



Latitude Margaritaville Watersound's Latitude Town Square Debuts Additional Amenities

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PANAMA CITY BEACH, Fla.--(BUSINESS WIRE)--Jun. 19, 2025-- Today, Minto Communities USA ("Minto"), The St. Joe Company (NYSE: JOE) ("St. Joe") and Margaritaville Holdings ("Margaritaville") announced that even more amenities are now open at Latitude Margaritaville Watersound's Latitude Town Square.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250619191336/en/>

Award-winning Latitude Margaritaville communities offer a laid-back lifestyle of fun, food, music and escapism that has captured the imagination of today's vibrant 55 and better home buyers who are growing older...but not up.

These new offerings add even more exciting options for residents. A colorful Workin' N' Playin' Center complex includes a Last Mango Theater for movies, shows, and concerts with a large screen, fully immersive theater sound and a concession stand. In addition to the Clayground Pottery Studio and Arts & Crafts Room, the Hangar Workshop welcomes residents for woodworking projects or to trick out their golf carts. Not to leave out the family pups, the Barkaritaville Pet Spa provides grooming services and is designed to look like a doghouse to make canine clients feel right at home. Additional new sports courts include three more pickleball courts, two tennis courts and three bocce ball courts.

The first Latitude Town Square amenities opened to fanfare and fireworks. They include a terraced amphitheater, thatched roof bandshell with full-size concert stage for the community's robust program of live music, a jumbo screen for live streaming, and recessed dance floor that provides a little cushion and spring for dancers. A two-story Latitude Bar & Chill restaurant and rooftop Overlook Bar provide a menu of Margaritaville-inspired food and beverage concoctions and stunning, panoramic views of the Intracoastal Waterway. A massive lagoon-style Paradise Pool has a beach-like gradual entry and its own Tiki Island.

Existing amenities also include a state-of-the-art Fins Up! Fitness Center with indoor lap pool and spa, workout equipment, spin room, fitness classes, and wellness programming. The Coconut Telegraph Business Center features individual workstations and a board room. In addition to a games lawn with bocce, cornhole, billiards tables, and a putting green, the tennis and pickleball courts have lighting for night play. Residents also enjoy the Intracoastal Waterway by kayak from the Port of Indecision kayak launch, and the Barkaritaville Dog Park.

Latitude Margaritaville Watersound offers four distinct home collections — the Conch Cottage Collection, Caribbean Villas Collection, Beach and Island Collections of single-family homes and the exclusive Vista Collection with a limited offering of luxury two-story homes overlooking the Intracoastal Waterway. Home designs capture the "no worries" tropical vibe that defines Latitude Margaritaville. Floor plans range from 1,210 to 4,048 square feet under air with pricing from the \$300s. Thirteen colorful island-styled model homes are open daily for viewing.

Those interested in living the Latitude Margaritaville lifestyle can experience a two- or three-night stay in the community with a Change in Latitude Getaway for \$199 a night. Guests stay in a Margaritaville-inspired Conch Cottage complete with Latitude Margaritaville golf cart and can enjoy the many amenities at the Latitude Town Square.

Latitude Margaritaville Watersound is being developed by Minto and St. Joe, under licensing from global lifestyle brand Margaritaville Holdings. Located on Northwest Florida's Emerald Coast near Panama City Beach and the Scenic Highway 30A corridor, Latitude Margaritaville Watersound is situated in the heart of St. Joe's vast Bay-Walton Sector Plan that encompasses approximately 110,500 acres with approximately 15 miles of frontage on the Intracoastal Waterway.

"The initial phase of Latitude Margaritaville Watersound is anticipated to include 3,500 homes with nearly 2,200 contracted homes since sales began in 2021. There is tremendous potential for growth in this location and, based on the continuing strong demand for homes, we are well into design for the next section of homesites and amenities," notes Minto USA President William Bullock.

St. Joe has plans for a future full-service public marina and a commercial village adjacent to the community to include plans for a recently announced Publix Super Market. St. Joe is also developing a healthcare campus located just minutes from Latitude Margaritaville Watersound on an 87-acre parcel near the intersection of State Highway 79 and Phillip Griffiths Sr. Parkway. Tallahassee Memorial Healthcare currently operates in the campus' first medical office building, offering urgent and primary care, cardiology and pulmonary services and outpatient surgery. Additionally, Florida State University recently announced plans on the medical campus for a state-of-the-art acute care, teaching and research hospital.

