

Owners Meeting

October 22nd, 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 at the end of the year.
- ❖ **New guest experiences** are now open: Jet Ski Tours, Boat Rentals, Bayview Fishing Pier Experience, new firepits at the Clutch and Beach House alongside new games.
- ❖ South Seas Signature Events upcoming in **October** and **November** 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!
- ❖ 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
- ❖ 2 new tenants coming soon – Everything But Water and Lilly Pulitzer



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. Boats are in Fort Myers now.

Bayview Pool, South & Sunset Beach operations

- ❖ Pool operations 9am–7pm daily.
- ❖ Sunset Beach operations 10am-Sunset
- ❖ Family Games at Bayview Lawn.
- ❖ Cabana Rentals available.

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.



Resort Operations Update – Experiences



Bayview Fishing Pier

- ❖ Fishing Pier open 6am-9pm
- ❖ Meet Nick B., our new Fishing Pier Attendant.
- ❖ Experiences will include educational and fun all around fishing.
- ❖ 10 rods / reels combos for rent
- ❖ \$40.00 per day (24 hours)
- ❖ \$20.00 for 2 hours or less



Resort Update – Activities

New Exciting Experiences

- ❖ Two firepits in front of the Beach House alongside family games.
- ❖ New Firepit and games at the Clutch.
- ❖ New beach games at Sunset Beach complimentary for our owners, members and guests to use.
- ❖ Improved kids activities area at the Front Desk to keep our little guests occupied during check-in.



Resort Activities

South Seas Halloween

- ❖ October 31, 2025 featuring our annual Bayview Boo Pash and all-day Trick or Treat!

Anglers and Boaters Weekend

- ❖ Perfect weekend designed for all anglers and boaters.
- ❖ Exclusive gathering from November 7-9, 2025.
- ❖ From fishing and boating adventures with sunset socials.

South Seas Thanksgiving

- ❖ Harborside is hosting Thanksgiving with a delicious family-style feast.
- ❖ Adults \$75.00 / Children age 4-12 \$35 / 3 and under eat free
- ❖ Make your reservation today on our website or our South Seas App.

Check out all our upcoming events at:

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



Guest Feedback

South Seas · October 06, 2025 at 10:17 AM

10 “Phenomenal! From the private beaches, the amenities, dining, conveniences... Outstanding! 10/10 recommend Can't wait to go back, especially once the new pools are completed!”

South Seas · October 05, 2025 at 11:58 AM

10 “First visit to South Seas. It is at the far northern part of Captiva Island. Its secluded, and quiet. The rooms are actually condo's which are really nice, clean and comfortable. Please keep in mind this resort is still undergoing construction from Hurricane Ian, but they have done a great job and can't wait for it to be finished as it will be amazing. The beach is gorgeous, not crowded and the chairs and umbrellas on the beach are a great touch as we forgot to bring ours. Every employee we met was so friendly, helpful and kind. Strongly recommend renting a golf cart. It helps get around the resort which is quite large and bonus it allows you to go into the little town which is adorable and has additional dining options. Very nice having a Starbucks on property as well. We will be visiting again. If you are looking for a quiet trip with rest and relaxation and great accommodations this is the place!!”

South Seas · October 05, 2025 at 8:07 AM

10 “Let me start with this..... This resort is the farthest North you can go on Captiva Island but it is well worth the drive. The resort is still undergoing construction from the Hurricane Ian Damages, but they are doing a wonderful job and all the pools and eating establishments are open. The rooms are actually condo's and are clean, updated and beautiful. We stayed in a Bayside Villa and enjoyed the beautiful view each morning of the bay and sunrise. I recommend getting a golf cart as the resort is quite big and its fund to be able to zip around the the different areas with ease. Added bonus you can take it into the little town which has additional dining options and is just adorable!! The young man who helped us get the golf cart was so helpful!! The beach is beautiful, clean, and so quiet. Watching the dolphins swim by so close was an added treat. Make sure you plan for the Noseums that are there at dawn and at Dusk. They will eat you alive. They have some spray at the Provisions store which helped. Overall this resort and little town just outside of it is great. If you are looking for a lowkey and relaxing getaway this is definitely the place to go.”

South Seas · October 21, 2025 at 6:18 AM

10 “Thank you for all of the hard work and tireless efforts you and your team have put in to get the resort doing what it does best - offering a relaxing escape to a little corner of paradise! I am sure you have had some difficult days but your perseverance is paying off. Your work provides people with a needed refuge in a far too busy and stressful life. Your work matters. We had a great long weekend with memories that will last a lifetime. Thank you! Santiago at the pool entrance was great - friendly and helpful! We wanted to eat at Harborside on Sunday evening for our last dinner on the island but they were closed. The posted hours said they were open. Perhaps it was an issue with staff or delivery of food. Next time. Kayak”

South Seas · October 19, 2025 at 6:08 AM

10 “We have had a fantastic four-day weekend at South Seas. We stayed October, 2025. We haven't been here since 2022, but the place remains magical with it's incredible views, relaxed atmosphere, and beautiful room (we booked a two-bedroom premiere Beach Villa). Many upgrades to the resort - the room was perfect, the restaurants are top notch, and the pools have many little details that have been updated. Customer service was outstanding and the staff were extremely attentive and accommodating. Yes, there is some construction in isolated areas of the resort, but it never interfered with our vacation and we only noticed it when we were passing by the soon to be completed water park (near the entrance/tennis villas). We will be back anytime we need to catch a tropical breeze. Nice work South Seas team!”



