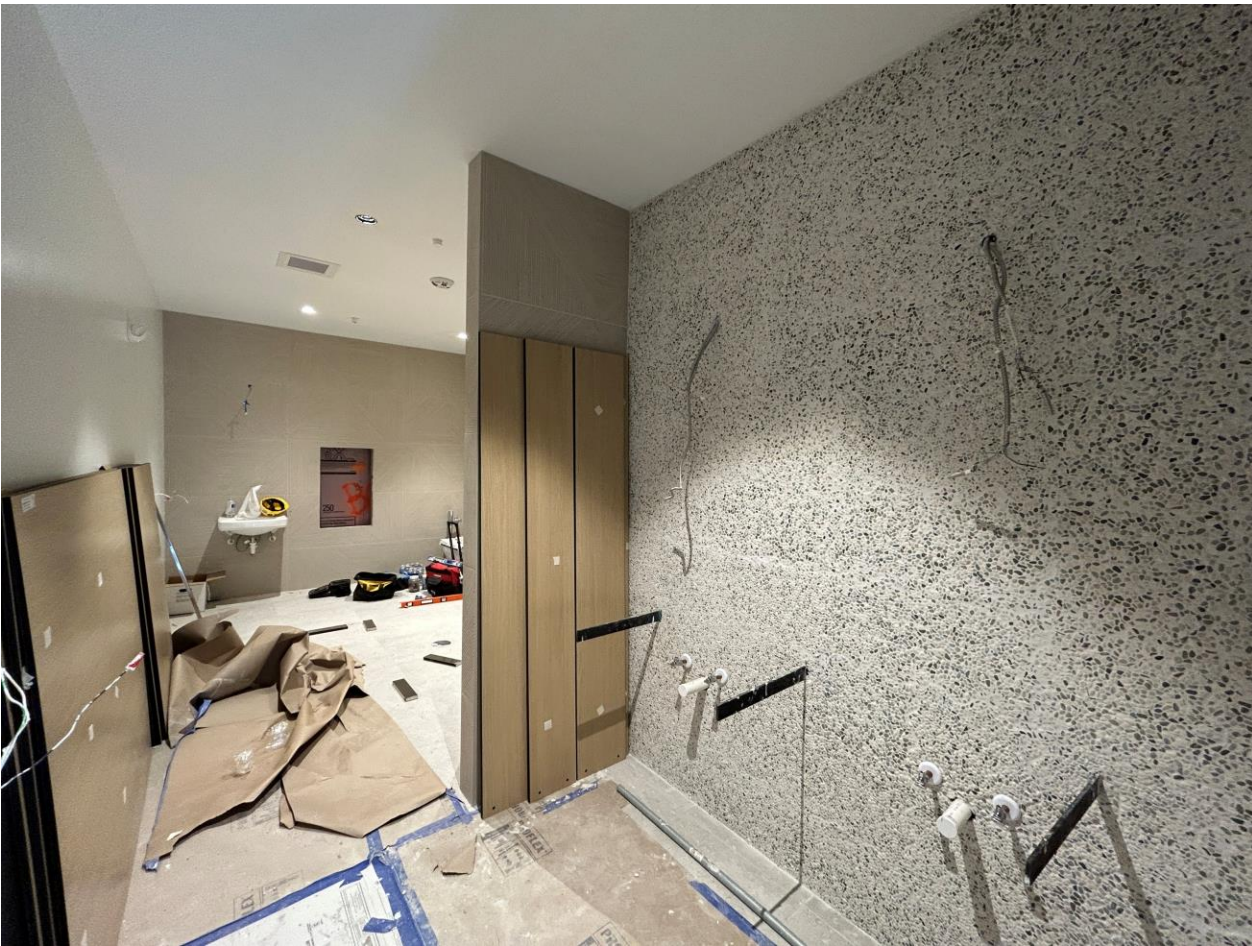
Beach House



Beach House



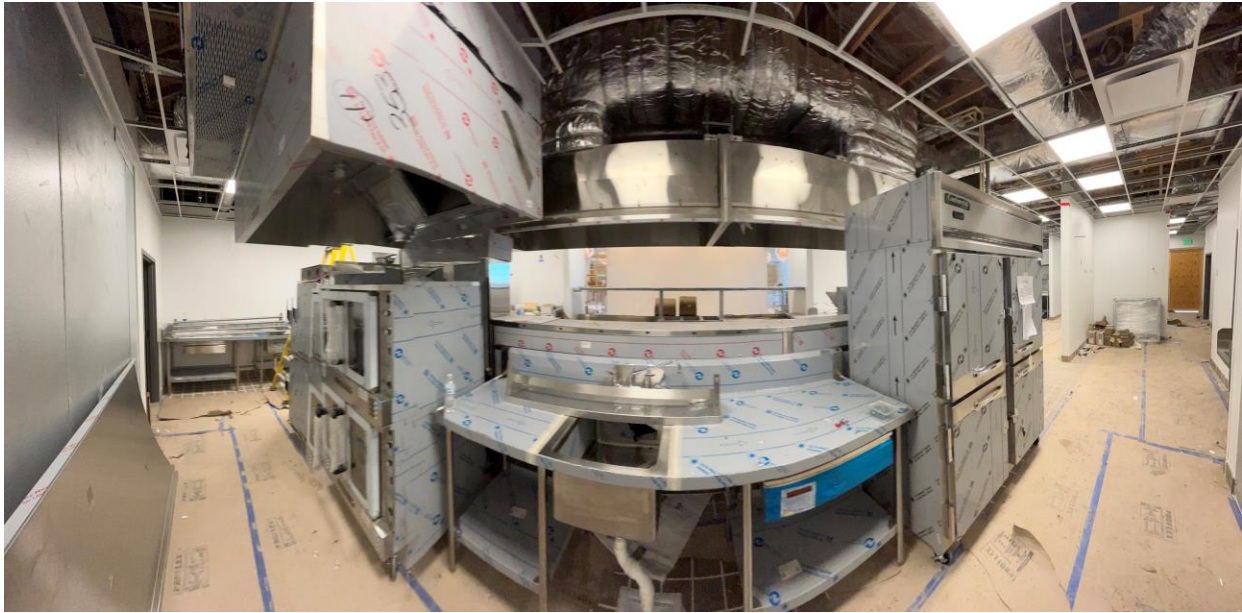
