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Images: The Korina

GROUNDBREAKING CONTINUES AS LAKEWOOD RANCH MARKS ANNIVERSARY

BY CHRIS WILLE,
Herald-Tribune Real Estate Editor



CHRIS WILLE

Groundbreaking ceremonies occur quite often in Lakewood Ranch, all milestones that mark the prodigious expansion of the development of the country's second fastest-growing and best-selling master-planned community.

The first shovels turned some dirt 25 years ago — on Feb. 23, 1994. Schroeder-Manatee Ranch commenced construction on the inaugural village in Lakewood Ranch, Summerfield, as the company shifted its emphasis away from agricultural and mining operations into community development. Few homes could be found east of Interstate 75 then — and none on SMR's vast expanse.

Summerfield, now composed of five distinct neighborhoods just south of State Road 70, was designed to attract Bradenton families desiring a home in a master-planned community that was affordable. Those initial prices ranged from \$89,000 to \$129,000 with floor plans from 1,100 to 2,400 square feet.

The first home sold in 1995, and the first 50 residents gained recognition as community founders. Today, more than 31,000 people call Lakewood Ranch home.

Summerfield's lakes, nature preserves, greenways and parks set the standard for the other unique villages in Lakewood Ranch today, which number more than 20. But Summerfield enjoys the distinction of a canopy of stately trees. "So in 10 years, other parts of the Ranch will be canopied over," says Lisa Barnott, SMR's director of marketing and communications. "Everything will be mature and more leafy. It just gives it a more majestic look."

Edgewater, Greenbrook and Country Club quickly followed Summerfield's lead. By 1998, a thousand homes graced a small portion of the 32,000-acre



WATERSIDE PLACE AT THE LAKEWOOD RANCH WATERSIDE COMMUNITY WILL INCLUDE APARTMENTS, RESTAURANTS, RETAIL SHOPS, PROFESSIONAL OFFICES AND THE PLAYERS CENTRE FOR PERFORMING ARTS, ALL WITHIN WALKING DISTANCE OF EVERY RESIDENCE. A MARINA, SHOWN HERE, AND WATER TAXI ARE ALSO PLANNED. (RENDERING PROVIDED)

Ranch, which straddles Sarasota and Manatee counties. Today, more than 13,600 residences have been built or are under construction. SMR has approvals for an additional 20,000 units.

Over the years, land purchases took the initial 29,000 acres to 32,000.

The most recent groundbreaking, which attracted dozens of real estate industry insiders and public officials, took place in October under blue skies by one of the seven lakes in the developing village of Waterside. That ceremony launched the construction of Waterside Place, situated on a 30-acre peninsula jutting into a 360-acre lake.

Waterside Place is designed to be a pedestri-

an-friendly social center in the village with commercial, retail, residential space as well as outdoor gathering spots, entertainment venues and large restaurants with outdoor seating and lake views. Residents will be able to reach the social and business hub via water taxi.

On the residential side, SMR broke ground on Waterside in 2016 with a plan for 5,100 homes at buildout. Waterside Place will become the third town center in Lakewood Ranch and is expected to open in 2020.

The well-known and popular Main Street is a people magnet with its variety of restaurants, shops and entertainment spots. A year after ground broke in

CONTINUED ON PAGE 6

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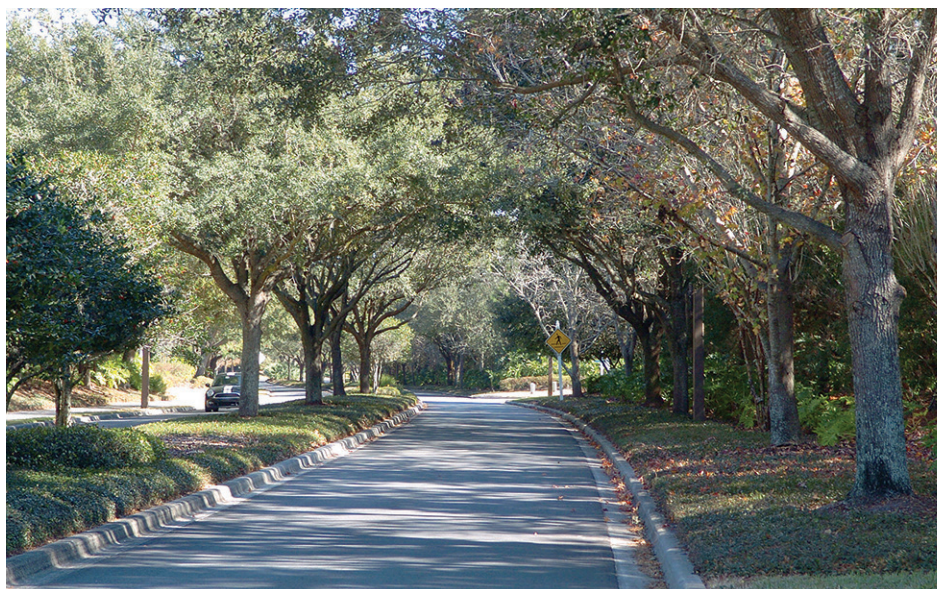
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LAKWOOD RANCH 25TH



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FROM PAGE 4

2004, Main Street opened. Today, the 23.5-acre site holds 29 boutiques and shops, 14 restaurants and 19 office suites. The Lofts Condos consists of 20 residential units located on the second and third floors above the first-floor retail. Waterfront on Main, built on an outparcel behind the moviehouse, contains 74 condos in three separate midrise buildings.

The lesser known but growing town center, The Green at Lakewood Ranch, is a 37-acre, mixed-use project within the Collaboration Opportunities for Research and Exploration, or CORE, project at the northeast corner of State Road 70 and Lakewood Ranch Boulevard. CORE, a biomedical research and life sciences park, covers 305 acres.

The Green, which opened just last year, already features more than two dozen businesses. One of the greatest qualities of Lakewood Ranch — and most visible — is the landscape. One of SMR's core values is respect for the land. That can be found in the nature and wildlife preserves, including 36 acres for the threatened gopher tortoise. The 150 miles plus of trails bring nature into sharper focus for walkers, runners and cyclists. Six community parks and dog parks give residents outdoor opportunities closer to home. The 22 fields at the Premier Sports Campus allow additional sports space.

Some 40 percent of the Ranch's total acreage is open space and recreation land. Even a casual swing through Lakewood Ranch illustrates the dedication to stewardship of the terrain in the meticulously groomed and lush landscaping. By design, the special districts and homeowners associations have permanent financial resources to sustain that beauty — and property values.

Seven years ago, Lakewood Ranch residents easily defeated a plan to incorporate into a city. By every measure, it is one: A-rated public schools and nine higher education campuses; more than 60 hobby and special-interest clubs; more than 200 shops and restaurants; over 50 charities and 17 worship centers; 1,383 existing business and 15,153 jobs; a hospital and numerous medical centers; a post office and other components of a city. But not a City Hall.

"It doesn't need a government structure to be a town," said Rex Jensen, SMR's president and chief executive. "It needs a social structure to be a town. That's what a town is."

Twenty-five years ago, SMR's leadership team envisioned this outcome. They intended to build a town. And they did, in a relatively short time — a striking accomplishment.

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A conversation with JOHN CLARKE

BY CHRIS WILLE,
Herald-Tribune Real Estate Editor



CHRIS WILLE

When John Clarke arrived in the Sarasota-Manatee County region in 1984, vehicles driving east on University Parkway reached a metal gate just past Interstate 75. A dusty farm road extended farther east into thousands of acres of open range and farm land.

Not a single home stood on Schroeder-Manatee Ranch property, a 48-square-mile tract that stretched from State Road 64 to the north, past University Parkway and into Sarasota County to the south.

“When we came here, it was like a Chinese wall along the interstate,” Clarke said. Manatee and Sarasota County governments “were saying, ‘No homes east of the interstate.’ They didn’t mind five- or 10-acre lots, but they didn’t want anything intense east of the interstate, so there weren’t any homes out there then.”

Clarke played a leading role in the development of Lakewood Ranch, now the country’s second-fastest selling master-planned community.

Today there are thousands of houses, condominiums and apartments, as well as a hospital, public and private schools, a post office, parks, shopping center, restaurants, grocery stores, gas stations, a movie house, corporate and business centers, sports fields, golf courses and nature preserves — even a polo club and a Main Street.

“It’s certainly changing so fast,” he said.

Michael Saunders has known Clarke since the days before any development on SMR’s vast property. “I think John had a big, big vision and I think he brought clarity to that,” said the founder and CEO of Michael Saunders & Company. “He’s one of the people I most admire.”



JOHN CLARKE, FORMER PRESIDENT AND CHIEF EXECUTIVE OFFICER OF SCHROEDER-MANATEE RANCH, SAYS DEVELOPING THE COMMUNITY WAS “A FASCINATING JOURNEY.” (HERALD-TRIBUNE STAFF PHOTO/THOMAS BENDER)

RURAL BEGINNINGS

Clarke came to Southwest Florida initially to take charge of SMR’s agriculture and mining operations under a consultant’s contract.

“I had a company that managed large ranches, farms that were owned by absentee people from Boston, Milwaukee, you name it,” he said while sitting in his longtime home in Sarasota’s Meadows community.