Food & Beverage Update

Scott McGregor
Director of Food & Beverage

Food & Beverage Update – Dining

Coming Soon!

Beach House Cart – Offering BH Food and Beverage at Sunset Beach
Launch Thanksgiving 2025



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 – 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



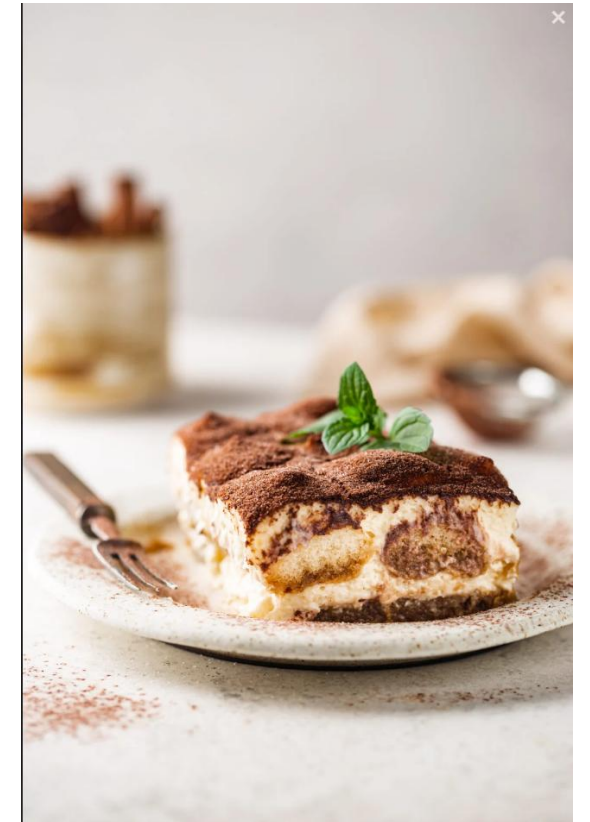
Food & Beverage Update – Dining

Harborside Grill

Effective 10/6/2025 Harborside Grill is open 4pm-10pm Wednesday thru Saturday

Menu revisions coming November 1st

Thanksgiving Family Style Menu taking reservations from 12pm-6pm via the South Seas App



Food & Beverage Update – Beach House

Open Daily 11:00am to 9:00pm

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

We have welcomed several owners and members experience Beach House and have all provided glowing reviews.





Sales & Marketing

Sales & Marketing Update – Key Updates

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

Sales & Marketing – Paid Media

Paid Media for September is \$458,117 in future bookings and 122 room nights. Paid Search had the best results by channel and Meta was the top performing platform.

Paid Social Creatives

amadi

New Chapter V1	New Chapter V2	7 Days to Play	4 th Night on Us	Summer Escape V1	Summer Escape V3	Summer Escape V4	Summer Escape V2
South Seas Sponsored · 4h A new chapter begins at South Seas. Save 25% on two nights or more and be among the first to experience. ...See more southseas.com Save 25% on 2+ Night Stays Book now	South Seas Sponsored · 4h The South Seas you love, renewed. Save 25% on stays of 2+ nights and enjoy all-new moments, from reimagined. ...See more southseas.com Save 25% on 2+ Night Stays Book now	South Seas Sponsored · 4h More time and more unforgettable moments in paradise. Stay 7 nights or longer and receive up to 35% off our regular rates. ...See more southseas.com Save 35% on 7+ Night Stays Book now	South Seas Sponsored · 4h One More Night in Paradise—Embrace the pace of island life with a fourth night on us. More time for golden. ...See more southseas.com Enjoy a 4th Night on Us Book 3 nights in a South ... Book now	South Seas Sponsored · 4h Make your summer escape even sweeter! Stay four nights at South Seas and enjoy a \$250 resort credit and a complimentary. ...See more southseas.com Summer Escape, Your Way Book now	South Seas Sponsored · 4h Stay 4 nights, enjoy a \$250 resort credit + your own resort cart to cruise from beach to bay. ...See more southseas.com Summer Escape, Your Way Book now	South Seas Sponsored · 4h From fresh coastal dining to island adventures, every moment is effortless. Stay 4 nights and enjoy a \$250 resort. ...See more southseas.com Summer Escape, Your Way Book now	South Seas Sponsored · 4h Explore. Indulge. Unwind. Enjoy a \$250 resort credit and complimentary resort cart with a four-night stay at South Seas—. ...See more southseas.com Summer Escape, Your Way Official Site Book now
Bookings: 26 Revenue: \$89,352	Bookings: 12 Revenue: \$82,147	Bookings: 2 Revenue: \$4,529	Bookings: 4 Revenue: \$11,552	Bookings: 5 Revenue: \$26,491	Bookings: 8 Revenue: \$19,668	Bookings: 2 Revenue: \$3,645	Bookings: 2 Revenue: \$5,942