Beach House



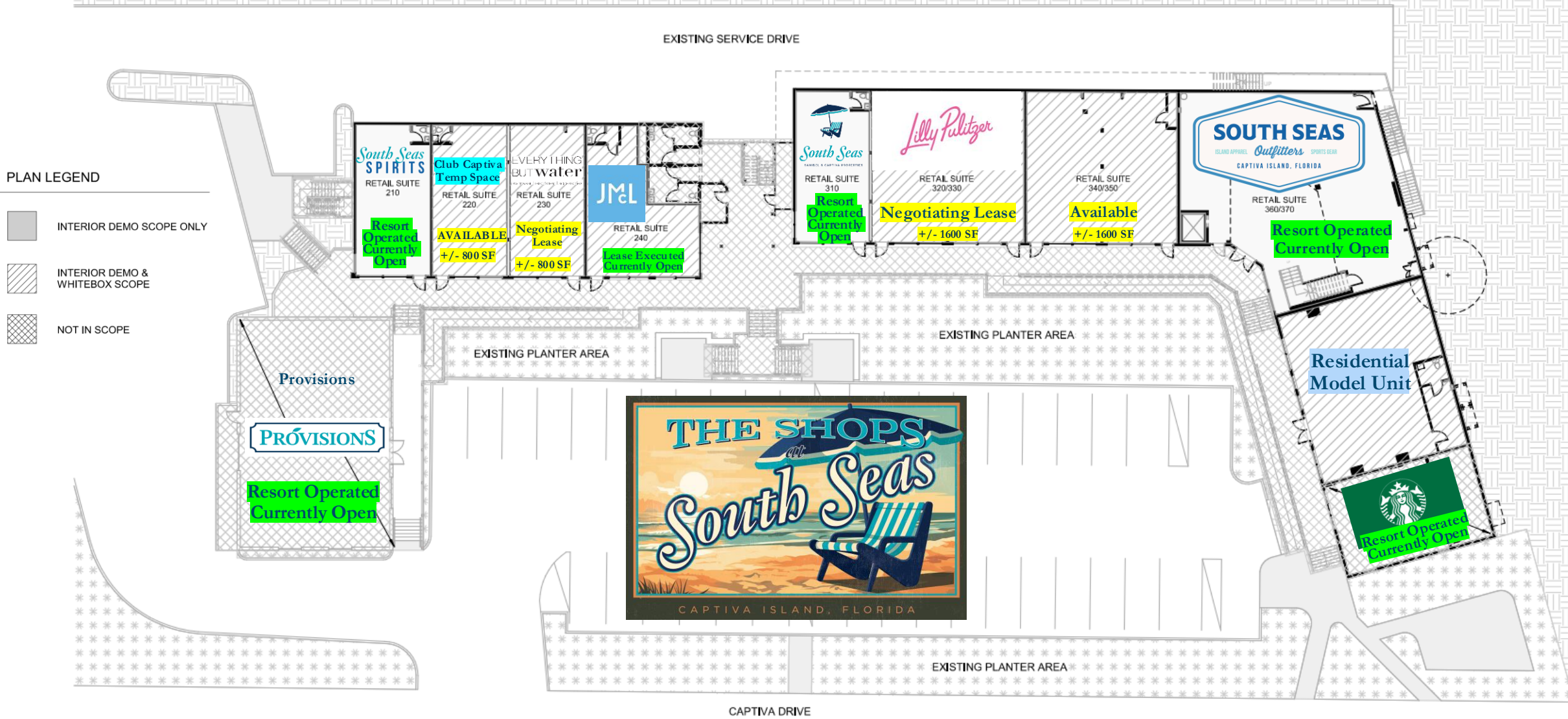
Beach House



Beach House



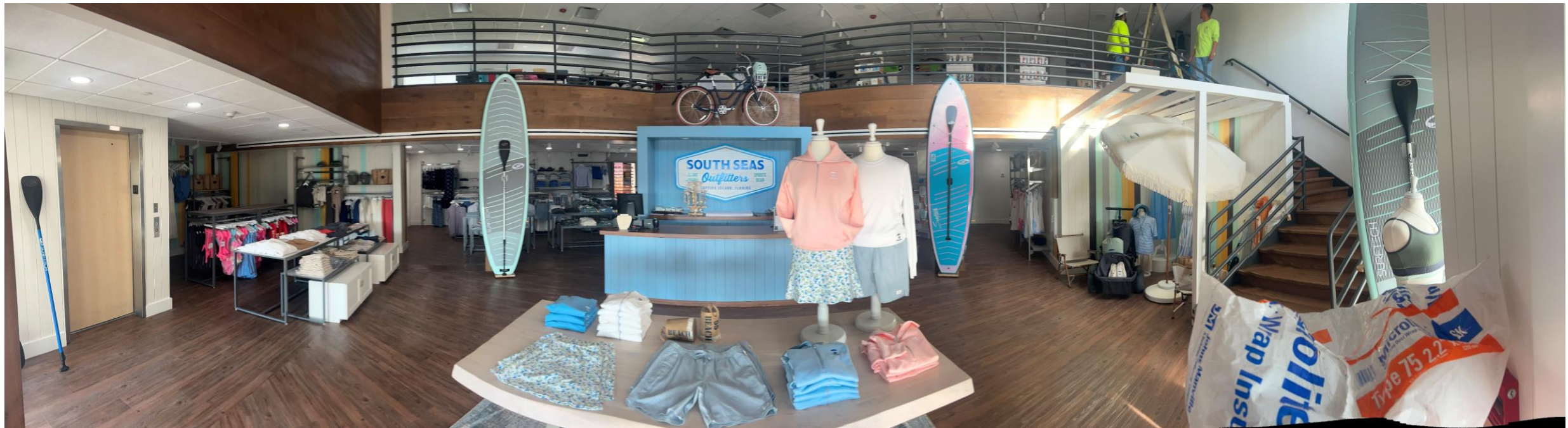
