

Owners Meeting

November 20th, 2025



South Seas

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Introduction

Shawn Farrell

Key Updates for South Seas Owners & Guests

- ❖ **Beach House** is now welcoming owners, members and guests!
- ❖ **Captiva Landing** remains on schedule for its grand opening on December 22nd, 2025.
- ❖ **We are offering a full guest experience!** Now open: Jet Ski Tours, Boat Rentals, Bayview Fishing Pier Experience, new firepits at the Clutch and Beach House alongside new games.
- ❖ In-Program Owner and Member Reception at the Beach House on Tuesday, November 25th, 2025.
- ❖ South Seas Signature Events upcoming in **November, December** and Festive Season!
- ❖ **Club Captiva** membership information and enrollment documents are available through Bob Walter, Marina Bloetz, and the Owner Relations team for those interested in joining.



Resort Operations Update

Marina Bloetz

Resort Operations Update – Experiences



The Shops at South Seas

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

And our partners at The Shops

- ❖ J McLaughlin 9:30am-5:30pm
- ❖ Everything But Water coming soon, in build-out process.
- ❖ Lilly Pulitzer coming soon, in build-out process.



Resort Carts & Bike Rental

- ❖ 4-seater and 6-seater golf carts available to rent.
- ❖ Kids and Adult Bike rentals are available at the Resort Cart Rental location.
- ❖ Charging stations are available at the south and north end of the property.
Please use these dedicated areas to park resort carts.

Resort Operations Update – Experiences



Yacht Harbor

- ❖ Yacht Harbor open daily 8am-4pm
- ❖ Full services Marina including dockage, fuel, retail and fishing guides available for charters.

Captiva Landing Marina

- ❖ Captiva Landing Marina open for dockage and boat launching.
- ❖ Guided Kayak tour on Pine Island Sound.
- ❖ Guided JetSki tours, choose 3-hour or 4-hour option with Cabbage Key stop. Anyone born on or after January 1st, 1988 would need a boater's license.
- ❖ Boat Rental available, Center console or Pontoon Boat
- ❖ 1st Pontoon Boat arrived at the resort this week, currently in the break-in process and already rented next week. We are waiting for two more Pontoon Boats to arrive soon. We are offering 4-hours or 6-hour rental options.



Resort Operations Update – Experiences



Bayview Pool, South & Sunset Beach operations

- ❖ Pool operations 9am–6pm daily.
- ❖ Rentals for Cabana, Bayview Lookout and Bayview Serentiy Loungers available.
- ❖ South and Sunset Beach operations 10am-Sunset.
- ❖ Family Games at Bayview Lawn and Sunset Beach.
- ❖ Paddle Boards, Tandem Kayaks, and Single Kayaks are available at Sunset Beach available 9am-4pm daily.

Fitness Center

- ❖ Fitness center open 5am-8pm

Trolley Operations

- ❖ Trolley operating daily from 8am-10pm, departs every 15 min. Follow us on the Trolley Tracker. All owners and guests on property are welcome to use the Trolley.

Resort Operations Update – Experiences



Captiva Landing

- ❖ Captiva Landing opening date December 22nd, 2025.
- ❖ Landscaping install.
- ❖ Cabana furniture install has started.
- ❖ Kids Camp furniture and accessories install has started.
- ❖ Lounge chair install is scheduled for the first week of December.
- ❖ All pools are filled with water, and our first water bucket test was a success.
- ❖ Equipment testing and water balance testing in progress.
- ❖ Slide Testing is scheduled, awaiting Certificate of Occupancy.
- ❖ Flippers install.
- ❖ Cabana Rental for the Cove Pool, Gulf Stream and Bottlenose Bay are available now for on and after 12/22/2025.
- ❖ Tours for owners available.

Resort Update – Reminders

Parking

- ❖ Sunset Beach Easement is designated as a Fire Lane and should remain clear of all vehicles to avoid delays in case of an emergency.
- ❖ Sunset Beach Parking (West Lawn) is available for all South Seas golf carts, as well as authorized Club Captiva participating owners with the appropriate golf cart decal. Please see Owner Relations to receive your decals.
- ❖ Vehicle parking for The Beach House is by Harborside or the Bayview Pool Parking. No cars should be parked at the West Lawn.
- ❖ Designated golf cart parking at Bayview Pool Complex is for South Seas rentals golf carts only, all personal golf carts should be parked at Bayview Pool Complex vehicle parking with appropriate decal.