Clarke grew up on a farm in Kenya and studied at

Cambridge University in England.

“My origins were in agriculture,” he said. On SMR land, “I remember very well building the orange groves. We actually built quite a lot of citrus. We greatly improved the cattle. We had these wonderful vegetable farmers that we leased the land to; there were just some terrific people.”

He continued overseeing shell mining, cattle ranching and citrus, tree and turf farming until he sold his company in 1988 and officially joined

CONTINUED ON PAGE 10

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FROM PAGE 8

Schroeder-Manatee that year as president. He succeeded SMR's founding CEO, Mary Fran Carroll, as chief executive a year later.

SMR leaped into real estate development with a sense of urgency, following a news report about a possible move of the Sarasota-Bradenton airport to Schroeder-Manatee land east of the interstate, Clarke said.

"So the family that owned it — the Uihlein family — looked at this with some concern and said, 'We'd better start thinking about what we want out on the ranch.' And so that was in 1989. We started planning.

"The key people I had from day one were land planners, engineers, environmentalists, and we got started planning. And thinking about real estate."

ENVISIONING A NEW TOWN

One of the team's first steps was a thorough environmental analysis of the entire 35,000-acre ranch. "We set aside significant environmental corridors. Some of them were wetlands, some were uplands," Clarke said. "We felt that was important for the future that there were areas that should not be developed.

"If you go out to Lakewood Ranch today, there's an area we call Heritage Ranch of 2,000-odd acres that is still in its native oak trees and streams and it's beautiful."

Builders and developers had their eye on some parcels on the ranch.

I THINK JOHN HAD A BIG, BIG VISION AND I THINK HE BROUGHT CLARITY TO THAT. HE'S ONE OF THE PEOPLE I MOST ADMIRE.

MICHAEL SAUNDERS,
FOUNDER AND CEO OF MICHAEL SAUNDERS & COMPANY

"Our concern then was that if we sold something like that it would shut the front door and we suddenly would be somewhat restricted on what the rest of the ranch would develop out as," Clarke said. "We got into some detailed planning. We went to look at major land-holding ranches that got into development in California, Las Vegas and Texas.

"That gave us a very good sense of what they had done wrong and what they had done right." Clarke and his team came to the conclusion that they had to think of building a

new town, not a series of subdivision communities.

"If you think of a new town, you will be much more successful with this large piece of land," he said. "That new town means a place where you could live, work, pray, go to school, go to university, go to hospitals — the essence of living. And that became the key for the plan that developed in 1989-1990. It took us a good year to develop that plan."

Then came 1991. "The housing market in Florida had gone way down. Things were dead in the water. When I went to talk to people like Michael Saunders, they said: 'No one's going to live east of the interstate. They're not even buying the homes west of the interstate.'

"But we persisted with trying to brush up the plan and get permitting. Permitting was a nightmare. Manatee County was wonderful. Sarasota County still had firmly in their mind that no one should live east of the interstate," he said, referring to Sarasota County's decades-long policy of using I-75 as a strict boundary between urban and rural development. "We couldn't get them to pay attention one little bit.

"And that's why Lakewood Ranch really started in Manatee County. They had wonderful commissioners like Pat Glass who helped us through this."

CONTINUED ON PAGE 12

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AT LAKEWOOD RANCH



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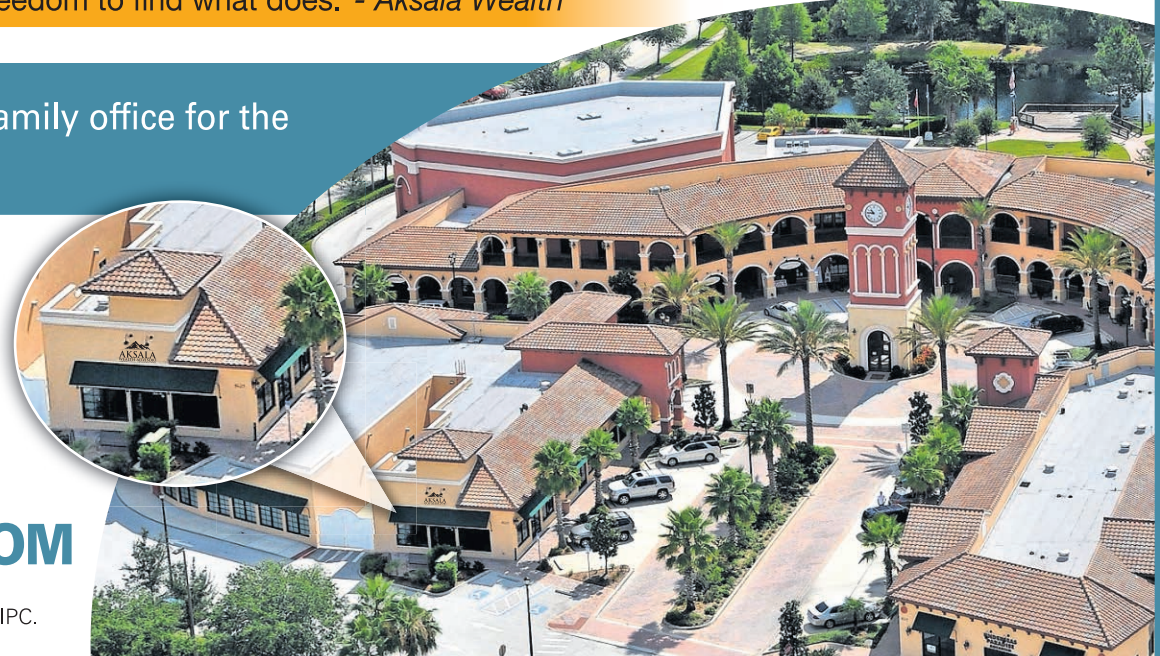
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LAKWOOD RANCH 25TH



JOHN CLARKE WITH PROFESSIONAL POLO PLAYER STUART CAMPBELL, OF SOUTH AFRICA. (HERALD-TRIBUNE STAFF PHOTO/THOMAS BENDER)

FROM PAGE 10

BUYING THE VISION

There were numerous other issues. Development couldn't proceed without the eastern extension of University Parkway, but that presented challenges because the road straddles the Sarasota and Manatee county line.

When the housing market started perking up in 1993, SMR had already lined up its first builders.

"We wanted to get local builders we'd seen. We had some wonderful local builders here that took much more quality control measures than some of the national builders," Clarke said, citing Lee Wetherington and John Cannon among them. "I think one of the great successes has been the quality of the builders we had from day one."

In 1993, SMR began building in the Summerfield Village with some small homes. "People started believing the story and they bought," he said.

Sarasota County proved more amenable to the idea of a business park, Clarke said, adding that SMR also "quietly presented a plan for an equestrian ranch, which is what the Polo Club was permitted as."

Sarasota Polo Ranches, large residential and equestrian spreads adjacent to the polo fields, thus came about.

"But that was the only housing-type development we had in Sarasota County until very recently," Clarke said.

Construction on Lakewood Ranch's newest village and first in Sarasota County — named Waterside — is well underway. Model homes are open.

In 2002, Clarke gave up his title as president to Rex Jensen, then the company's vice president of real estate, and three years later he stepped down as chief executive; Jensen got that job as well.

He calls it "a fascinating journey."

"I think the greatest achievement we made was moving the owners' thinking from selling outparcels of land to developers to thinking of a new town and all the fundamental pieces that you have to have to make a new town exciting and fun and a place to go to. That was perhaps the most important thing. And then sticking with it."

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REX JENSEN

focuses on the big picture

BY CHRIS WILLE,
Herald-Tribune Real Estate Editor



CHRIS WILLE

Taking stock of his decades with Schroeder-Manatee Ranch and the burgeoning development of Lakewood Ranch, Rex Jensen doesn't reflect on the number of rooftops or villages. He cites "the really big picture stuff that probably no one will appreciate" as his chief accomplishments.

Looking at the coming decade, the SMR president and chief executive cites his belief that some of the original portions of Lakewood Ranch "will be better and more mature and not run down."

And, he says, "I think that in 10 years you'll see pretty much all of the property will be under one form of development or another."

He expects the Lakewood Ranch population to reach 50,000.

This month, SMR celebrates the anniversary of the first groundbreaking ceremony for a home in Lakewood Ranch. Now, 32,000 people live on what is warmly called "the ranch." Some 12,000 people work at the Corporate Park and Town Center.

Seven years ago, Lakewood Ranch residents handily defeated a plan to incorporate into a city, but, Jensen said, "It's a defacto town.

"It doesn't need a government structure to be a town. It needs a social structure to be a town. That's what a town is."

Jensen has seen it all from the initial planning stages. He joined SMR in 1990, recruited by John Clarke. When Clarke stepped aside as SMR president in 2002, Jensen, then the company's vice president of real estate, took over that role. Three years later, Clarke fully retired and Jensen became the CEO, too.

Jensen ranks the company's relationship with the Manatee County School Board atop "the really big



SCHROEDER-MANATEE RANCH CEO REX JENSEN.
(HERALD-TRIBUNE STAFF PHOTO/THOMAS BENDER)

picture stuff" because schools are integral to the creation and growth of a community and attracting families. SMR set aside land for schools in the initial planning stages for Lakewood Ranch some 35 years ago. Today, the marketing for Lakewood Ranch boasts about the area's schools consistently earning A ratings and high scores on achievement tests.