Sales & Marketing – 28 Day Organic Social Media Performance

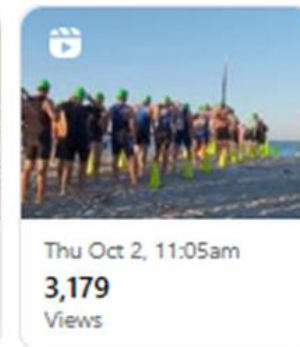
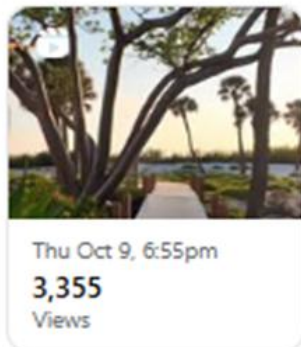
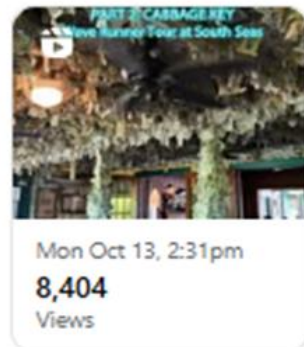
522,054 Views ⓘ
+41.2% from previous 28 days

24 ↑ 14%
Messaging conversations stalled ⓘ

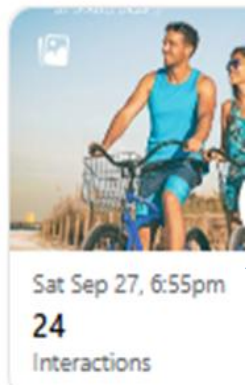
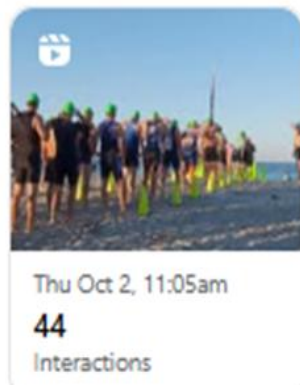
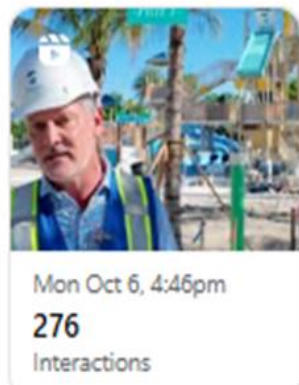
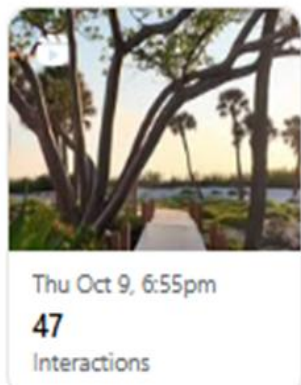
2,773 ↑ 20%
Interactions ⓘ

163 ↑ 18%
Net follows ⓘ

Recent posts



Recent posts



October Future Social Media Posts

Beach House



NOVEMBER 7-9

ANGLERS & BOATERS WEEKEND

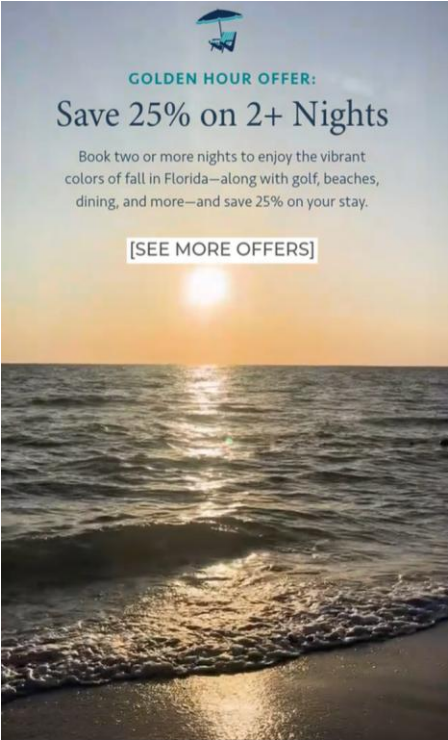
with Mike Anderson from @reelanimalstv



• Exclusive Events • Weekend Giveaway
• Resort Savings • Island Experiences

Space is limited - reserve now and experience this special weekend on Captiva Island!

[RSVP TODAY]



 GOLDEN HOUR OFFER:

Save 25% on 2+ Nights

Book two or more nights to enjoy the vibrant colors of fall in Florida—along with golf, beaches, dining, and more—and save 25% on your stay.

[SEE MORE OFFERS]

Celebrate

Festive Season



Celebrate the holidays island-style as South Seas comes alive with festive décor, seasonal dining, and joyful activities for all ages—including visits from Santa, movie nights under the stars, and more.

[ISLAND RECREATION]

Sales & Marketing – Blog posting and Gulf Coast News

Chasing Golden Hour: the Best Places to Watch Sunrise and Sunset at South Seas

At South Seas, golden hour captures everything we love about island life. The world slows, the sky blushes with color, and Captiva's beaches glow in soft, honeyed light.