The Shops at South Seas



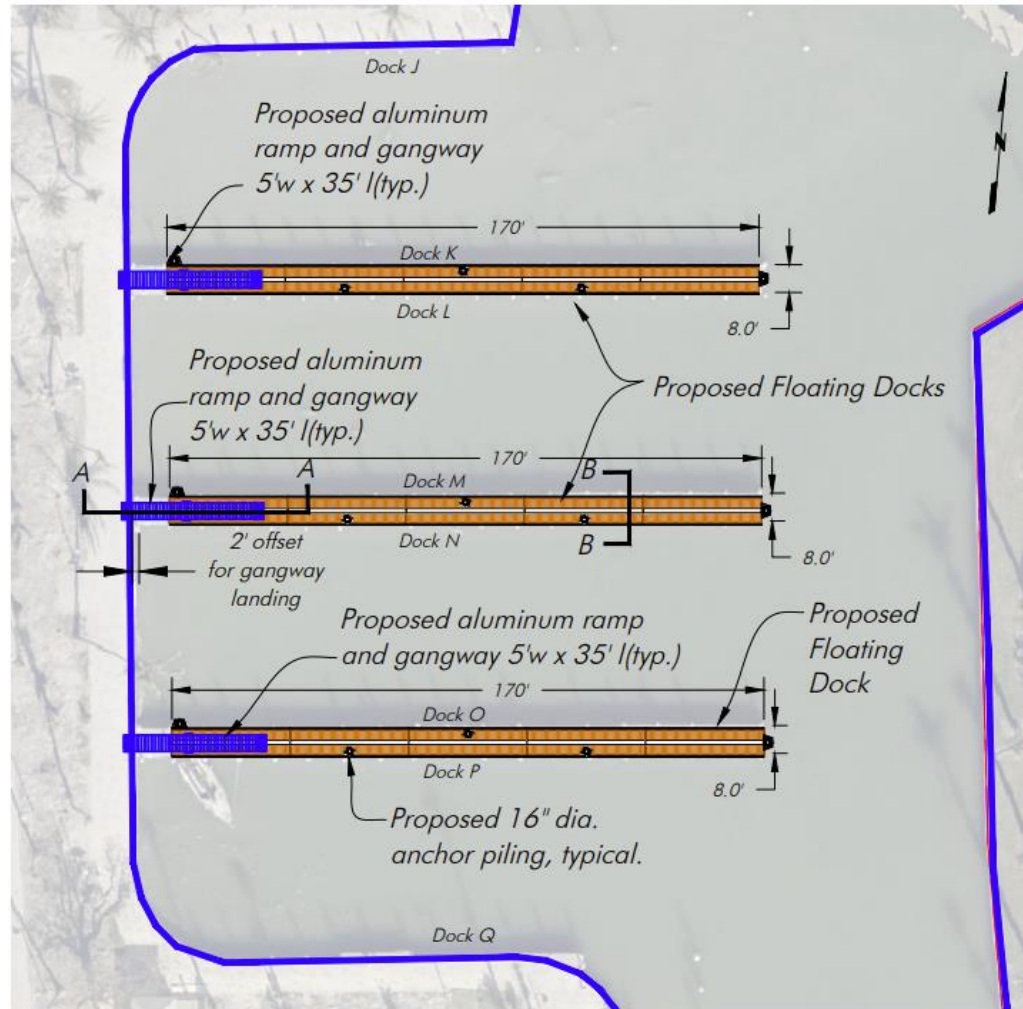
Shops at South Seas (South Seas Outfitters)