Secondly, Jensen cites the 2005 formation of the Stewardship District and the Community Development Districts for financing the acquisition, construction, maintenance and operation of infrastructure and other public facilities. "All total, we probably borrowed \$600 million and created a like amount of value of infrastructure," Jensen said. Homeowners pay annual assessments to finance the bonds.

"People comment on how well Lakewood Ranch

is maintained," he said. "That is because we can afford to do it with the districts that we've set up and the homeowners associations that we've set up, so the community gets better and better as it matures, as opposed to other areas."

Elsewhere, neighborhoods once touted as best places to live now look tired, he said. "While individual properties are well maintained, the area itself has just simply not kept its value like it could," Jensen said. "That's not happening here."

Referring to the Great Recession, he said, "people remarked, 'You guys are still washing the fences. You're still picking up the trash.'"

The districts and HOAs make that possible, he said.

Lisa Barnott, the company's director of marketing

CONTINUED ON PAGE 10

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The Lake Club's breathtaking newly opened Grande Clubhouse features spectacular indoor and outdoor dining and an expanded fitness center. Other new lifestyle additions include a beautiful park and children's playground. Future enhancements include six tennis courts, pickleball, bocce ball and poolside dining at the Lakeside Café.

The Lake Club has also debuted Lake View Estates featuring grand estate homes from some of the area's top builders and is unveiling Genoa, a luxury single-family home neighborhood by Stock Signature Homes with eight designer-decorated models.

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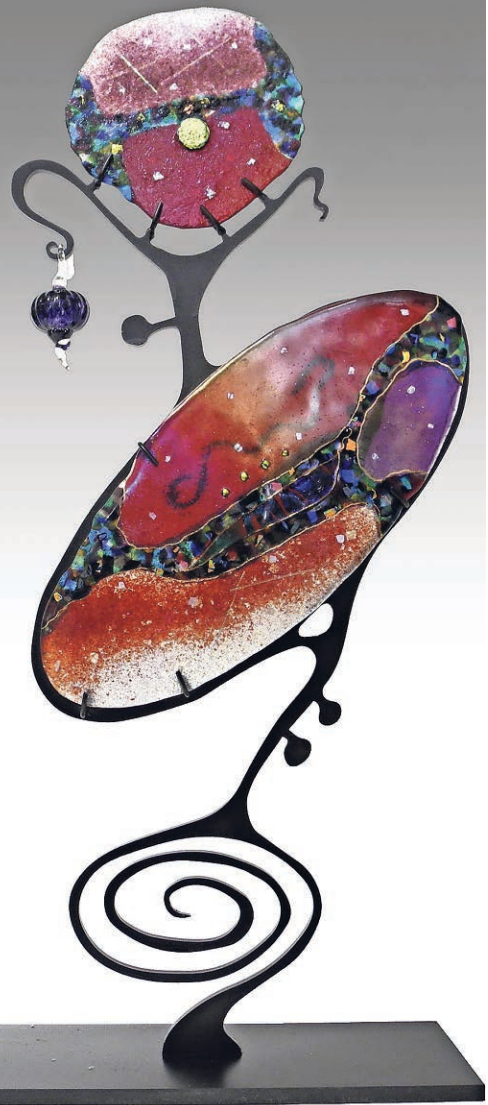
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LAKWOOD RANCH 25TH

FROM PAGE 14

and communications, point out another kind of growth, which can be spotted along Lakewood Ranch Boulevard between State Road 70 and University Parkway. “That part of Summerfield has trees that are all canopied,” she said. “So in 10 years, other parts of the Ranch will be canopied over.”

“And that’s what I mean about a community getting better and better,” Jensen said. Jensen’s other big, behind-the-scenes achievements are the partnerships on water resources with Sarasota and Manatee counties and the cities of Bradenton and Sarasota. Plus, SMR installed an irrigation system, which uses treated wastewater instead of drinking water, across 50 square miles.

“We have really saved a lot of potable water by having an irrigation system that is completely divorced from that resource,” Jensen said. “It is big, it’s very, very big. And most people would never have thought about it.”

Public safety came into play with a small but important piece of infrastructure.

“Another thing that we do that others haven’t done much of,” Jensen explained. “You’ve got these major roads that you have to have every so often. How does a kid get across it without playing Frogger?”

“And yet you want to encourage pedestrian and bike movement through a community, so we built the roads up in certain places and put tunnels underneath. I don’t know of many places that do that.”

Lorraine Road and White Eagle Boulevard are two with tunnels.

One thing SMR has not done stands out, too.

“I’m proud of the fact that we don’t go out and nuke wetlands. We work around them,” he said.

“The wetland permitting we do is filling in agricultural ditches, which are also defined as wetlands. But those kinds of things drain real wetlands, and we put it back the way it used to be when we go into development.”

SPORTS ASSETS

Sports have played a vital role in the growth of the ranch, especially with eight golf courses. “The country clubs are key,” Jensen said. “We’ve got the best country club facilities in the area. The members get a very good bargain membership rate vis-a-vis our competition.”

He called the Premier Sports Campus “a hugely important project.”

“That was an idea that I had when the downturn was in full force and we felt like the Maytag repairman. The phone didn’t ring. People didn’t come.

“And I thought, you know what? One thing that is just inexorable is that parents follow their

“PEOPLE COMMENT ON HOW WELL LAKWOOD RANCH IS MAINTAINED. THAT IS BECAUSE WE CAN AFFORD TO DO IT WITH THE DISTRICTS THAT WE’VE SET UP AND THE HOMEOWNERS ASSOCIATIONS THAT WE’VE SET UP, SO THE COMMUNITY GETS BETTER AND BETTER AS IT MATURES, AS OPPOSED TO OTHER AREAS.”

— REX JENSEN, SCHROEDER-MANATEE RANCH CEO

CONTINUED ON PAGE 20



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FROM PAGE 16

kids around to soccer tournaments. We prepared 140 acres of sod fields and turned them into sports fields.”

SMR sold the asset to Manatee County because company shareholders are not in the subsidy business. “I am happy that we sold that to the county because one of the issues that we had as a private company is many of the big tournaments like a little subsidy and they play a game going to where they can get subsidies.

“The county can with the Tourist Development Council using the bed tax revenue. They are doing a great job managing that facility.”

Similarly, SMR sold the Sarasota Polo Club, a valuable and popular attraction that contributed greatly to the cultural and social fabric of the Ranch. The 130-acre club was established in 1991 as SMR’s first development in Lakewood Ranch.

“The Polo Club is a great asset. And yet it’s not something a private company forever can really say grace over,” Jensen said. “The expense of keeping up a polo field is enormous.”

THE NEXT DEVELOPMENT

Waterside, Lakewood Ranch’s newest village and the first in Sarasota County, is sprouting homes in the Lakehouse

Cove neighborhood. The appealing aspects include seven lakes covering 2,000 acres with 20 miles of shoreline. And one more: Waterside Place, now under construction as the next town center in Lakewood Ranch. Completion is expected in 2020.

The jam-packed popularity of the monthly Music on Main event showed a community hungry for entertainment and social outings with Main Street being the center of attention.

Music on Main “shows me there’s a market for more of that,” Jensen said. “When I encounter residents and they tell me what they’d like, they’d like more dining and entertainment operations out here.”

Waterside Place “is the key to everything we’ve been selling down there, and that is walkability, mixed-use lifestyle. Many companies wouldn’t lead with such a thing as that. I believe that has to be one of things you have to do.”

Younger families are the target, he said.

Besides entertainment venues, schools are the other pivotal priority.

“We need more schools,” Jensen said. “They’re on the way.” He’s working with the Sarasota County School Board on

something “way out of the box.”

He’s proposing a K-12 campus with smaller classes for all ages. Then, as the student population increases, the district could build a dedicated elementary school. The same thing could occur when the original campus becomes overcrowded, with middle school students sent to a new school.

“I don’t know why it couldn’t be done,” Jensen said.

Asked to name the one thing that contributed the most to the success of Lakewood Ranch, Jensen cited the Uihlein family, owners of SMR since 1922. First and foremost, their patience.

“I have to say we made a lot of money for our shareholders, but we did it patiently. And that’s hard to do in real estate,” he said. “There’s always a lot of pressure on you to take the wrong deal and do the wrong thing for short-term gain.

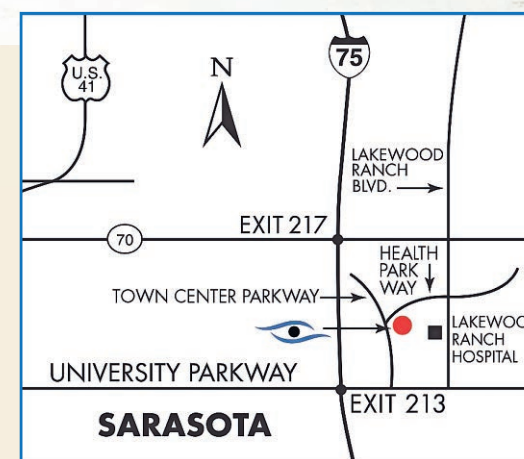
“We’ve invested very heavily in this property, and it’s that investment that the shareholders allowed to happen. That I think is really what’s driving the success.