In fall, those moments feel even richer—the air a little crisper, the sunsets a little longer, and every sunrise worth waking early for. Whether you're watching dolphins play in the morning calm or raising a glass as the day fades into gold, this is the season when Captiva shines its brightest. And with our **Golden Hour Getaway** offer—**25% off stays of two nights or more from October 1 through December 22, 2025**—you'll have every reason to see Captiva in its most luminous light.

[Golden Hour: Save 25%]

Here's where to catch the island's best show, twice a day.

Sunrise: Quiet Beauty Over the Bay

When the world feels still and the water mirrors the sky, mornings on the east side of the island bring a kind of calm that sets the tone for the whole day.

Bayview Fishing Pier

Facing east across Pine Island Sound, the Bayview Fishing Pier is one of the most tranquil places to greet the day. Watch as the horizon softens from gray to gold, the swaying palms coming to life in the first light. Early risers often spot dolphins cruising through the channel or pelicans diving for breakfast, while the gentle lap of the water makes it feel like the island is waking up just for you.

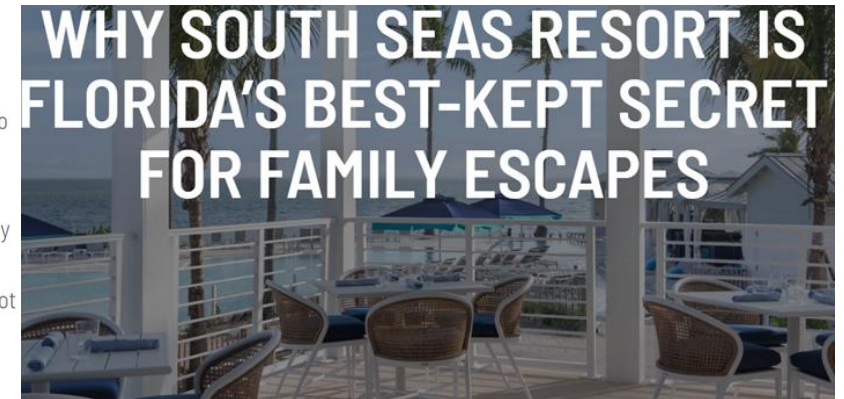
Balconies of Land's End and Marina Villas

For those who prefer to start the day with coffee in hand and slippers still on, the balconies of east-facing Land's End or Marina Villas offer sunrise views without ever leaving your suite. Here, you can watch the morning unfold, the sunlight catching the hulls of moored boats and turning the sky to liquid gold. It's peaceful, intimate, and pure Captiva.

By Monica Vanover on August 26, 2025

Think you need a passport and a boarding pass to disappear for a while? *Think again.*

Just follow the coast until the mainland gives way to mangroves and the rest of the world shrinks behind you, and you'll find it: 330 acres of barefoot luxury, where the breeze smells like ocean and sunscreen and the only plan...is not having one.



Unlock Club Captiva Benefits
Only When You Book Direct

Home Comforts. Upgraded for Island Life

Mornings at the [Villas at South Seas](#) start slow—think lazy pancake flips in a sun-drenched kitchen—and wrap up with wine on the balcony while the sky turns every shade of sherbet.

Each accommodation offers its own kind of magic: Beach Villas steps from the sand, or Bayside retreats that greet the sunrise, Marina Villas with a front-row view of boats and manatees, and Land's End hideaways built for golden-hour glory. And if you're bringing the whole crew, the ultra-private [Homes of Distinction](#) have room to sprawl in style.

Meeting & Social Event Space Outline

MEETING ROOM NAMES	DIM (LXW)	SQ FT	SCHOOL ROOM	ROUNDS 6	ROUNDS 8	ROUNDS 10	U-SHAPE	HOLLOW SQUARE	CONFERENCE	THEATER	CRESCENT	RECEPTION
Overlook	38x26	1068	50	36	48	60	20	25	25	75	15	65
Overlook Terrace	-	-	-	24	32	40	-	-	-	-	-	50
Royal Palm	48x30	1440	70	60	80	100	46	56	56	150	50	100
Royal Palm -A	16x30	480	20	18	24	30	24	28	28	40	15	30
Royal Palm -AB	32x30	960	40	36	48	60	30	40	40	80	30	75
Royal Palm -B	16x30	480	20	18	24	30	24	28	28	40	15	30
Royal Palm -BC	30x30	960	40	36	48	60	30	40	40	80	30	80
Royal Palm -C	16x30	480	20	18	24	30	24	28	28	40	15	30
Pelican Perch	30x26	780	40	36	48	60	32	40	40	70	30	75
Prefunction	-	-	-	-	-	-	-	-	-	-	-	100
RESTAURANTS												
Redfish	-	-	-	-	-	-	-	-	-	-	-	50
Harborside Patio	-	-	-	-	-	-	-	-	-	-	-	50
Tarpon Bar	-	-	-	-	-	-	-	-	-	-	-	100
OUTDOOR EVENT SPACE												
The Vow	-	-	-	-	-	-	-	-	-	-	-	-
East Lawn	50x200	10,000	-	150	200	250	-	-	-	-	-	500
Bayview Lawn	40x100	4,000	-	108	144	180	-	-	-	-	-	250
Sunset Beach Luau	40x60	2,400	-	96	128	160	-	-	-	-	-	200
The Cluth Golf Course	40x100	4,000	-	108	144	180	-	-	-	-	-	250
Bayview Pool Complex	-	-	-	-	-	-	-	-	-	-	-	200
Captiva Landing	-	-	-	-	-	-	-	-	-	-	-	300
Flippers	-	-	-	-	-	-	-	-	-	-	-	-