Shops at South Seas (South Seas Outfitters)

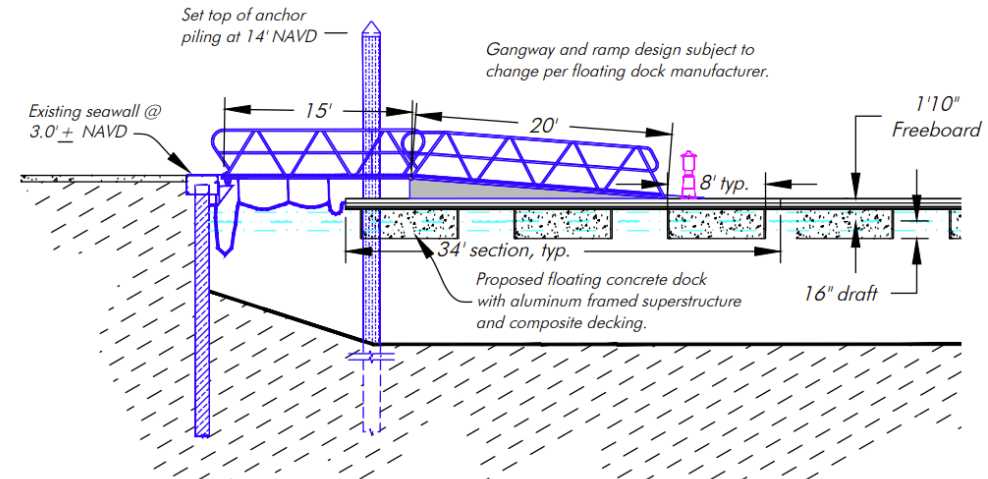


Marina Recovery & Resiliency



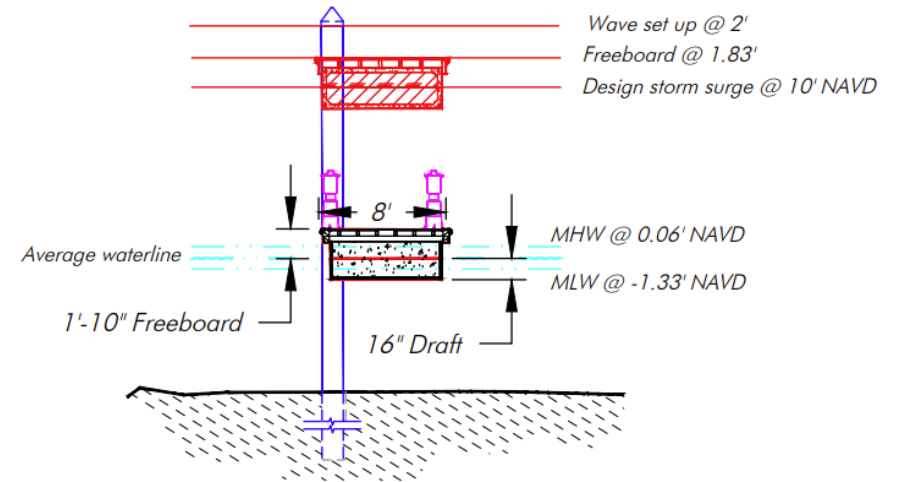
Proposed Dock Plan

Scale 1" = 40'



Proposed Section A-A

Scale 1" = 10'