“Again, intangibles, big intangible things, not really obvious to the general public.”



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HAPPY 25TH BIRTHDAY, *Lakewood Ranch!*

BY HEATHER KASTEN,
President/CEO, Lakewood Ranch
Business Alliance



HEATHER
KASTEN

The Lakewood Ranch Business Alliance would like to congratulate Lakewood Ranch on this milestone 25th anniversary. As the go-to membership organization for companies to network within the LWR community, we've seen the tremendous growth of the region firsthand. Today, the alliance works with nearly 700 member businesses and 2,500 business professionals across a diverse range of industries in and around the Lakewood Ranch region.

Our tagline, "The Power of Connection," comes across in everything we do — from connecting professionals and businesses with potential clients to connecting them with the tools and resources needed to grow their businesses. The LWRBA hosts over 100 events and programs a year in effort to build and connect the business community right here in our backyard.

Monthly events like our networking socials are about making new connections and strengthening relationships.

Likewise, the "Lunch with Ranchers" series offers a more intimate level networking at a local, member restaurant. Educational programs like monthly luncheons and executive briefings provide professionals with timely and relevant information and knowledge to take their business to the next level.

In addition to the monthly events, the yearly six-week leadership building experience, the Executive Academy, equips leaders and future leaders with the tools to continue to develop both personally and professionally.



THE LAKEWOOD RANCH BUSINESS ALLIANCE HOSTS NUMEROUS EDUCATIONAL AND SOCIAL NETWORKING EVENTS AROUND THE RANCH.
(COURTESY PHOTOS)

CONTINUED ON PAGE 24



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AT LAKEWOOD RANCH

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LAKEWOOD RANCH *Creating Community for 25 Years*

FROM PAGE 16

Through a partnership with Bradenton-based Game On Nation, the Executive Academy's interactive game-based curriculum increases resourcefulness, confidence, and agility through tangible skill training for all types of business environments. Game On is nationally recognized for working with some of the most demanding and high-profile corporations, sports teams and military organizations, creating unparalleled commitment and buy-in, with results that last. Applications for the fall 2019 class will begin in the spring.

The alliance also hosts a slate of annual signature events, all of which are uniquely Lakewood Ranch. The Ranch Scramble Golf Tournament, Main Street Block Party, and volunteer-honoring Sandies Members' Choice Awards are all geared to building community. We're also proud to partner with a large number of organizations, such as LWR Community Activities and LWR Communities LLC, to bring special and unique events to the businesses and residents of the region.

Last October, the organization hosted its inaugural "Alliance Gives Back!" volunteer days, in which over 150 LWRBA members volunteered in various activities with nearly 20 local nonprofits. The two-day initiative organized by the LWRBA's Community Engagement Committee generated an estimated 500 volunteer hours for nonprofit organizations in Sarasota and Manatee counties.

As a driving force behind economic advancement in the region, the LWRBA strengthens the business community in Lakewood Ranch by promoting business growth and advocating on behalf of member businesses.

Businesses can learn more about upcoming events and opportunities, as well how to become a member at www.lwrba.org, or by calling the office at 941-757-1664.

We're incredibly proud to be a part of the Lakewood Ranch community and look forward to celebrating many more LWR milestones down the road. Happy birthday, Lakewood Ranch!



UPCOMING EVENTS

(Please visit www.LWRBA.org to sign up for these events.)

Business Beyond Baseball with the Baltimore Orioles
Friday, February 1
11:30 a.m.-1 p.m.

The Ballroom at GROVE,
10670 Boardwalk Loop

An all-star panel of Baltimore Orioles executives joins us to explore how to stay competitive today and into the future.

Networking Social: Sirius Day Spa
Wednesday, February 6
5-7 p.m.

Sirius Day Spa, 11585 SR 70

Join us at Sirius Day Spa for our February networking social. Mingle with fellow alliance members and enjoy complimentary appetizers and a cash bar.

Women's Executive Golf Breakfast
Tuesday, February 12
8-9:30 a.m.

Lakewood National Golf Club,
17605 Lakewood National Parkway

Join us at Lakewood National Golf Club, home of the Web.com Suncoast Classic, for an informational breakfast featuring a golf pro about doing business on the golf course.

Breakfast: Paving the Road for Next-Gen Leaders
Friday, February 15
11:30 a.m.-1 p.m.

The Ballroom at GROVE,
10670 Boardwalk Loop

What can HR and managers do to ignite millennials, harness their vision, empower their future, and copilot them into leadership? This interactive presentation with keynote speaker and author Margaret Spence will lift the lid on how you can adapt your people strategies to rethink what it takes to keep millennials beyond their statistical half-life.

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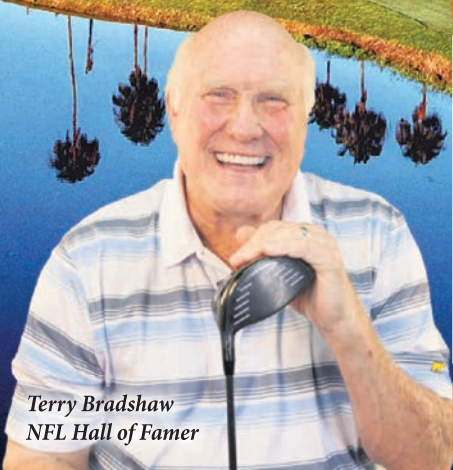


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BY DALE WHITE,
Herald-Tribune Reporter



DALE WHITE

Now ranking as the second fastest growing master-planned community in the United States, Lakewood Ranch will surely continue to expand in Sarasota and Manatee counties in the decades ahead.

Schroeder-Manatee Ranch started to shift its emphasis on 28,000 acres of agricultural operations to residential and commercial real estate when it got its initial approval for Lakewood Ranch from Manatee County in 1989. It started construction of its first neighborhood, Summerfield Village, in 1994.

Its growth has been virtually nonstop ever since.

The now nearly 700-member strong Lakewood Ranch Business Alliance recently estimated that more than 12,000 households are in the diverse community of apartments, condos and single-family homes — plus more than 1,300 businesses employing nearly 14,000 workers.

The alliance projects a potential build-out of more

CONTINUED ON PAGE 28



THE AMENITY CENTER AND CLUBHOUSE AT LAKEHOUSE COVE, A NEW NEIGHBORHOOD IN THE WATERSIDE VILLAGE AT LAKEWOOD RANCH. (RENDERING PROVIDED)



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LWR TIMELINE 1905-2019

1905

John Schroeder of Milwaukee assembles land as Schroeder-Manatee Ranch.

1922

Uihlein family, one of the original owners of Schlitz Brewing, purchases Schroeder-Manatee Ranch.

1960

Ranch operations expand beyond cattle and timber.



(COURTESY PHOTO)

1977

The Sarasota-Manatee Airport Authority considers relocating the airport to the Schroeder-Manatee Ranch land, east of where I-75 is to be built.

1978

First shell and aggregate mine opens.

1985

SMR unveils plans for a development on the Braden River, called Cypress Banks, which includes a resort with golf courses, a hotel and conference center, and houses and condos. The resort component is later scrapped.

1987

The Gulf Coast Zoological Society and SMR initiate talks about possibly creating a 250- to 500-acre zoo on SMR property. The idea never gets off the ground.

1988

Braden River Elementary opens, bordering Lakewood Ranch.

CONTINUED ON PAGE 28

FROM PAGE 26

than 30,000 households. SMR expects 5,144 of those households to be in Waterside — its new development in Sarasota County with an abundance of lakes.

About 2,100 of those future homes are to be priced for families earning less than 120 percent of the area's median income.

In October, SMR broke ground on Waterside Place — a pedestrian-oriented, village center with 100,000 square feet of commercial space as well as outdoor gathering spots and entertainment venues. Five large restaurants with outdoor seating and lakefront views will be key attractions. Boutiques and specialty retail, hair salons, spas, neighborhood-oriented professional services and offices, apartments and the Players Centre for Performing Arts will attract residents and visitors.

Community events such as concerts, festivals and farmers markets will take place in Waterside Park, which sits on an eight-acre peninsula.

A marina with electric water taxis also is planned to provide additional easy access to residents besides the interconnected trail system and roads. Kayaks and canoes are other lake options.