Resort Activities – Happy Thanksgiving

Daily Activities all around Thanksgiving

- ❖ Kick off with our In-Program and Club Captiva member Owner Reception at The Beach House for our in-program owners. Please make sure to RSVP.
- ❖ Daily fun family activities from Thursday through Saturday with Aqua Yoga, Seaside Cinema, Silent Disco and so much more.
- ❖ Thanksgiving Dinner served at Harborside as family-style feast. Make your reservation today via the South Seas App.

Check out all our upcoming events at:

<https://www.southseas.com/club-captiva-experiences/event-calendar/>



Guest Feedback

South Seas · November 16, 2025 at 10:39 AM

10 “Like paradise”

South Seas · November 16, 2025 at 1:54 AM

10 “Everything from start to finish was professional and very impressive Noah at Clutch Alex & Rib at the Beach House”

South Seas · November 12, 2025 at 2:48 PM

9 “The bartender at the pool was terrific. The sand fleas were voracious. You might want to warn guests and make recommendations on what repellent to use.”

South Seas · November 11, 2025 at 5:13 AM

9 “Great team and facilities. Noseeums were out in force our week. Tatiana at the front desk adjusted our reservation for some additional space - thank you!”

South Seas · November 11, 2025 at 3:25 AM

10 “We stayed in the marina. We hadn’t been back in 3 years, but everything was wonderful. Charles and crew are amazing. Very professional and helpful. Shuttle drivers were great. Curly in the Beach house was wonderful. We missed the little beach bar down on the sand. We hope you’ll add a little bar back there. It was a little tropical oasis. The Beach house is stunning though. And we hope marina showers will come back. Charles and Mitchell and staff in the Marina, and Curly at the Beach house were very pleasant and helpful.”

South Seas · November 10, 2025 at 8:39 PM

10 “Everton was amazing! He took care of us by the pool both days!”



Food & Beverage Update

Scott McGregor
Director of Food & Beverage

Food & Beverage Update – Dining

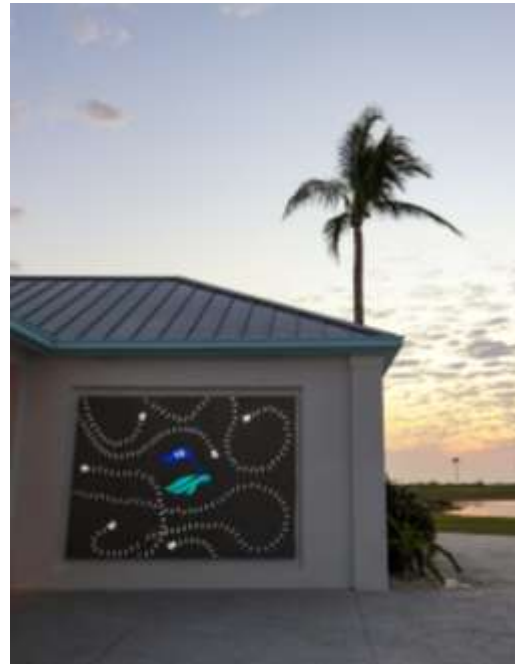
Coming Soon!

Beach House Menu service at Sunset Beach beginning 11.28.25



The Clutch Clubhouse - Last Tee Time is 3:30PM

Hours: 8:00 AM – Sunset – CLOSED MONDAY



Food & Beverage Update – Dining

Tarpon Bar | Bayview Pools
Hours: 10AM – Sunset



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

Effective 9.29.25 Redfish Dining Room open 11am-6pm



Food & Beverage Update – Dining

Harborside Grill

New Menu Launching 12/1/25

Thanksgiving Family Style Menu taking reservations from 12pm-6pm via the South Seas App
Seating for Thanksgiving is limited to the 12pm-2pm hour and we are fully committed 3pm to Close



Food & Beverage Update – Beach House

Open Daily 11:00am to 9:00pm

Cuisine – All the best the Gulf & SW Florida has to offer.