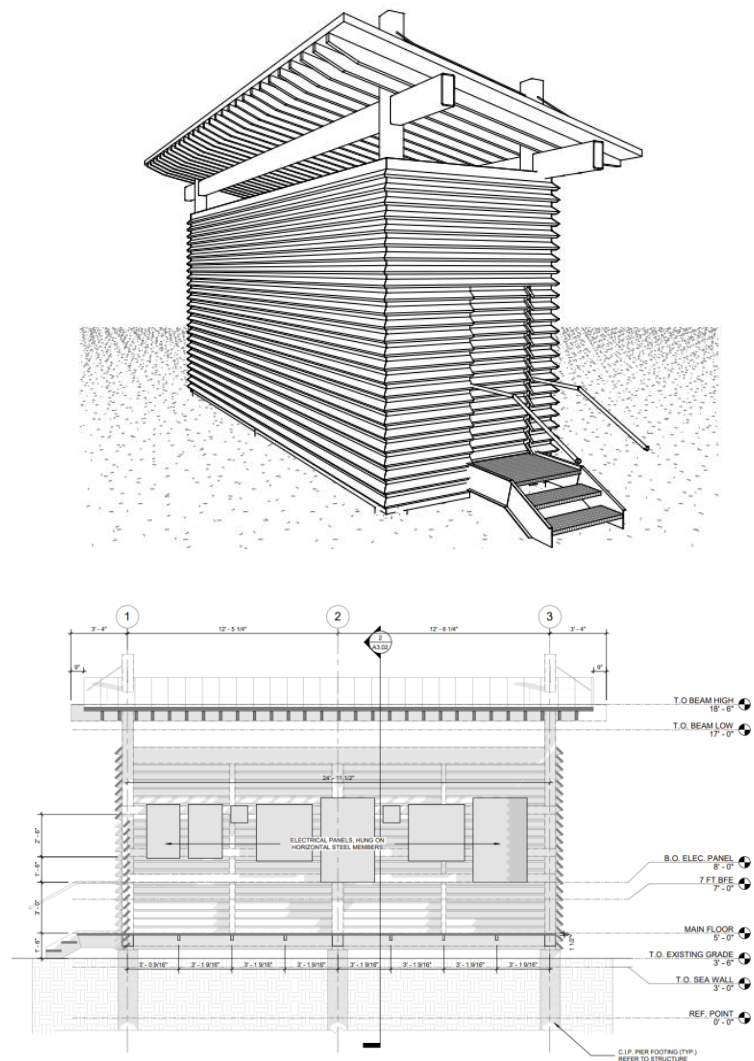
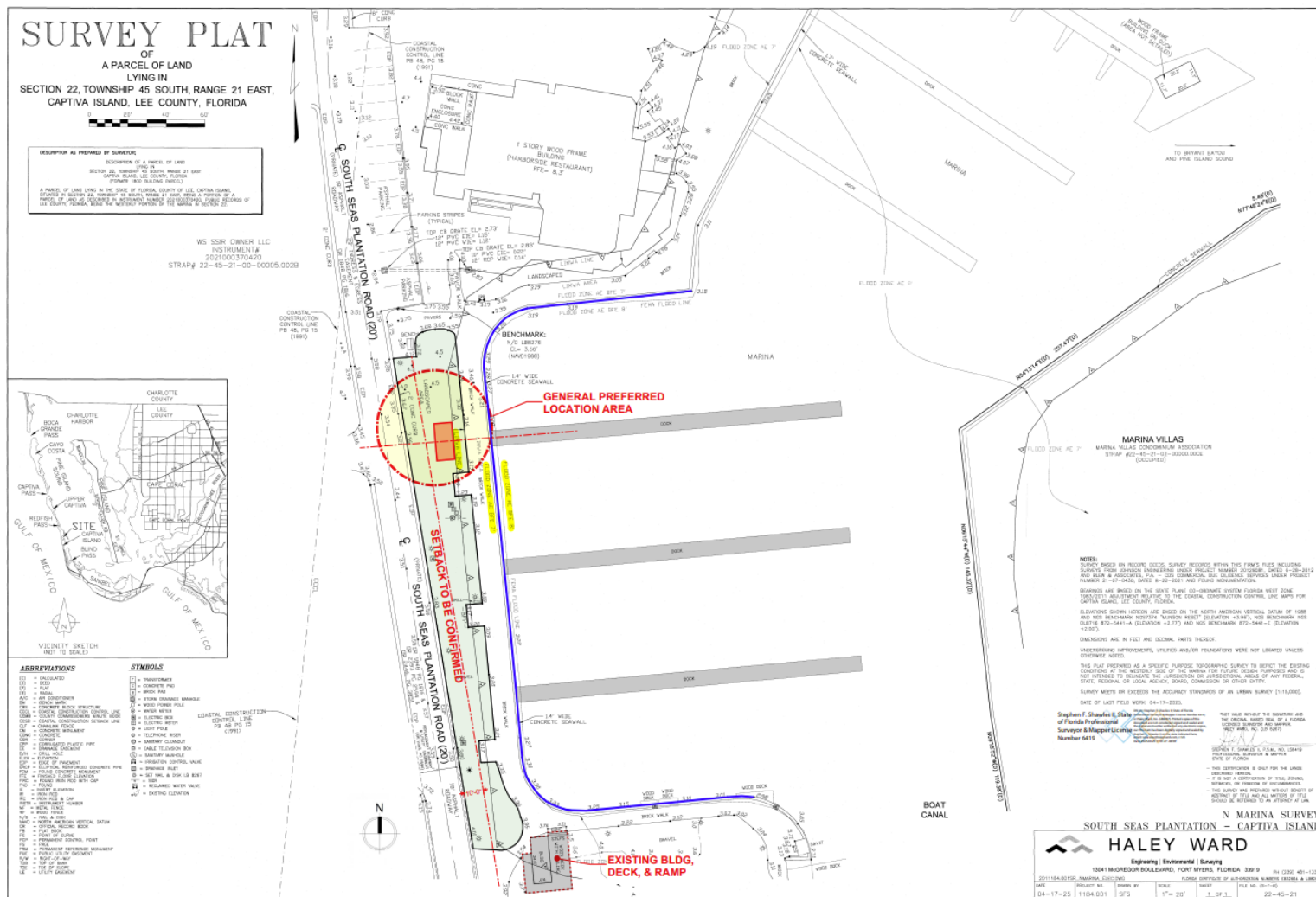


Proposed Section B-B

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.