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
- ❖ Holiday Party Promotion – Overlook, Harborside, and Redfish - soliciting all past events and prospecting for new social events.
- ❖ Assets should be coming soon from new photo shoot and video production that took place last month
- ❖ Marketing plans are being made for 2026 which include tradeshow, marketing, prospecting, VCB and local Chamber co-ops, offers and campaigns
- ❖ Season of Savings promotion will roll out for Cyber Monday, Black Friday, and Travel Tuesday

Upcoming Events – Located on website

OCT
31



HOLIDAY

Halloween at South Seas

Join your South Seas Recreation Team for a festive Halloween fright, featuring our annual Bayview Boo Bash...

NOV
07



BOATING

Anglers and Boaters Weekend

Whether you're casting off for a day of fishing, sharing stories on the dock, or soaking up island sunsets,...

NOV
27



HOLIDAY

Thanksgiving at Harborside

Forget the aprons and dirty pans—Harborside is hosting Thanksgiving for you! Join us for a delicious...

12 PM - 6 PM

DEC
12



HOLIDAY

Boats and Lights

6 PM - 8 PM

DEC
13



HOLIDAY

Boats and Lights

6 PM - 8 PM

DEC
19



HOLIDAY

Boats and Lights

6 PM - 8 PM

NOV 27 - JAN 1



HOLIDAY

Festive

Celebrate the holidays at South Seas.

DEC
31



New Years at South Seas

Ring in the new year island style.

MAY
22



Tarpon Tournament 2026



Owner Relations Update

Julisa Jimenez

Owner Relations Update

❖ OSE Package

- The OSE package has officially launched and is now available for purchase! If you have any questions please reach out to your Property Manager

❖ Bayside Villas & Captiva Resorts Villas

- Experiencing a change in Property Manager.
- Please reach out to Amy for Bayside Villas @ amarto@southseas.com
- Please reach out to Julisa for Captiva Resorts Villas @ jjiemenez@southseas.com

❖ HOA Projects

- Continuously seeing challenges with elevators not working.
- Captiva Resort Villas: Fire Inspection Repairs - 10/24/25
- Bayside Villas: roof inspection for both buildings is scheduled for Friday, October 31, 2025
- Lands End Termite Inspection is being completed by today



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

Club Captiva agreements are due by **December 31, 2025**. If you haven't had a chance to sign yet, we'd be happy to walk you through the documents and answer any questions you may have. Please keep in mind that access privileges will only be available to owners who have signed their Club Captiva agreement.



Club Captiva is offered together with our Exclusive Rental Agreement, and we're here to make the process as smooth as possible for you.

Annual Unit Inspections

- ❖ Conducting annual unit inspections.
- ❖ Detailed reports will be shared with each owner with the focus on the Standard and Deluxe Units.
- ❖ Goal is to bring all units to a Premier Level.





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
- 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
- Access Gate Additions