Patio weather is here! Come on out and enjoy a beverage and a great dish and take in the Sunsets!





Sales & Marketing



Wendy Nicodemus

Sales & Marketing Update – Key Updates

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



Sales & Marketing – Paid Media

Paid Media November MTD is \$500,833 in future bookings and 171 room nights. Display, Social Media, and paid search ad campaigns include the following -



Sales & Marketing – 28 Day Organic Social Media Performance

Recent posts



Tue Nov 18, 6:32pm

948

Views



Tue Nov 18, 6:14pm

4,050

Views



Thu Nov 13, 9:48am

99,374

Views



Fri Nov 7, 3:08pm

2,658

Views



Wed Nov 5, 6:06pm

15,867

Views



Thu Oct 23, 12:08pm

11,516

Views

Recent posts



Tue Nov 18, 6:32pm

25

Interactions



Tue Nov 18, 6:14pm

76

Interactions



Thu Nov 13, 9:48am

632

Interactions



Fri Nov 7, 3:08pm

21

Interactions



Wed Nov 5, 6:06pm

211

Interactions



Thu Oct 23, 12:08pm

74

Interactions

Sales & Marketing – Key Initiatives

- ❖ Key Market Promotions – We will continue to focus on our drive market and start key marketing efforts to those located in the Northeast to promote Q1 2026 as well focus on key areas such as Chicago, New York, Ohio, Michigan, Boston, and Minnesota
- ❖ Holiday Party Promotion – Overlook, Harborside, and Redfish - soliciting all past events and prospecting for new social events.
- ❖ Marketing efforts – Festive 2025, Captiva Landing grand opening December 22nd – Relaunch of South Seas in February
- ❖ Cyber Sale will roll out for all guests who are opted in to receive our emails 4 days prior to the sale going public for Cyber Monday, Black Friday, and Travel Tuesday. This sale runs for one week and will be good to book for 3+ nights starting Black Friday through August 30, 2026
- ❖ Resort pick up for future room nights has been strong. This past week we picked up 1,068 room nights for future dates. Our top performing offers are 7 days to play and Gift of South Seas
- ❖ Visitors Bureau for Lee County Co-ops in place for the remainder of the year and set for 2026 calendar year
- ❖ 1st Boaters and Anglers weekend was a success. Please look for us to host these events once a quarter moving forward into 2026
- ❖ News Media has been conducting interviews and reporting about Captiva Landing opening. Press Releases for Festive as well as Captiva Landing have been launched.
- ❖ Wholesaler outreach to promote to those looking to come to Miami for the FIFA World Cup

Sales & Marketing – Key Initiatives

Gulf Coast News – Story Studio on their website

We have had over 10M views and more than 36K people shared or engaged with us

The reach included Lee, Collier, Miami-Dade, Sarasota, Broward, Orange, and Hillsborough counties

Boosted to New York City as well as Chicago

- ❖ Miami, Chicago, NY, and Orlando were the top cities
- ❖ Age bracket of visitors were ages 35 to 65 years
- ❖ Desktop and Mobile devices
- ❖ 50% Male and 50% Female



Sales & Marketing – Key Initiatives



 **South Seas**
CAPTIVA ISLAND, FLORIDA

Savor Spring on Captiva
South Seas is the ultimate retreat for recharging—and our new Captiva Landing has adventures for everyone!

BOTTLENOSE BAY <i>slide zone</i>	FLIPPERS <i>casual restaurant</i>
GULFSTREAM <i>lazy river</i>	THE ARCADE <i>gaming haven</i>
THE COVE <i>serene escape</i>	CAMP-TIVA <i>kids-only club</i>

Ready for a break?
We'll see you on the island.