Latitude Margaritaville Watersound is the third of the incredibly popular, award-winning Latitude Margaritaville communities. The first of the communities, Latitude Margaritaville Daytona Beach sold out more than five years ahead of projections. The second to open is Latitude Margaritaville Hilton Head in South Carolina. Additional Latitude Margaritaville communities are being planned for South Florida, Texas, and other popular destinations.

Latitude Margaritaville Watersound is part of Margaritaville Communities, a collection redefining the future of resort-inspired living. With a curated selection of real estate offerings from longer stays to forever homes, Margaritaville Communities is designed to cater to a wide range of prospective homeowners. An acknowledgement of the brand's appeal across consumer preferences, demographics, locations, and property types, Margaritaville Communities includes Latitude Margaritaville, "55 and better" active adult brand; Margaritaville Bungalows, Cottages, and Vacation Residences; luxury condominiums; Margaritaville Vacation Club; and more.

Latitude Margaritaville Watersound is located at 9201 Highway 79, Panama City Beach, Florida. Sales Center hours are Monday through Saturday, 9

a.m. to 5 p.m., and Sunday, 11 a.m. to 5 p.m. For information on Latitude Margaritaville, visit www.LatitudeMargaritaville.com or Minto Communities, visit www.mintousa.com.

NOTE TO EDITOR: Please see link to view photos of the new amenities at Latitude Margaritaville Watersound. Images credit: Courtesy Minto Communities.

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Important Notice Regarding Forward-Looking Statements

This press release contains “forward-looking statements,” within the meaning of Section 21E of the Securities Exchange Act of 1934, including statements regarding the anticipated size of the initial phase of Latitude Margaritaville Watersound, expectations regarding specific amenities and other features, neighboring developments and the prospective interest in the Latitude Margaritaville Watersound and the neighboring developments. These forward-looking statements are qualified in their entirety by cautionary statements and risk factors set forth in St. Joe’s filings with the SEC, including its Annual Report on Form 10-K for the year ended December 31, 2024 and subsequent current report filings, as well as the following: (1) the ability of Minto, Margaritaville Holdings and St. Joe to continue to develop and successfully complete the Latitude Margaritaville Watersound community (2) the ability of St. Joe to develop the marina, commercial village or health care campus, (3) the continued interest of prospective buyers of Latitude Margaritaville Watersound homes and (4) the interest of consumers in the marina, commercial village or the health care campus.

About Latitude Margaritaville

Latitude Margaritaville communities are active adult communities developed and built by master developer Minto Communities under license from global lifestyle brand Margaritaville Holdings. Offering resort-style amenities, Latitude Margaritaville is the ideal destination for those looking to live the Margaritaville lifestyle as they grow older, but not up. The communities feature a resort-style pool, fitness center, live entertainment, signature Margaritaville food and beverage concepts, arts and learning programs and more. Ranked the nation’s most popular active adult community of 2018 by 55Places.com and Best 55+ Community of the Year for both 2019 and 2020 by the National Association of Home Builders, Latitude Margaritaville communities are now open in Daytona Beach, Florida, Hilton Head, South Carolina and Watersound, Florida located on the Emerald Coast in Florida’s Panhandle. All three Latitude Margaritaville communities were named among the 2023 Top 50 Master-Planned Communities by John Burns Real Estate Consulting and RCLCO Real Estate Consulting. Latitude Margaritaville Watersound was named among the Top 50 Master-Planned Communities for 2024 by John Burns Real Estate Consulting and RCLCO Real Estate Consulting. Additional Latitude Margaritaville communities are planned for South Florida and Texas as well as other popular destinations. For more information on Latitude Margaritaville and to sign up to receive regular development updates, visit www.LatitudeMargaritaville.com. Follow Latitude Margaritaville on Facebook at www.facebook.com/LatitudeMargaritaville on Instagram and X at @LatitudeMville and on YouTube at @LatitudeMargaritaville8114.

About The St. Joe Company

The St. Joe Company (“Company”) is a diversified real estate development, asset management and operating company with real estate assets and operations in Northwest Florida. The Company intends to use existing assets for residential, hospitality and commercial ventures and has significant residential and commercial land-use entitlements. The Company actively seeks higher and better uses for its real estate assets through a range of development activities. More information about the Company can be found on its website at www.joe.com.

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