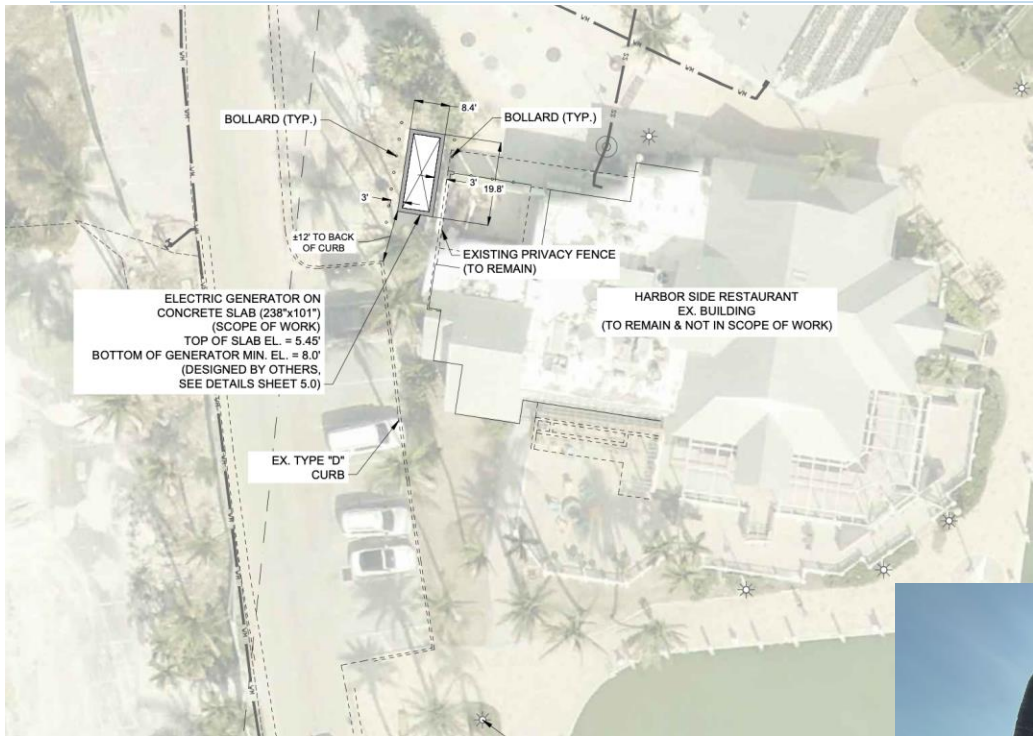
Hurricane Milton – Dune Restoration

Secondary Dune plant growth

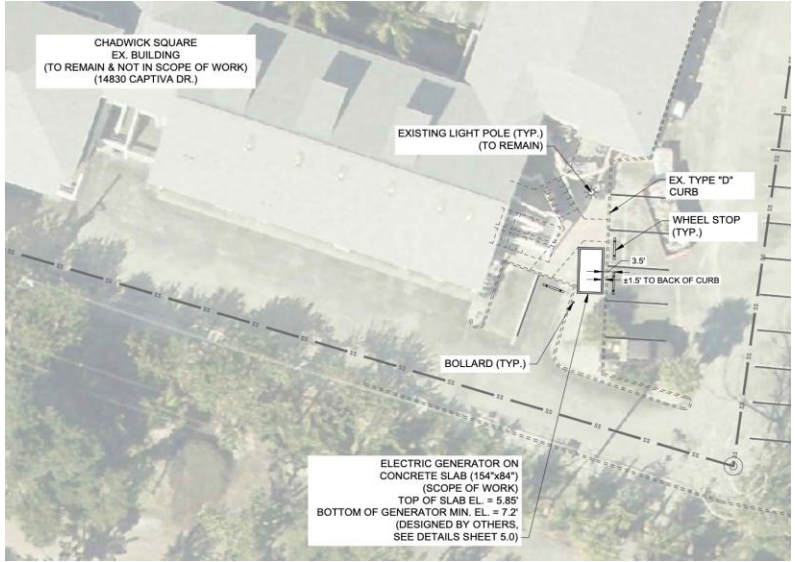


Emergency Generators

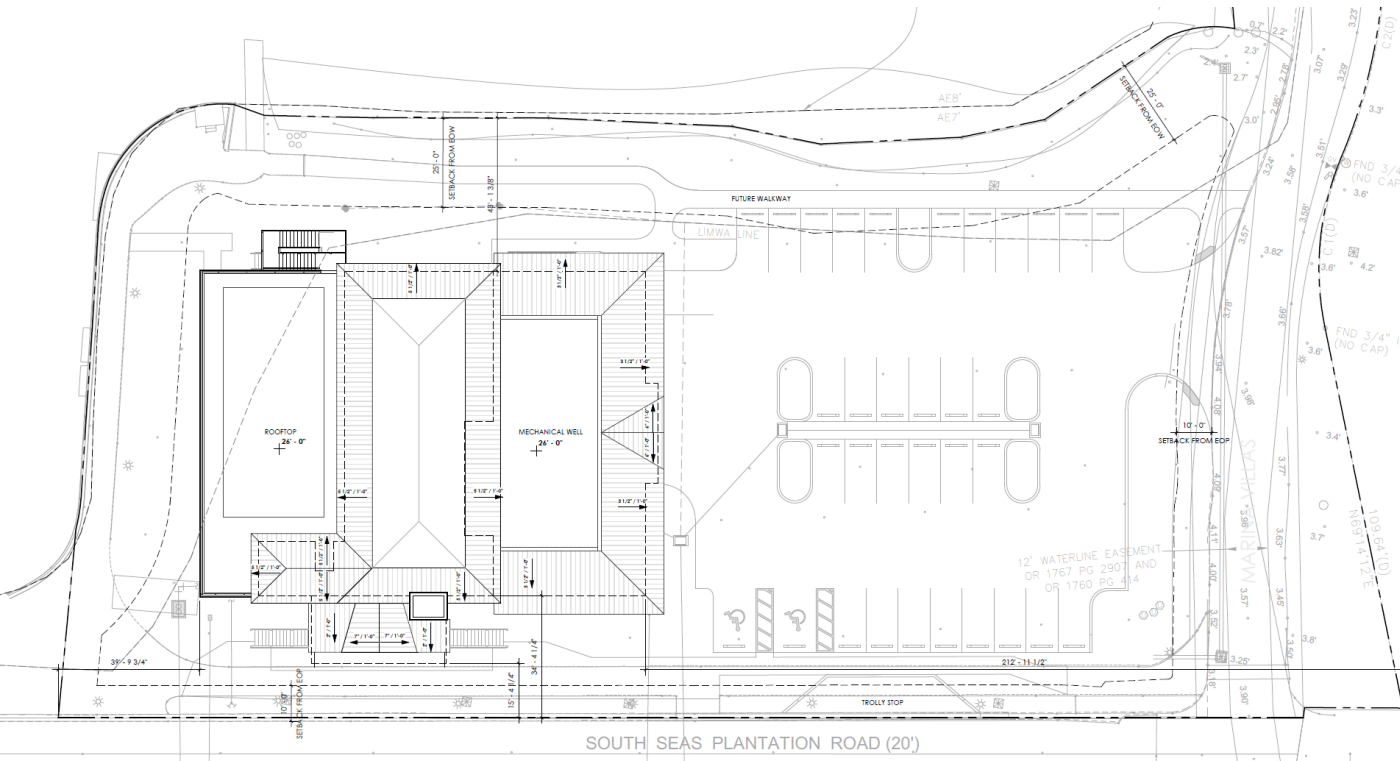