5400 PLANTATION RD, CAPTIVA, FL 33924
(866) 565-5089 / SOUTHSEAS.COM



LEARN MORE

Upcoming Events – Located on website

Saturday, Dec 20:

2pm Resort Cart Parade

4pm – Jolly Trolley

5:30pm – Twas the Night Before Christmas Story Reading

5:45pm – Tree Lighting

6pm Holiday Stroll: SANTA visit, Live Music, Sanibel School

Carollers, Glow Corn Hole, Snow, Letters to Santa, Cookie

Decorating, Ornament Making, Make your own holiday stuffed
plushie, Face painting, Movie and Popcorn, Hot Cocoa & Apple
Cider, S'mores at Harborside

Sunday, Dec 21:

11am Shell Frames

1pm Sponge Race

3pm Bingo

8 PM: Charcuterie Building and Wine Tasting at Harborside

8 PM: S'mores at Harborside

Monday, Dec 22:

11am Ceramics

1pm Candy Cane Limbo

3pm Bingo

8pm Gingerbread House Making

Tuesday, Dec 23:

11am Sand Art

1pm Pool Noodle Sleigh Race

3pm Bingo

8pm Family Game Night

Wednesday, Dec 24:

11am Tie Dye a Stocking

1pm Festive Photo Scavenger Hunt

3pm Bingo

Christmas Day

Live music at Bayview Pool: 12-3 PM

11am Shell Ornaments

1pm Present Pass Relay

3pm Bingo

Friday, Dec 26:

Live music at Bayview Pool: 12-3 PM

11am Build a Blustery Beach Buddy

1pm Deck the Halls Duck Races

3pm Bingo

8pm Silent Disco

Saturday, Dec 27

Live music at Bayview Pool: 12-3 PM

9am Fishing with Hawaiian Santa

11am Make a Snowman Thermometer

1pm Snowman Bowling

3pm Bingo

8pm Glow Golf and S'mores

Sunday, Dec 28

11am Shell Frames

1pm Sponge Race

3pm Bingo

8pm Magic Show

Monday, Dec 29

11am Ceramics

1pm Resolution Limbo

3pm Bingo

8pm Poolside Karaoke

Tuesday, Dec 30

11am Sand Art-Snowflake Bottle

1pm Pool Noodle Ship Race

3pm Bingo

8pm Popcorn and Movie Night featuring Frozen





Owner Relations Update

Julisa Jimenez

Owner Relations Update

❖ OSE Package

- The OSE Package is currently available. If you are interested in purchasing or would like additional information, please contact your Property Manager. Our intent is to transition all owners to the new package, as it provides enhanced value and aligns with the South Seas Unit Standards.

❖ Owner Reception Event

- Date & Time: Tuesday, November 25, 2025 4:30 –6:00pm
- Location: Beach House
- Please RSVP to Ownerrelations@southseas.com

❖ HOA Projects

- Continuously seeing challenges with elevators not working.



Drinks & Appetizers

Exclusive Rental Agreement & Club Captiva



Exclusive Rental Agreement

We are currently conducting meeting with owners who have not yet signed. Please feel free to reach out, we'd be glad to set up a meeting and answer any questions you may have.

Club Captiva

This is a friendly reminder that all Club Captiva agreements are due by **December 31, 2025**. If you have not yet had the opportunity to sign, we would be happy to assist you in reviewing the documents and addressing any questions you may have. **Please note that access privileges will only be granted to owners who have signed their Club Captiva agreement starting January 1st, 2026.**



Club Captiva Members

An email will be sent to all Club Captiva Members on Friday, Nov. 21, concerning dues effective January 2026.

Timeshare & Club Captiva

We shared Club Captiva User options for Hilton Grand Vacation owners. Please stay tuned for additional information and further details on the membership process.

Annual Unit Inspections

- ❖ Conducting annual unit inspections with a focus on Standard Units
- ❖ Detailed inspection reports to be shared by year-end
- ❖ Objective: elevate all units to Premier standards





South Seas Build-Back & Future Amenities

Greg Spencer

Build-Back & Future Amenities Update

Completed Projects

- Bayview Pool Renovation
- The Clutch Golf Course
- Provisions
- 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
- The Beach House

Under Construction

- Captiva Landing – *Late 2025 Open*
- Revetment Enhancement + Reconstruction
- The Clutch Golf Course Reconfiguration
- Marina Debris Removal
- Marina Floating Dock Transition
- Cone Rooms/Doc Fords Demolition

