November 10, 2025

To Sanibel City Council

I am respectfully submitting this letter to ask you to reconsider the parameters of the Daycation plan that the Sundial Beach Resort and Spa is currently operating under. You graciously allowed the resort to sell Daycation passes that were based on the percentage of units that were back into our rental pool. The max passed allowed was 168 passes and was scheduled to scale down as the rental unit's construction was completed. Recently the ticket number was cut back to 65 as we now have only 25 units left under construction. The challenge with this as we all know is that of these 205 units that are currently completed, the percentage of occupancy is still very low as the Island is still recovering.

The Daycation concept has been very successful at bringing many people to the Island from local zip codes that are spending money at the resort and at other locations which we desperately need. We are asking if we be able to increase this number back to the original 168. As you may or may not be aware we are in the process of expanding the parking lot by 28 spots with the current permit that was approved. It is under construction now and scheduled to be completed by Thanksgiving.

Please be aware that our past strategy has been to flex the number of passes that we sell during peak occupancy times. For example, we are currently closed for day pass sales, Thanksgiving and Christmas week as we do not want to have poor customer service experience for our resort guests that are staying with us during our busier times. If you permit us to go back to the higher number of tickets available, this strategy will continue. We would simply like to be able to have the option on slower days to be able to offer more tickets to increase revenues. It is also our belief that this benefits everyone on the Island as it brings revenues to other businesses as well.

Please let me know if you have any further questions.

Thank You for your Consideration.

Becky Miller

General Manager- Sundial Beach Resort and Spa