Harborside



Emergency Generators



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



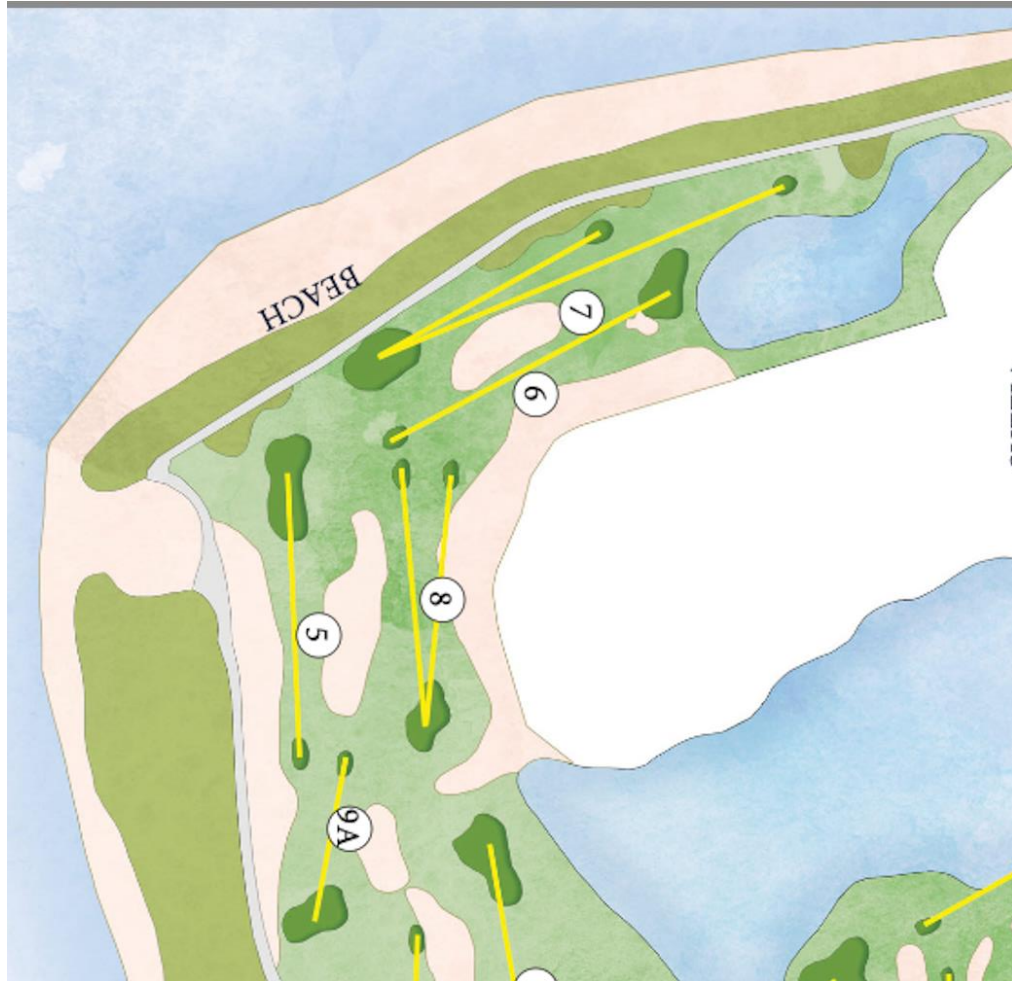
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The Spa at South Seas