Planned Projects

- South Seas Spa & Fitness
✓ (*Development Order Approved*)
- Owner Relations Building
✓ (*All Permits Approved*)
- Resort Services Building
✓ (*All Permits Approved*)
- Trolley Stop Additions
- Access Gate Additions
- Additional Cart Parking
- Future Residential Sales Gallery
- Future Hotel Offerings
- Future Residential Offerings

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



Captiva Landing



Captiva Landing



Captiva Landing



Captiva Landing



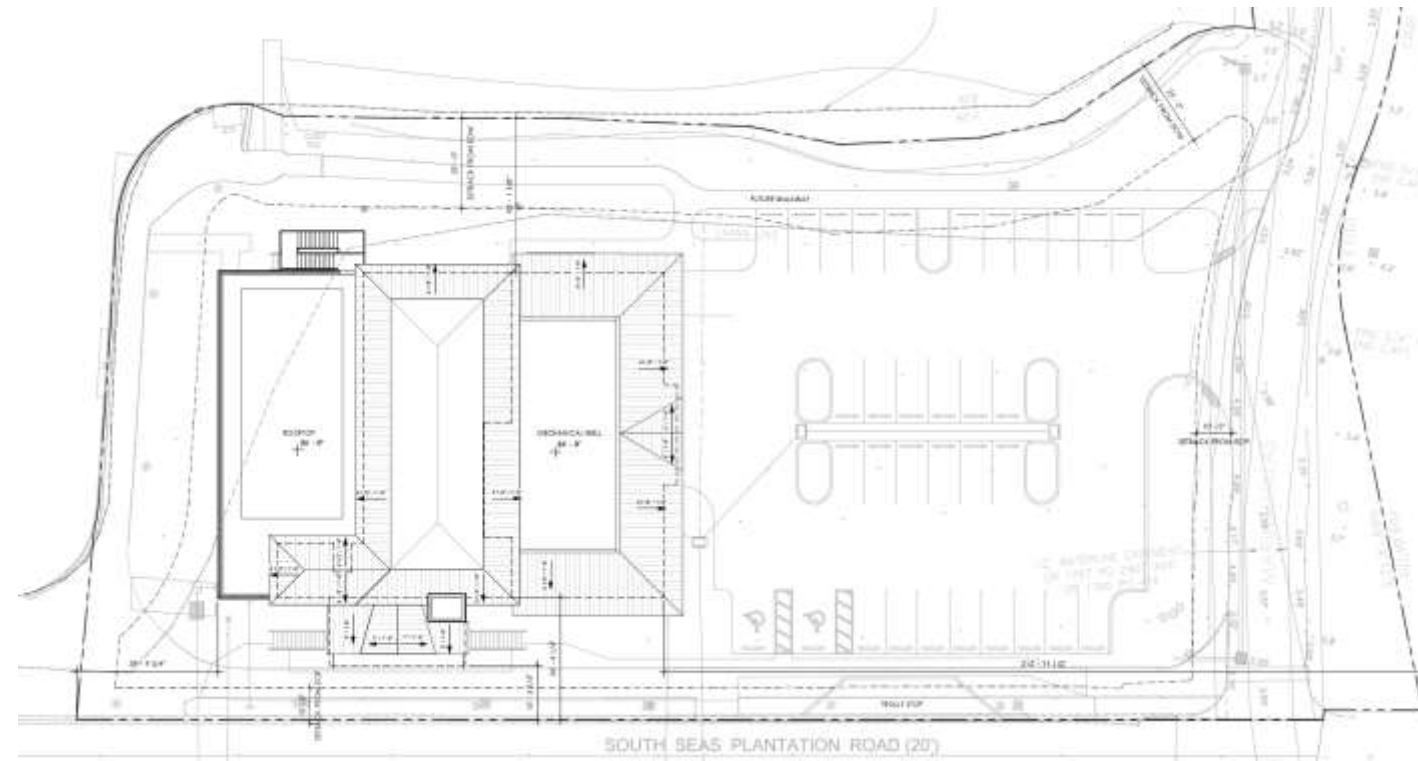
Captiva Landing



Captiva Landing



The Spa at South Seas



The Spa at South Seas



The Spa at South Seas



Golf Course & Redfish Pass Revetment



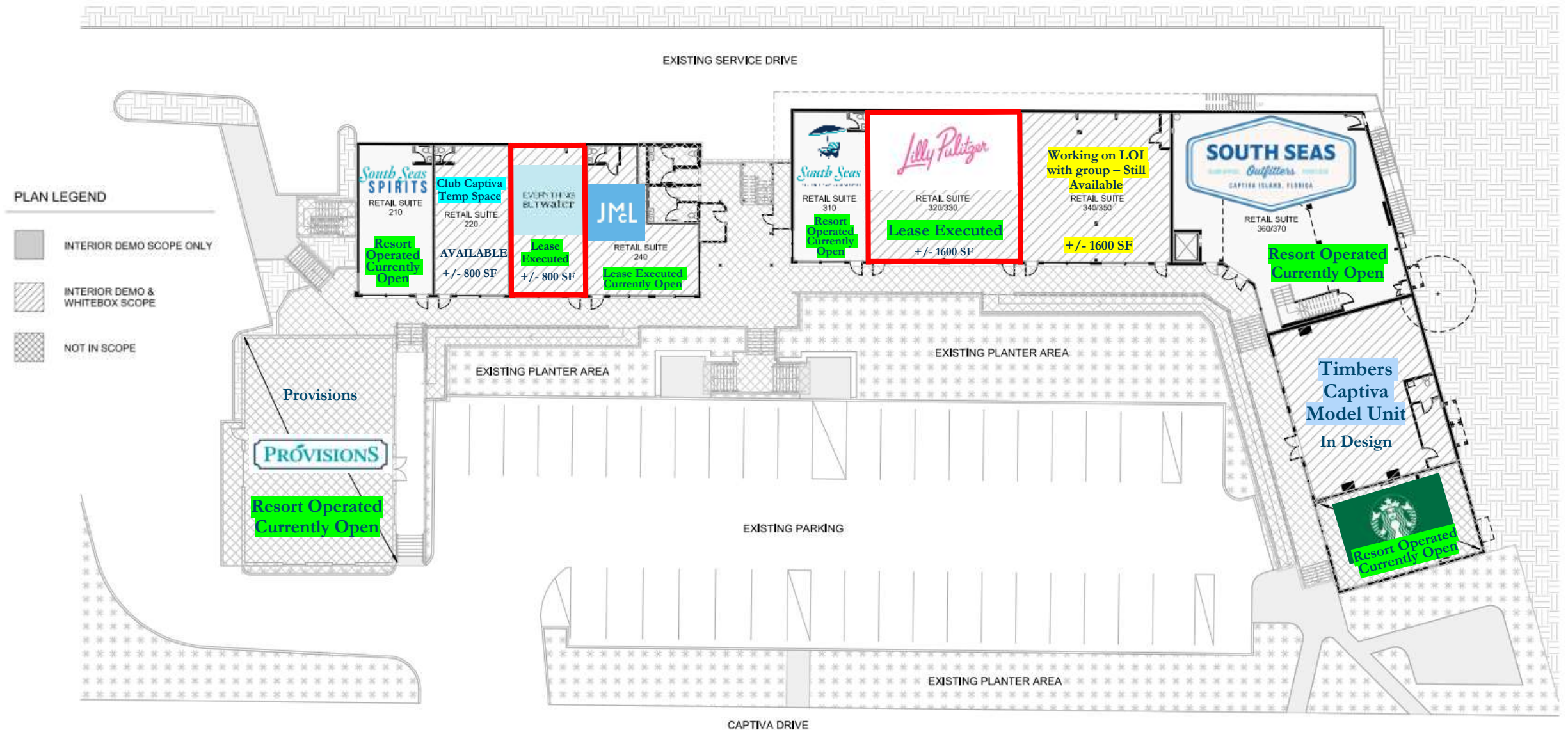
Marina Floating Dock Transition (Hurricane Damage)



Marina Floating Dock Transition (Hurricane Damage)



Shops at South Seas



Cone/Doc Fords Building Demolition (Hurricane Damage)

