Topgolf First to Open at the Pier Park City Center℠ Development in Panama City Beach, Florida

July 1, 2025

PANAMA CITY BEACH, Fla.--(BUSINESS WIRE)--Jul. 1, 2025-- The St. Joe Company (NYSE: JOE) (“St. Joe”) celebrates the opening of Topgolf at the Pier Park City Center development, a St. Joe mixed-use site that broke ground in 2024 in Panama City Beach, Florida.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250701494463/en/

Topgolf Panama City Beach opened June 27, 2025 in the Pier Park City Center development

The two-level golf and entertainment venue opened on June 27, 2025 and is the tenth Topgolf location in Florida. The first Pier Park City Center business to open, Topgolf features 74 outdoor climate-controlled hitting bays along with a full-service restaurant and bar and year-round family-friendly programming.

“Topgolf will serve as an anchor for the Pier Park City Center development, helping to attract new businesses, spark additional investment and enhance the area’s appeal as a dynamic hub for commercial opportunities,” said William Brock, St. Joe Vice President for Commercial Real Estate. “Already a draw for the millions of visitors to Panama City Beach each year, the Pier Park shopping and entertainment district offers an ideal destination for new and established concepts looking to thrive in a high-traffic, high-growth environment.”

With plans for family-oriented entertainment concepts, the Pier Park City Center development spans approximately 80 acres in the popular Pier Park district, which currently includes more than one million square feet of retail and dining concepts as well as three hotels with a total of 500 rooms.

For more information about Topgolf Panama City Beach visit topgolf.com/us/panama-city-beach. To inquire about entertainment and commercial opportunities in the Pier Park City Center development, call 1.888.836.8353 or email lease@joe.com.

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 Pier Park City Center development, including those involving potential tenants, additional investment and future entertainment concepts. These forward-looking statements are qualified in their entirety by cautionary statements and risk factors set forth in St. Joe 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 St. Joe to complete Pier Park City Center development and (2) the interest of prospective tenants, customers and purchasers.

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 St. Joe can be found on its website at www.joe.com.

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