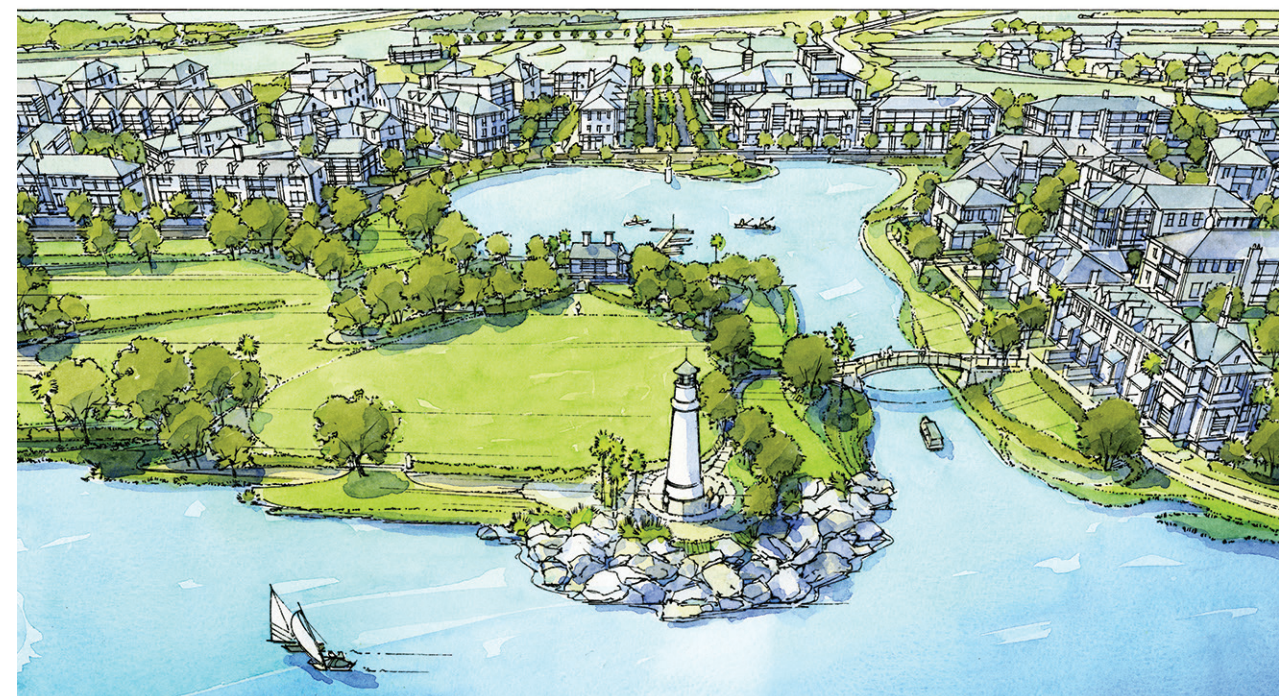
Meanwhile, development continues in the Manatee County portion of Lakewood Ranch including such recent approvals as:

The Woodlands of Lakewood Ranch, a 545-acre



Waterside Place at the Lakewood Ranch Waterside community will include apartments, restaurants, retail shops, professional offices and the Players Centre for Performing Arts, all within walking distance of every residence. A marina, shown here, and water taxi are also planned. An official groundbreaking took place Oct. 4, 2018, with an estimated completion date of 2020. (RENDERING PROVIDED)

LAKWOOD RANCH
WATERSIDE



subdivision of 1,500 single-family homes that will be a combination of detached, semi-detached and attached units. The suburb will be between the north-south thoroughfares Lorraine Road and Uihlein Road.

North of The Woodlands and east of Lorraine Road, a 991.8-acre project labeled as SMR Northeast could eventually have a combination of 1,750 single-family

and multifamily residences and a golf course.

Solera at Lakewood Ranch, a suburb of 675 single-family homes on 278.4 acres at 5010 Uihlein Road, will emerge about 1.3 miles north of State Road 70 and 2.1 miles south of S.R. 64.

Cresswind, a 249.5-acre subdivision of 651 homes will be on an extension of Uihlein Road — about 1.5



miles north of State Road 70 and 1.3 miles south of S.R. 64.

Meanwhile, sales continue in condo towers at the Main Street shopping area, the 1,300-home Del Webb suburb for seniors and the 1,999-home Lakewood National Golf & Country Club and Bridgewater — among several other neighborhoods such as Lake Club, Country Club, Harmony and Savannah.

The biggest question about Lakewood Ranch's future is whether its voters may eventually decide to incorporate the community as a municipality.

Several taxing authorities, mostly known as community development districts, already provide municipal-type services — such as road and stormwater maintenance.

CONTINUED ON PAGE 28

LWR TIMELINE 1905-2019

1989 Florida State University and Asolo State Theatre talk with SMR about the possibility of a complex where FSU would have classrooms and production facilities for a master's program and the Asolo would have an area to assemble theater sets. That idea also eventually dissolves.

Cypress Bank's development of regional impact wins approval. Will ultimately become Summerfield and Riverwalk villages.

1990 Braden River Middle School, also bordering Lakewood Ranch, opens.

1991 Sarasota Polo Club opens. Groundbreaking for Summerfield Village. SMR expands development plans by 5,000 acres, including what would become Corporate Park south of University Parkway, as well as residential developments Edgewater Village and Country Club north of the thoroughfare.

1992 Living Lord Lutheran, the first church in Lakewood Ranch opens.



1994 Groundbreaking for first home in Lakewood Ranch, in Summerfield Village. First Community Development District formed.

1995 Summerfield Village opens. First 50 residents recognized as community founders. State Road 70 Information Center (Summerfield) opens. University Parkway extended to Lorraine Road.

1996 Edgewater Village opens. Info center opens.

1997 Country Club Village, Legacy Golf Course, Corporate Park (first ranch corporate office, Teleflex), and Out-of-Door Academy upper school open. Lakewood Ranch County Park opens. First bank, Northern Trust, opens. First gas station, Chevron, opens. First medical office, LWR Medical Center office building, opens.



(HERALD-TRIBUNE ARCHIVE PHOTOS)

1998 1,000th home sold. Lakewood Ranch High School opens. Lakewood Ranch receives award as best master-planned community in America from Professional Builders Magazine/National Association of Home Builders. Lakewood Ranch County Park opens. First bank, Northern Trust, opens. First gas station, Chevron, opens. First medical office, LWR Medical Center office building, opens.

1999 Financial Park at Town Center opens. Lakewood Ranch Commerce Park announced. Lakewood Ranch receives Aurora Award as best planned community in the Southeast from Southeast Builders Conference. First Publix and first restaurant (First Watch) open. Riverwalk Village and Braden River Bridge open.

Around the Ranch newspaper founded.



2000 2,000th home bought. Private golf club and course breaks ground. Lakewood Ranch Community Fund founded.

2001 Lakewood Ranch Golf and Country Club opens. Holiday Inn becomes first hotel to open in Lakewood Ranch. Greenbrook Village opens. Manatee Technical Institute's eastern campus opens.

2002 Lakewood Ranch Golf & Country Club's clubhouse receives the National Builder's Conference's Grand Award for Excellence for its design. Cypress Links Golf Course opens. Greenbrook's Adventure Park opens. East Manatee Fire Rescue's first station on Lakewood Ranch built at Town Center Parkway. State College of Florida opens an LWR campus, as does the Manatee YMCA.

2003 Lake Erie College of Osteopathic Medicine announces plans to build a branch campus in LWR. McNeal Elementary School opens.

2004 Lakewood Ranch Medical Center, Town Hall, and Nolan Middle School open. Heritage Ranch, a 2,000-acre conservation area, set aside. First housing east of Lorraine Road built in Greenbrook. Lorraine Road from Greenbrook Boulevard to University Parkway opens. Lakewood Ranch Boulevard four-laning between State Road 70 and University Parkway begins. Lake Erie College of Osteopathic Medicine opens. Rex Jensen elected CEO of SMR, replacing John Clarke. Residents take control of first two community development districts.

CONTINUED ON PAGE 30





THE PLANNED LAKWOOD RANCH WATERSIDE DEVELOPMENT WILL BE EAST OF I-75 AND SOUTH OF UNIVERSITY PARKWAY. (RENDERING PROVIDED)

FROM PAGE 29

For a CDD to become a city in Florida is not without precedent.

Weston, a 15,000-acre community in Broward County, started as a CDD. In September 1996, 90 percent of its electorate favored incorporation as a city.

When Lakewood Ranch residents were surveyed about the idea in 2011, they mostly thought it to be premature. Yet the notion could be raised again.

Although becoming a city would strengthen Lakewood Ranch's identity on the Florida map, it would raise a lot of debate about services — such as law enforcement and sanitation — that it is already getting from both counties.



IN 2017 MANATEE COUNTY ACQUIRED THE PREMIER SPORTS CAMPUS FROM THE DEVELOPER OF LAKWOOD RANCH FOR A COUNTY RECREATIONAL COMPLEX. THE COUNTY RECENTLY BOUGHT AN ADJACENT PARCEL TO BUILD ATHLETIC FACILITIES, A PUBLIC LIBRARY AND SATELLITE COUNTY OFFICES. (HERALD-TRIBUNE STAFF PHOTO / DALE WHITE)

Meanwhile, Manatee County is bolstering its presence in Lakewood Ranch. In December 2017, the county bought the 126.9-acre Premier Sports Campus from SMR for the \$5.2 million that the developer put

into its recreational amenities. The county recently spent \$4.6 million to add 75 acres so it can eventually build a library, more athletic facilities and satellite offices for various agencies.