Programming added for Farmers Market + Food Trucks



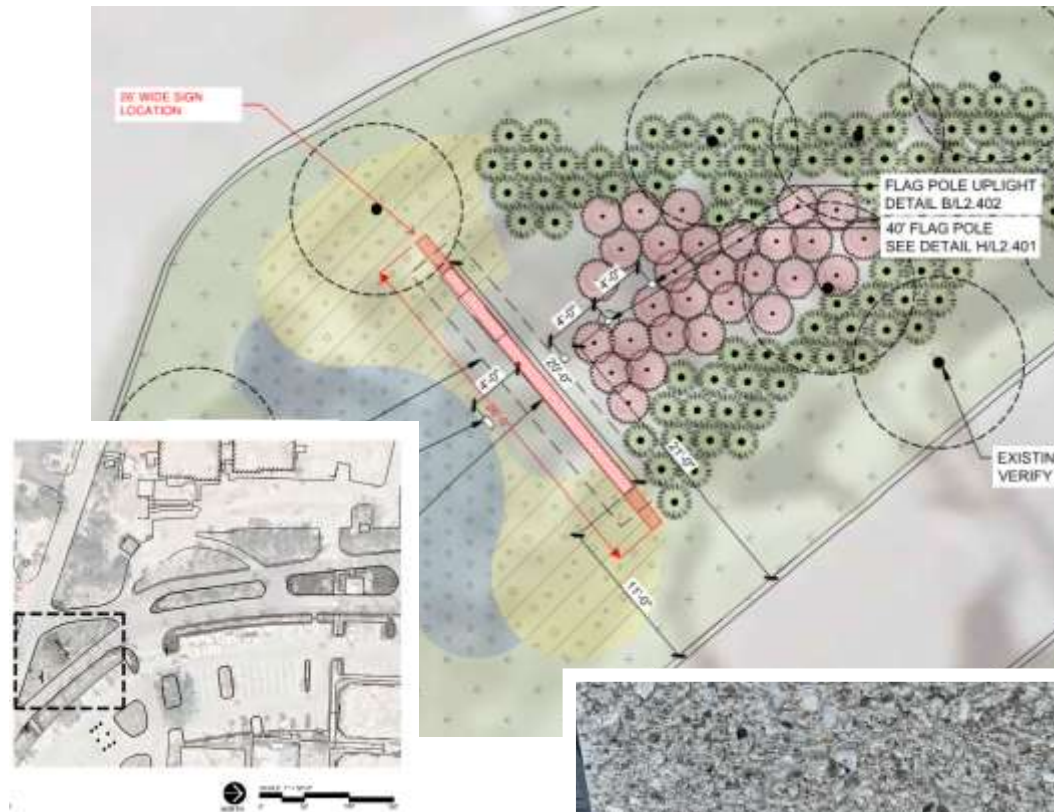
North Hotel Rebuild – Design Progress



North Hotel Rebuild – Design Progress



Resort Main Monument Sign



Tabby samples are under review.