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

Exterior Murals (To Be Installed) Main Building Mock Up

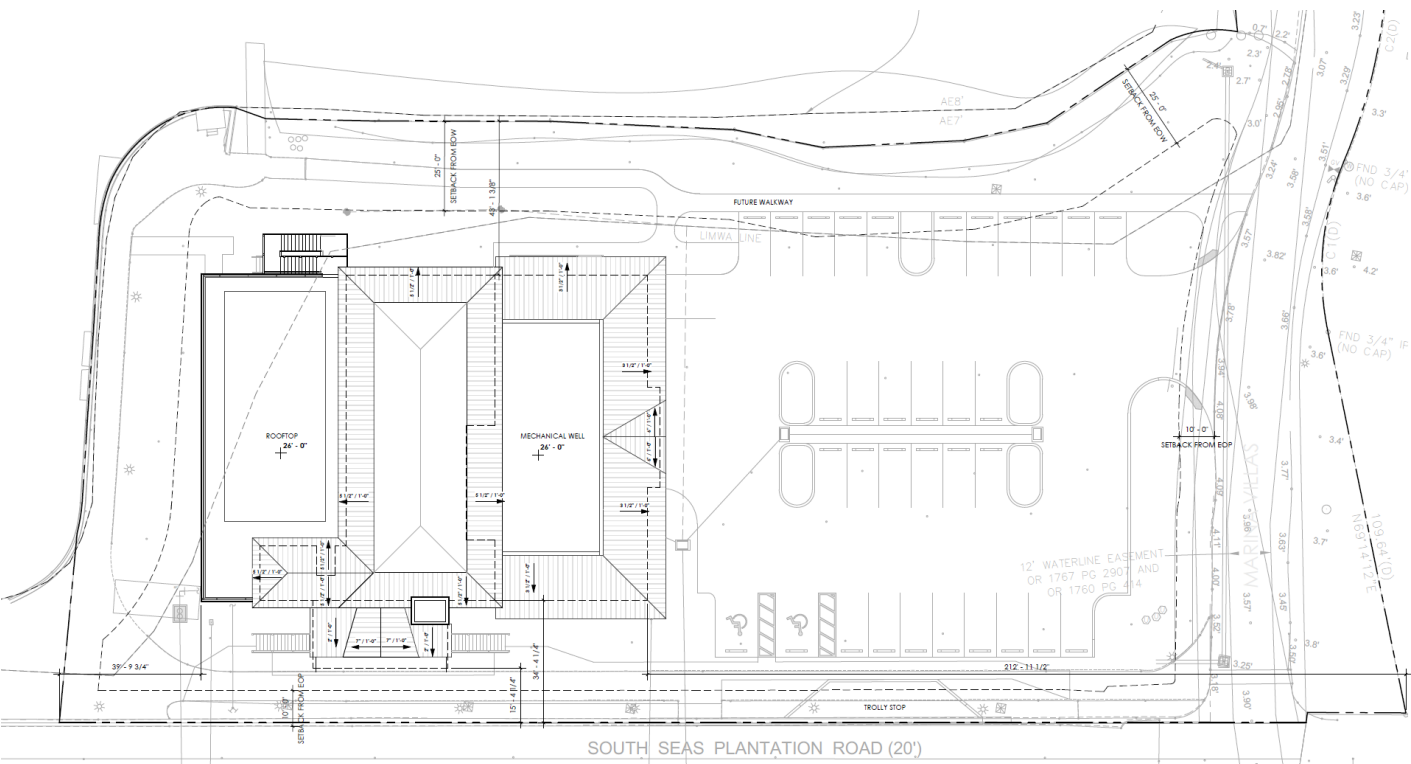


Captiva Landing

Exterior Murals (To Be Installed) Building B Mock Up



The Spa at South Seas



The Spa at South Seas



The Spa at South Seas



Golf Course & Redfish Pass Revetment



Golf Course & Redfish Pass Revetment