Artist's Rendering



The Ritz-Carlton Beach Club



Jack Dusty Restaurant



The Ritz-Carlton Golf Club



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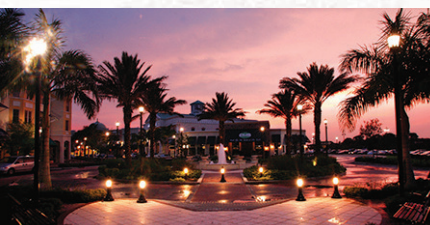


THE RITZ-CARLTON RESIDENCES

SARASOTA

UNDER CONSTRUCTION
OCCUPANCY Q4 2020

LWR TIMELINE 1905-2019



2005

Lakewood Ranch Main Street and Willis Elementary School open.

Lakewood Ranch designated with I-75 signage. Lake Osprey retail village opens.

5,000th home sold. Lakewood Ranch Business Alliance founded. Ritz-Carlton Golf Club opens.

2006

The Lake Club opens. LWRLife magazine created and introduced by Schroeder-Manatee Ranch. Community Development Districts in Phase 1 turned over to residents. Sarasota Polo Club at Lakewood Ranch hosts Triple Crown of Polo event.

2007

Gullett Elementary School opens. Lakewood Ranch Golf and Country Club's third 18-hole course, Royal Lakes, opens.

2008

Lakewood Ranch Post Office opens. Manatee Association of Realtors moves into new

Lakewood Ranch office. Lakewood Ranch Civic Association commissions incorporation study. Dan and Corrine McClure Center, housing the Chamber of Commerce and United Way, opens. East Manatee Fire Rescue opens headquarters complex on Lakewood Ranch Blvd. Manatee County approves phase known as Lakewood Centre, which now includes the Lost Creek Resort Apartments and Creekside Ranch Apartments.

2009

Ground broken for Medical Technology and Simulation Center at MCC (now State College of Florida) in LWR's Corporate Park.

2010

Neal Communities' Central Park opens. Plans for the Villages of Lakewood Ranch South (now Waterside) approved by Sarasota County Commission.

Fishkind study shows incorporation feasible at Lakewood Ranch.

2011

Premier Sports Campus opens. Resident straw poll says time not right for incorporation.

2012

Esplanade active lifestyle community and Lost Creek Resort apartments open. Lake Erie College of Osteopathic Medicine opens dental college. Lakewood

Ranch named ninth in the United States for new home sales by John Burns Real Estate Consulting. SMR Farms named Tropicana Grower of the Year for the 2011-12 harvesting season.



(HERALD-TRIBUNE ARCHIVE)

CONTINUED ON PAGE 32

On Sarasota's Renowned Downtown Waterfront. An Unparalleled Private Oasis.

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25 LAKWOOD RANCH NOTABLES

STILL-GROWING COMMUNITY PRAISED FOR FORESIGHT AND PLANNING

MARY FRAN CARROLL
1922-2014, former CEO of Schroeder-Manatee Ranch speaking in a 1997 interview

"It was a real thrill when I saw lights on and families living in the first homes of Summerfield. We've created a sense of community here and gotten both counties to respect our integrity. ... It's thrilling to see it come to fruition. I guess I'm like a parent whose children turn out well."

REX JENSEN
CEO of Schroeder-Manatee Ranch

"I think that in 10 years you'll see pretty much all of the property will be under one form of development or another. ... It's a defacto town. It doesn't need a government structure to be a town. It needs a social structure to be a town. That's what a town is."



REX JENSEN, MARY FRAN CARROLL AND JOHN CLARKE.
(HERALD-TRIBUNE STAFF PHOTO)

JOHN CLARKE
Retired CEO of Schroeder-Manatee Ranch:

"When we came here, it was like a Chinese wall along the

interstate. Both county governments were saying, 'No homes east of the interstate.' They didn't mind 5- or 10-acre lots, but they didn't want anything intense east of the interstate, so there weren't any homes out there then."

DAVID FINK
Board member of the Lakewood Ranch Community Fund and former president of the Lakewood Ranch Business Alliance



(COURTESY PHOTO)

"A major university recently did a survey in Lakewood Ranch. They determined that the attribute that those who live and work in Lakewood Ranch value most is the sense of community. There are countless

CONTINUED ON PAGE 34

LWR TIMELINE 1905-2019

2013
Work begins on the 697-acre Lakewood Centre project with 4,683 residential units, 1.67 million square feet of commercial space and 1.46 million square feet of office space planned. Lakewood Ranch signs deal with the Tampa Bay Lightning to be the team's exclusive residential real estate development partner.

2014
Del Webb's 55-and-older community approved by Manatee County.

Lakewood Centre plans revised. Condo high-rise for Main Street approved. The Florida Department of Transportation commits to build a diverging diamond interchange at I-75 and Univer-

sity Parkway. University of South Florida Sarasota-Manatee College of Hospitality and Tourism Leadership opens Culinary Innovation Lab at Lakewood Ranch Main Street.

2015
Lakewood Ranch Main Street and Lakewood Ranch Business Alliance turn 10. Ground is broken for The Lodge, Lakewood Ranch Golf and Country Club's second clubhouse, located in Country Club East. Planning begins on southern extension of Lakewood Ranch Boulevard and an I-75 overpass between Lakewood Ranch and Cattlemen Road.

2016
Ground is broken for Waterside, Lakewood Ranch's first village

in Sarasota County. The Players Theatre, the oldest community theatre in Sarasota and second oldest in Florida, announces plans to sell its existing building and property and move to Waterside. Echo Lake Apartments open.

2017
Lakewood Ranch named fourth best-selling master-planned community in the country for its 2016 sales by RCLCO, an independent real estate consulting firm. Tavistock Development breaks ground on The Green, a mixed-



(HERALD-TRIBUNE ARCHIVE)

use development within the CORE project, anchored by Earth Fare, a natural foods grocer; and LA Fitness. The Market at Lakewood Ranch debuts. Extension of Lorraine Road to Fruitville Road completed. LWR sells the Premier Sports Campus to Manatee County.

2018
Earth Fare opens to record crowds. Monaca Onstad, Lakewood Ranch's director of community relations, is the gold award recipient for lifestyle director of the year from the National

Association of Home Builders' National Sales and Marketing Council. Work on Lakewood Ranch Boulevard's extension to Fruitville Road begins. Lakewood Ranch home sales exceed 12,000. First 100 homes in Waterside sold. Ground broken on Waterside Place, the mixed-use town center in Waterside Village. Lakewood Ranch sells the Sarasota Polo Club to James and Misdee Miller.

2019
Lakewood Ranch named the second best-selling master-planned community in the country by RCLCO and John Burns, two independent real estate consulting firms. The ranch kicks off celebration of its 25th year of community building.

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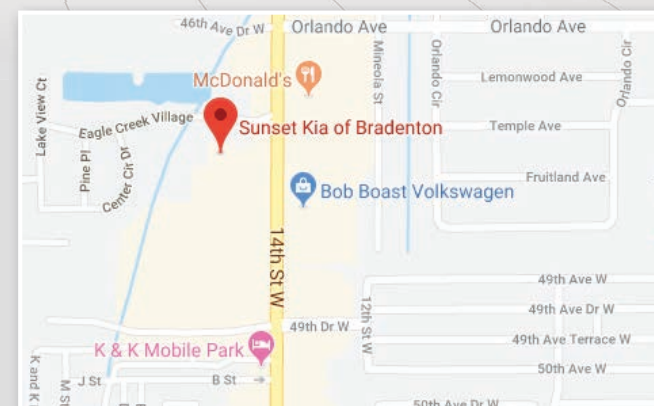


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LAKEWOOD RANCH 25TH

IT IS SAID THAT THE TRUE MEASURE OF A COMMUNITY IS HOW THE COMMUNITY COMES TOGETHER TO SUPPORT ITS MOST VULNERABLE MEMBERS. BY THAT DEFINITION, LAKEWOOD RANCH IS A PHENOMENAL COMMUNITY. THROUGH THE LAKEWOOD RANCH COMMUNITY FUND, THE COMMUNITY HAS COME TOGETHER TO IDENTIFY ITS GREATEST NEEDS AND DIRECT SOME \$1.3 MILLION TOWARDS ADDRESSING THOSE NEEDS.

DAVID FINK,
BOARD MEMBER OF THE LAKEWOOD RANCH COMMUNITY FUND

FROM PAGE 32

examples of how that sense of community manifests itself, but two strike me.

"First, the Lakewood Ranch Business Alliance serves as the catalyst to provide the business community with a sense of unity. Between lunches, networking socials, large events and smaller, more intimate events, the alliance helps its members create true friendships that extend beyond any business relationships they might have.

"Next, it is said that the true measure of a community is how the community comes together to support its most vulnerable members. By that definition, Lakewood Ranch is a phenomenal community. Through the Lakewood Ranch Community Fund, the community has come together to identify its greatest needs and direct some \$1.3 million towards addressing those needs. Even more impressive is the fact that the number of people focused on ensuring that Lakewood Ranch's greatest needs are addressed grows year after year, ensuring that through the Lakewood Ranch Community Fund, Lakewood Ranch will continue to be a great community for years to come."

KIRSTEN SCHMITT

First child born to a Lakewood Ranch family

"Yes, I was the first child born in Lakewood Ranch. Whenever I tell people that they usually think I am referring to the hospital, so I explain to them that I was the first child born to the community, meaning before the hospital was even there. They usually looked shocked afterward. Not only is it unlikely to hear of someone born and raised in Florida it is even more unlikely to hear of someone being born and raised in Lakewood Ranch.