Resort Main Monument Sign



*Night time illumination reference image

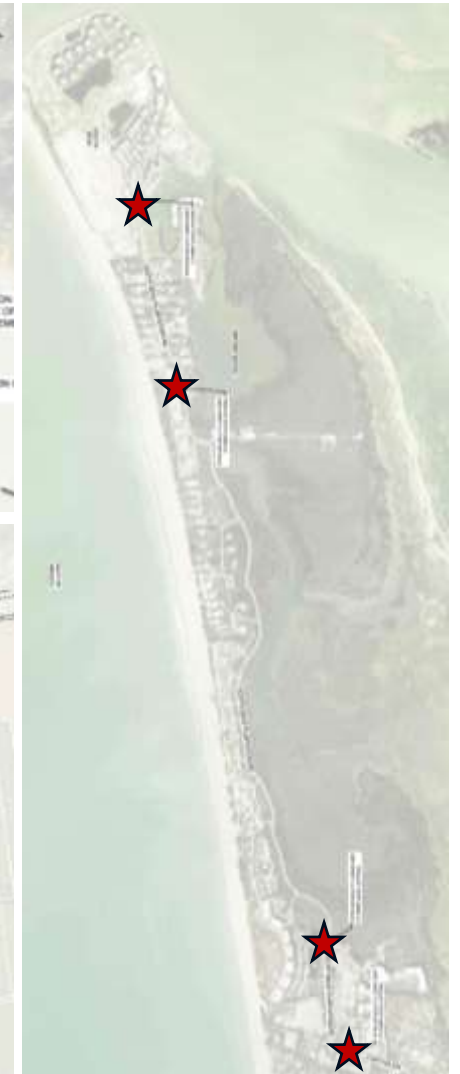
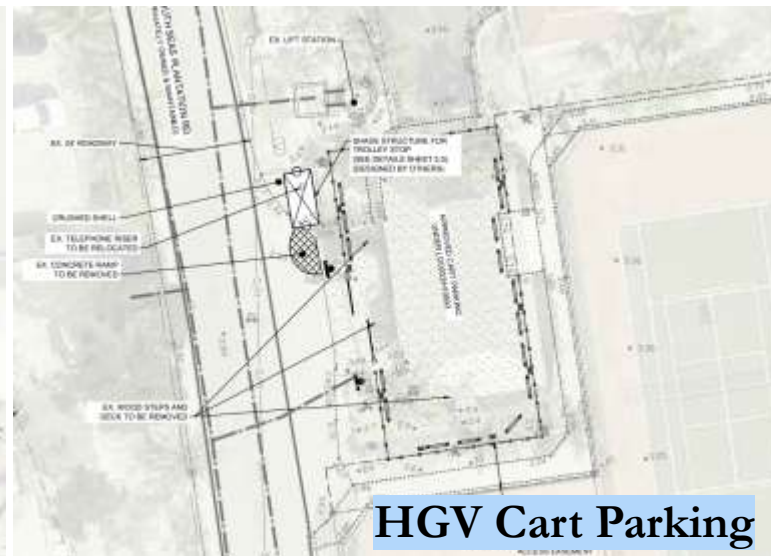
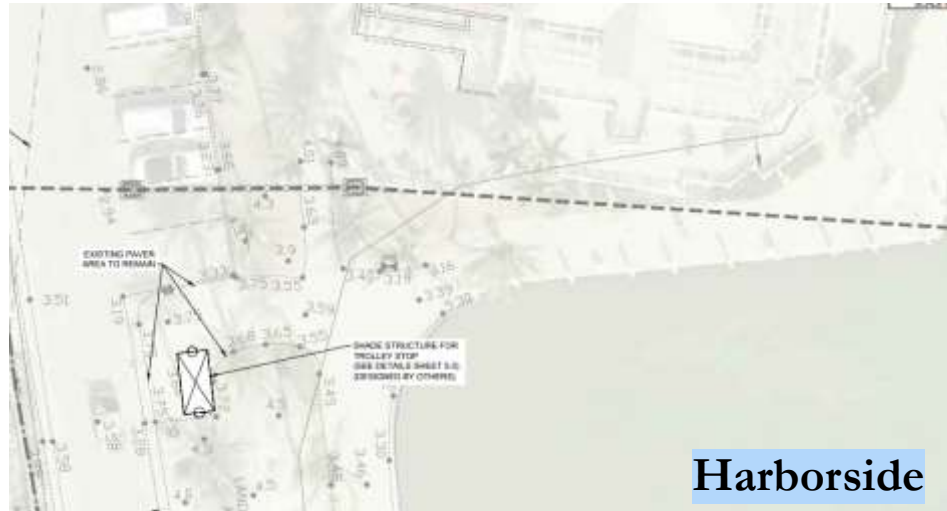


*Shell Concrete Reference Image



M1 Entry Monument Sign: 26' wide x 6'4" tall x 12" deep. Base structure is 26'x6' coated in shell concrete with exterior grade wood slats or DI-Noc covered ribbed aluminum sheet at 6'4" tall x 5'4" wide.. Logo is 3' 8" tall x 4' wide x 2" deep dimensional reverse pan-channel with 2700K warm white halo-illumination, pin-mounted with 1.5" deep spacers to wood-look slats. Letters are 2" deep x 20" (u) to 44" tall (S) reverse pan-channel with 2700K warm white halo-illumination, pin-mounted 1.5" off base. Scale: 1/2" = 1'

Trolley Stops



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