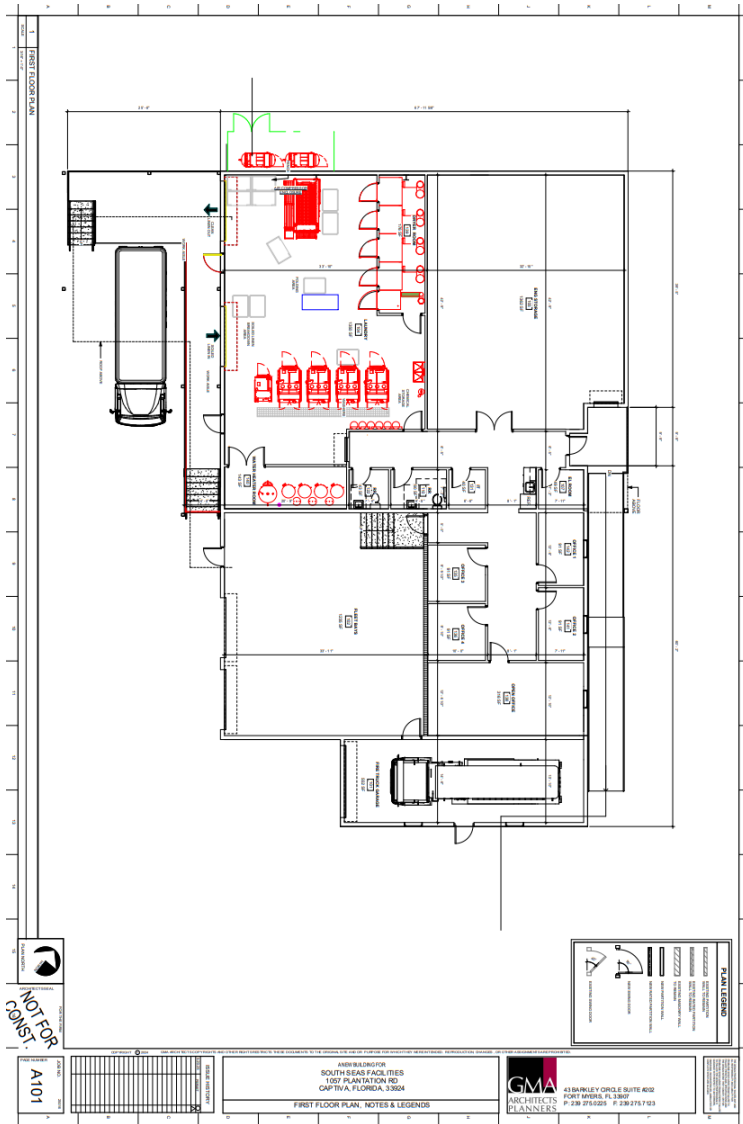
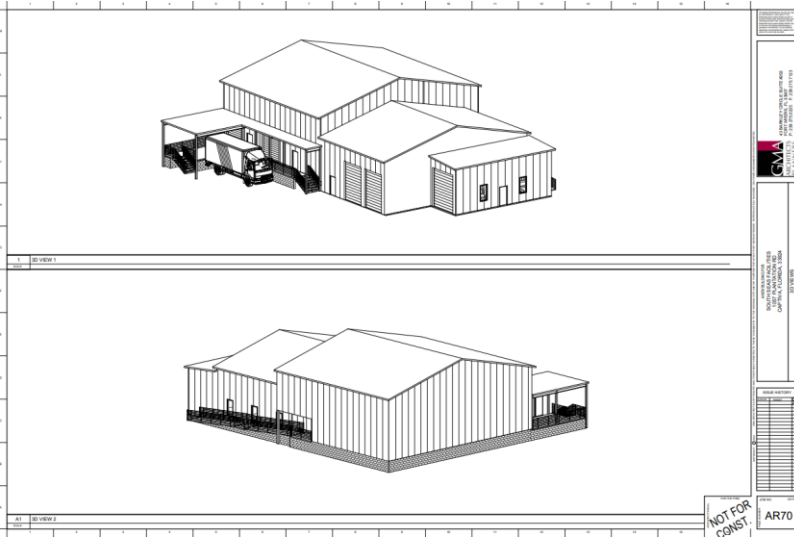
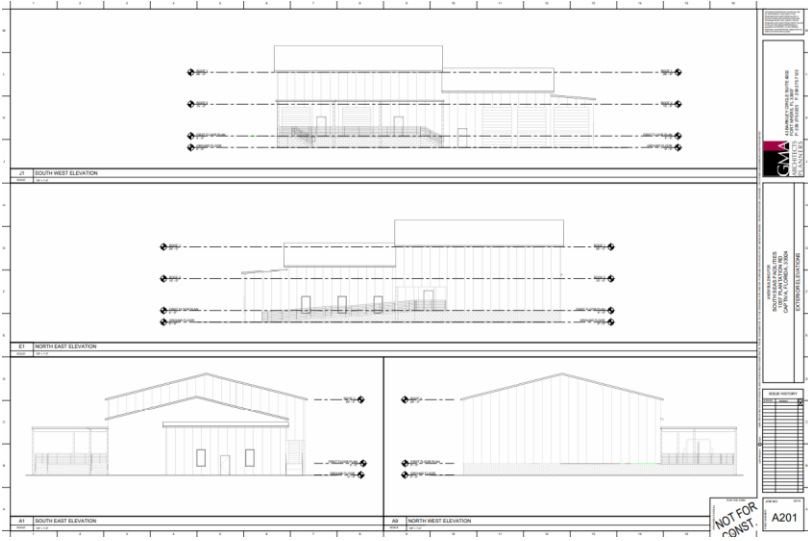
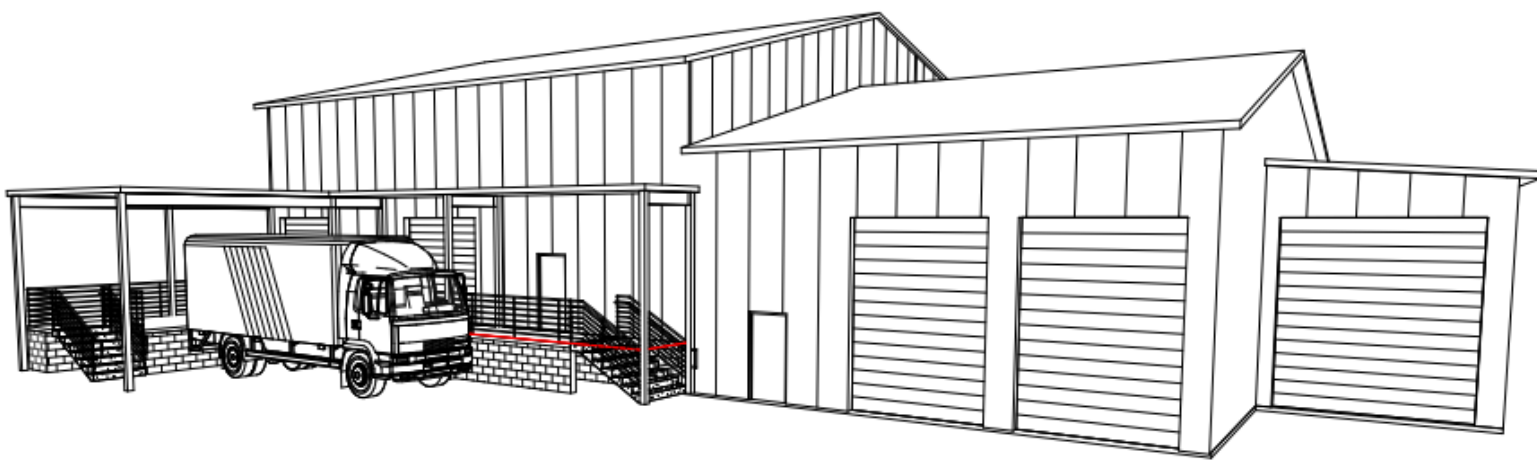
Beach House (Added Landscaping)



Marina Floating Dock Transition (Hurricane Damage)



Central Maintenance Reconstruction (Hurricane Damage)



Cone Rooms Building Demolition (Hurricane Damage)