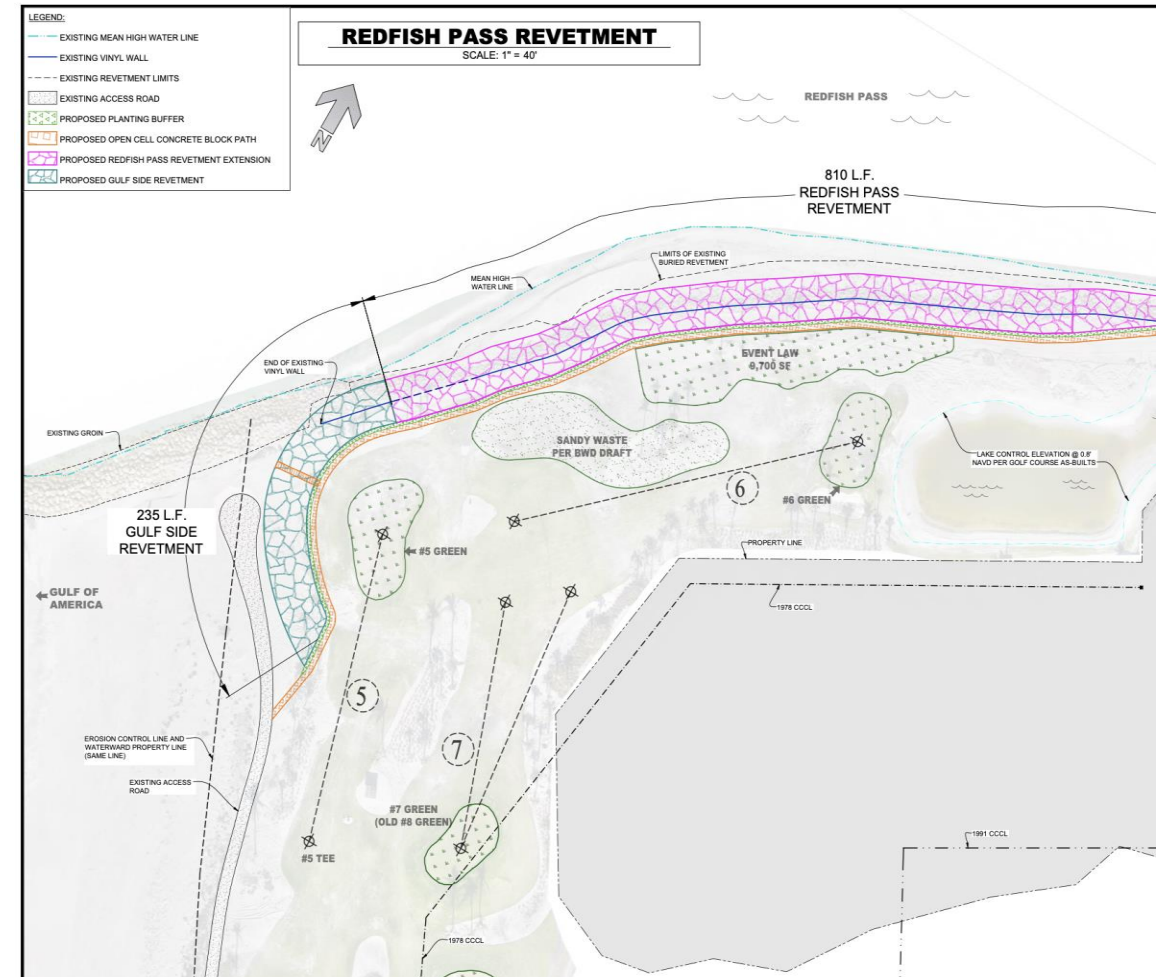


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The Clutch (Reconfiguration)



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