"Not too long ago I was asked, 'What was it like growing up in LWR?' This question always throws me off because I don't necessarily know how to describe it, it's simply all I've ever known. Growing up I remember normal things like going to school, playing with friends and all that fun stuff. But, one thing I always remember is construction! I have been growing up with Lakewood Ranch so as I got older, the community got bigger and continues to do so.

"I got married back in August and moved up to Riverview because my husband, Trevor Lovett, works for Hillsborough County Fire Rescue and whenever I come down to visit my family I am always amazed at how quickly the community grows. For example, the northeast corner of the S.R. 70 and LWR Blvd intersection used to be a cow pasture and now it is a Starbucks, Chipotle, Panera and so much more. I feel blessed to be able to call such a beautiful community home. My husband and I hope to soon move back to the LWR area and raise a family of our own there. I look forward to the next 25 years for Lakewood Ranch!"



(COURTESY PHOTO)



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FROM PAGE 34

JOHN SAPUTO

Owner of Gold Coast Eagle Distributing

"I chose LWR to build my corporate offices, hospitality center, and 175,000-square-foot warehouse because I saw the ranch as the future for Southwest Florida. LWR was designed by, built by, and governed by a corporation, not a government entity. Therefore it works like no other community in Manatee or Sarasota counties because it makes decisions quickly and without bureaucratic interference. When you buy in LWR the developer, SMR, has taken all the pain of dealing with government out of your building equation. Their owners association rules also ensure that your property values will never be diminished by a neighbor that does not keep his facility up to a platinum standard."



(HERALD-TRIBUNE STAFF PHOTO)

PAT NEAL

Homebuilder, Neal Communities

"As I have often said, Lakewood Ranch is the 'Center of the Universe' for us. That is, it is our regional center for our company but, more importantly, a place where people from all over the world can come to live, work,



(HERALD-TRIBUNE STAFF PHOTO)

“ WHEN YOU BUY IN LWR THE DEVELOPER, SMR, HAS TAKEN ALL THE PAIN OF DEALING WITH GOVERNMENT OUT OF YOUR BUILDING EQUATION. THEIR OWNERS ASSOCIATION RULES ALSO ENSURE THAT YOUR PROPERTY VALUES WILL NEVER BE DIMINISHED BY A NEIGHBOR THAT DOES NOT KEEP HIS FACILITY UP TO A PLATINUM STANDARD. ”

JOHN SAPUTO,
OWNER OF GOLD COAST EAGLE DISTRIBUTING

play, worship, and shop. That is, Lakewood Ranch is a planned community (one of the few in our nation) which was planned to be a complete place with all the elements of modern life:

- Well planned
- With something for everyone
- Environmentally responsible
- A credit to the economic and tax bases in Sarasota and Manatee counties."

MICHAEL MORAN

Sarasota County Commissioner

"Through a public-private development agreement between Schroeder-Manatee Ranch (SMR) and Sarasota County, two significant county roads were constructed by SMR to support development and increased roadway capacity between University Parkway and Fruitville Road east of Interstate 75. Lorraine Road was opened to traffic in the fall of 2017 and Lakewood Ranch Boulevard began construction in 2018. These roads flank the east and west sides of SMR's Waterside community which covers 4,490 acres south of University Parkway. Waterside is Lakewood Ranch's first residential development in Sarasota County."



(COURTESY PHOTO)

CONTINUED ON PAGE 38

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LAKEWOOD RANCH *Creating Community for 25 Years*

FROM PAGE 36

KEITH PANDELOGLO

Executive director of Lakewood Ranch Community Activities:

"In my role as executive director of Lakewood Ranch Community Activities, I'm blessed to be able to see just how this community welcomes its residents. Being able to connect new residents to their new neighbors via our annual holiday events, or at a New Resident Social, allows for a welcoming unlike any other around the country. When you move into Lakewood Ranch, you have endless opportunities to get involved as a resident. We offer over 60+ community groups and social clubs covering all areas of interest, and if there is a passion a resident has and would like to get a group started, we help them get going."



(COURTESY PHOTOS)

assuredly created the Lakewood Ranch Business Alliance. As one of the founders and chief architect, I found this community to be welcoming and willing to allow entrepreneurs to create opportunities. As the LWRBA grew from a handful of members in the beginning to now a full staff of executives and a membership of over 675+ members. The enthusiasm, the entrepreneurial spirit and commitment to community has not changed."

MARK MIDYETT

Chairman, ShelterBox USA

"Philanthropy is alive and well in Lakewood Ranch. As an active member of The Rotary Club of Lakewood Ranch and Chairman of the Board of Lakewood Ranch-based international disaster relief charity, ShelterBox USA, I am continuously exposed to the kindness of individuals who provide their time, treasure and talent to philanthropic organizations. Our area is one of the most giving communities in the nation and our per capita giving is very high compared to other communities in the United States. Lakewood Ranch is the second-fastest growing master-planned community in the United States.

"In my day job as a Realtor in Lakewood Ranch, I see the type of people that are moving here. More than 45 percent of the people



moving to Lakewood Ranch are baby boomers or older. They have accumulated their wealth, have extra time on their hands and are willing to try and do some good with those assets.

"In our Rotary Club alone we founded and continue to support ShelterBox USA, we sponsor global clean water projects for disadvantaged communities around the world, support women's rights through Selah Freedom (and) assure kids have access to reading material through Books for Kids to name a few of our notable projects. Additionally, our club hosts the Suncoast Food and Winefest every year and use that money to support local charities in the area. We have donated over \$1.5 million dollars to local charities. It is rewarding to be in a community like Lakewood Ranch where our neighbors are willing to give of themselves to help others."

CHRIS MCCOMAS

MVP Sports and Social Club

"We moved to Lakewood Ranch in 2015 and noticed there was a need for social sports for adults, a way for people to meet one another in a fun atmosphere. We handpicked sports that everyone can do (kickball, sand volleyball, cornhole, bowling, softball, and disc golf). We put all of our focus

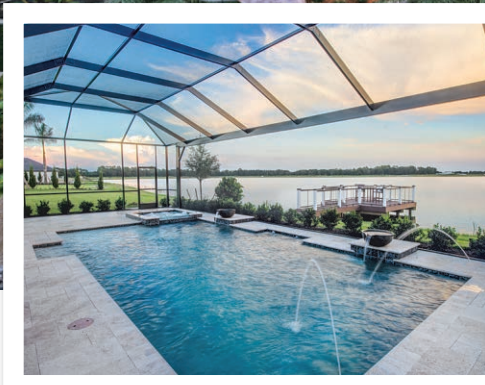


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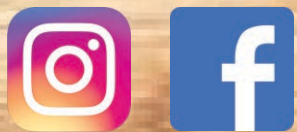


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LAKWOOD RANCH 25TH

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GREG SPRING,
LAKEWOOD RANCH INFORMATION CENTER

FROM PAGE 38
and energy toward allowing all skill levels to play, keeping it fun, and socializing. We do this by putting rules in place that help the weaker players and equalize the stronger players. We throw socials, parties, and events which allow the players to get to know each other outside of the sports leagues. We currently have 873 active players across our 6 sports and plan on launching a couple more leagues in 2019!



GREG SPRING
Lakewood Ranch Information Center
"I have been working at Lakewood Ranch for nearly 25 years and my family has lived here for 22 years. I have been a Lakewood Ranch Ambassador for over 10 years now. My role is to teach everyone all there is to know about living on the ranch, whether it be enjoying all the activities, sports, events or even work here. We truly do have everything right here."

KAREN AND MALCOLM RONNEY
Restaurateurs:
"My husband and myself have been business owners and home owners in the ranch since 2004. We have watched the ranch grow and prosper into a hugely welcoming family focused community. We have been lucky enough to own two businesses with the ranch, MacAllisters on Main Street and now The Granary. The support we have been given by the residents of the ranch has been fantastic and helped us grow one of the most successful businesses in the area. Our kids go to school here. We take part in all the local continuity festivals and we dine in many of the restaurants. We really do 'live, shop and play' in the ranch."



VANESSA BAUGH
Manatee County Commissioner
"It is so exciting to see how the planned community of Lakewood Ranch is moving forward. SMR has done a wonderful job in planning residential, commercial, parks, schools, roads, etc. It is exciting to be part of Lakewood Ranch, not just as your county commissioner, but as a resident and business owner. As everyone has said, Lakewood Ranch is a place to 'live, work and play.' That was the goal and we are seeing it happen. Happy 25th Anniversary Lakewood Ranch, I am proud and honored to celebrate this with you!"



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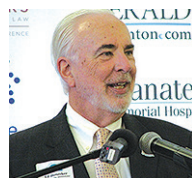
CONTINUED ON PAGE 42

FROM PAGE 40

ED HUNZEKER

Manatee County Administrator

"Early in my tenure as county administrator I met with Rex Jensen and we found that we had mutual goals of creating a community where people want to live. Over time, we worked together and built on each other's trust. Since that time, the county has forged a strong working relationship with SMR that has enabled them to create a master-planned community that's a model for others not only around Florida but the United States. Today, SMR and Manatee County government are extremely well coordinated. We each have confidence that the other will be accountable for its commitments. It's the kind of relationship a local government should have with a company focused on creating a beautiful community."