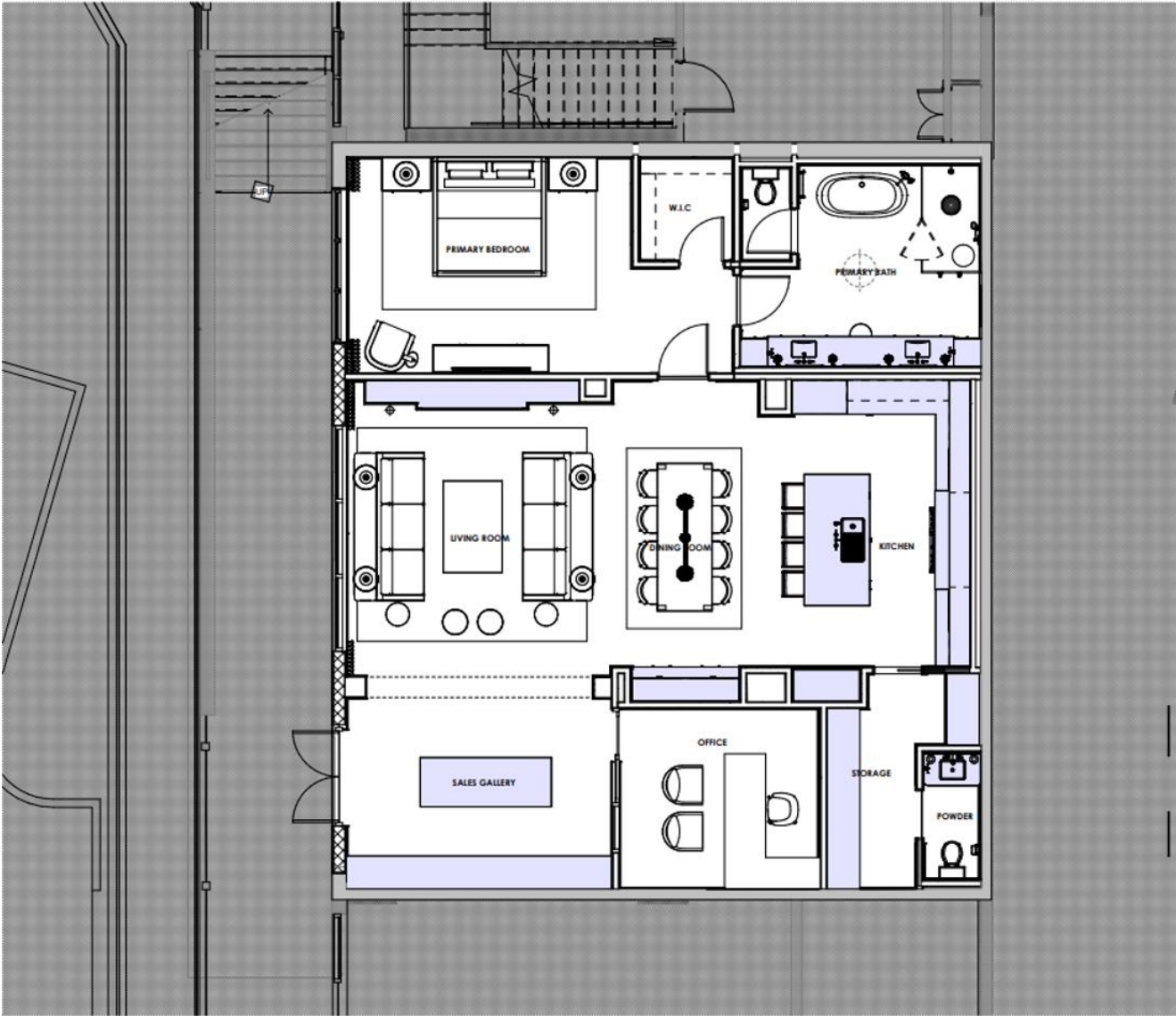
North Hotel Rebuild – Design Progress



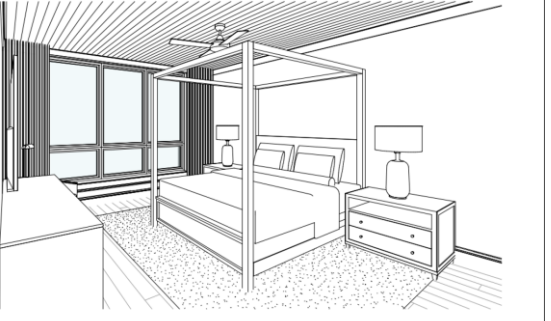
North Hotel Rebuild – Design Progress



Timbers Captiva Sales Gallery (Shops at South Seas)



5 3D VIEW - PRIMARY BATH



3D VIEW - BEDROOM



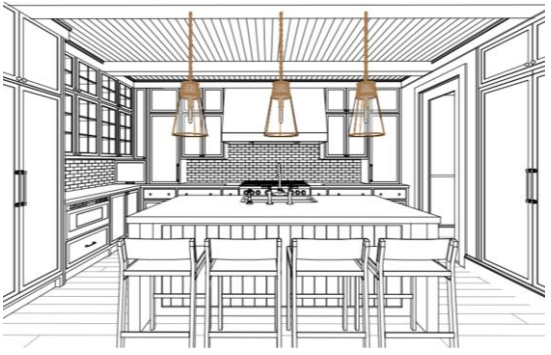
5 3D VIEW - ENTRY



1 3D VIEW - LIVING ROOM



G8 3D VIEW - OVERALL FROM KITCHEN



3D VIEW - KITCHEN

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