[COURTESY PHOTOS]

JOHN M. FERRETTI

President and CEO of the Lake Erie College of Osteopathic Medicine (LECOM)

"As we searched the Florida Gulf Coast for a campus location, we learned about Lakewood Ranch. There we found an ideal site, situated in what was becoming an educational district within Lakewood Ranch. The local leaders welcomed LECOM Bra-



denton and have made it possible for the campus to grow in order to welcome students in osteopathic medicine, pharmacy and dentistry. Many of those students have graduated to take leadership roles in health care facilities throughout Florida and elsewhere in the country."

MARY GLASS

President of the Manatee Education Foundation

"As one of the first residents to move to Lakewood Ranch 25 years ago, I witnessed from the beginning the incredible lifestyle of this award-winning community. While living here I've worked closely with the schools, as president of the Manatee Education Foundation. To see the neighborhood support for our local schools is impressive. Quality schools are imperative toward building a strong and vibrant community. We are fortunate to have the best schools located in Lakewood Ranch. In order to maintain this level of quality, I was happy to see the recent tax referendum that was passed in support of our schools. This will make a major difference in the future regarding the caliber of teaching and technology for our students in Lakewood Ranch."



"Living in Lakewood Ranch has been a wonderful experience. There has been well-planned growth with lots of good things to come."

HEATHER KASTEN

CEO of Lakewood Ranch Business Alliance

"As president/CEO of the Lakewood Ranch Business Alliance since 2014, it's been such an exciting time to be a part of the LWR business community. Since then, our organization has grown from around 300 member businesses to now just shy of 700 member businesses in both Sarasota and Manatee counties. As we celebrate LWR being a community for 25 years, the idea of a place where one can truly live, work and play has never been truer. Now the fastest growing multi-generational community in the country, Lakewood Ranch is THE place to open a business, as it can grow along with the community itself."



"The alliance has been a part of the LWR fabric since 2004, when a group of business people started meeting to share ideas and grow their businesses by collaborating and working together. We celebrate LWR's 25th birthday and look forward to the next 25 years of living the dream, building businesses, and being a driving force for economic development in LWR."

LIVING IN LAKEWOOD RANCH HAS BEEN A WONDERFUL EXPERIENCE. THERE HAS BEEN WELL-PLANNED GROWTH WITH LOTS OF GOOD THINGS TO COME.

MARY GLASS,
PRESIDENT OF THE MANATEE EDUCATION FOUNDATION

ANDY GUZ

CEO of Lakewood Ranch Medical Center

"As the LWR community has grown and evolved, so has the hospital. The hospital opened in September 2004 offering the community emergency (ER), surgical, cardiovascular, diagnostic imaging and childbirth services. Each of those service areas has grown in capacity and clinical depth over time. Additional services have been added over the years to accommodate community needs like orthopedics, breast health, stroke, outpatient physical therapy, sleep, wound healing and hyperbaric medicine."



"LWR is an active, health-conscious community and the hospital provides and hosts a variety of ongoing educational classes and support groups as well as numerous community engagement opportunities including free, physician-led health and wellness focused seminars and an annual Health & Wellness Expo. We're excited to be launching our new robotic surgery program next month and we're on track for a March completion of our largest expansion project to date, which provides more space for increasing patient capacity and new technology, new operating rooms, an additional heart catheterization lab and new MRI imaging technology, among other things."

"As we celebrate LWR's 25th anniversary I am proud to say that the hospital has grown to meet the needs of the community while remaining focused on providing superior quality patient care. Our outcomes have earned recognition for being one of the safest hospitals in the nation with consecutive 'A' Hospital Safety Grades from the Leapfrog Group. With over 550 physicians and allied health care professionals on staff in a wide variety of specialties, our mission continues to be focused on exceeding patient expectations with quality, compassionate health care right here in LWR."

CONTINUED ON PAGE 44

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LAKEWOOD RANCH



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(and we know you will too!)

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LAKEWOOD RANCH *Creating Community for 25 Years*

FROM PAGE 42

MARIBETH PHILLIPS

President and CEO of Meals on Wheels PLUS of Manatee

"In May of 2002, when visiting friends in Bradenton, they suggested if I was at all thinking about moving my family from Connecticut to Florida, I had to take a look at a place called Lakewood Ranch, especially since the schools were 'A' rated for my children. A few months later, after researching and touring homes and schools, we arrived in Lakewood Ranch. My children were both in middle school and I wished we had moved to Lakewood Ranch when they were even younger. The schools, the parks, outside activities, amenities, events etc. in Lakewood Ranch are the reason we have never looked back. "On the business side, I became a member of the Lakewood Ranch Business Alliance over 10 years ago, which opened doors for networking and connecting with new acquaintances. I now am a proud board member of the Lakewood Ranch Business Alliance. Also, through the Lakewood Ranch Community Activities Corporation, I was able to volunteer at their events and meet more neighbors.

"When I began my position at Meals on Wheels PLUS, I knew we needed a presence in Lakewood Ranch, like many other organizations in Manatee County. And I am happy we opened Daybreak



(COURTESY PHOTOS)

I HAVE MOVED A FEW TIMES AND I COULD NOT IMAGINE LIVING ANYWHERE OUTSIDE OF THE LAKEWOOD RANCH FOOTPRINT. I HAVE WATCHED SCHROEDER-MANATEE RANCH MASTERFULLY DEVELOP LAKEWOOD RANCH INTO OUR EXPANDED COMMUNITY, ACHIEVING TOP NATIONAL RECOGNITION. FOR ME AND MANY, LAKEWOOD RANCH IS THE PLACE TO LIVE, WORK, AND PLAY!

MARIBETH PHILLIPS,
PRESIDENT AND CEO OF MEALS ON WHEELS PLUS OF MANATEE

Adult Day Center in Lakewood Ranch three years ago. Over my 16-plus years of living here in Lakewood Ranch, I have moved a few times and I could not imagine living anywhere outside of the Lakewood Ranch footprint. I have watched Schroeder-Manatee Ranch masterfully develop Lakewood Ranch into our expanded community, achieving top national recognition. For me and many, Lakewood Ranch is the place to live, work, and play!"

GARRY A. LAWSON

East Manatee Fire Rescue District Commission

"We have worked with Schroeder-Manatee Ranch since we became a fire district in 1980. As the single largest landholder in the fire district, we have worked with them on many occasions over the years from brush fires to mending fences to rounding up loose cattle on the highway. As the concept of the Lakewood Ranch project took form, our board of commissioners and fire chief were involved in the early planning and development stages of the project during the 1990s. This included an act by the Florida Legislature placing all of the Manatee County portion of Lakewood Ranch into the fire district in 1995.



"As development expanded south from S.R. 70 to University
CONTINUED ON PAGE 46

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LAKEWOOD RANCH 25TH

LAKEWOOD RANCH HAS MANY UNIQUE ATTRIBUTES THAT HAVE CONTRIBUTED TO 25 YEARS OF SUCCESS. A FEW OF THESE ATTRIBUTES THAT I LOVE ARE THE SENSE OF COMMUNITY AND PRIDE THAT LAKEWOOD RANCH RESIDENTS EXHIBIT, AS WELL AS THE NATURAL BEAUTY OF THE AREA. IT IS A BEAUTIFUL AND ACTIVE PLACE TO LIVE, WORK, AND PLAY. I AM BLESSED TO BE A PART OF THE COMMUNITY.

ANNE ROS,
EXECUTIVE DIRECTOR, LAKEWOOD RANCH TOWN HALL

FROM PAGE 44

Parkway, land was provided in 2000 by SMR for Fire Station 4 in Town Center. Since then, we have acquired a total of five fire station sites in Lakewood Ranch from SMR. Over the past 38 years, we have developed a strong public/private sector relationship with SMR, Rex Jensen and his staff. They have helped us to be able to deliver the best service possible to Lakewood Ranch and all of the East Manatee Fire Rescue District."



(COURTESY PHOTOS)

KITT KEARNEY
Vice president, Homes by Towne

"As the second resident of Lakewood Ranch I can truly say it is a great place to live, work and play. Although I did not do it in that order (mine was work, live, play). In 1993 I was working for Schroeder-Manatee Ranch (SMR) as the VP of finance doing financial projections on a 'vision' for a new community called Lakewood Ranch. In fact, the story was so compelling that not only did I work at SMR, my family picked out a beautiful lot in the Bluffs section of Summerfield (one of the first neighborhoods developed) and we've been loving it here ever since. We moved into our new home in June of 1995 and it has been our retreat as we have watched and taken part in the metamorphoses of LWR. Enjoying all the amenities, trails, tennis, athletic center and the events at Main Street really has turned the original vision of SMR into a reality, a great community to live, work and play.

"I later joined Homes by Towne, one of the founding builders in Lakewood Ranch. Homes by Towne chose to build in Lakewood Ranch 25 years ago because the vision for Lakewood Ranch aligned with their homebuilding philosophy. As a company, we've always been focused on building community, not just homes that people live in, but spaces and experiences that define a person's lifestyle. We fell in love with the vision and continue to be in awe of what Lakewood Ranch has become. It's more than a place to live and work, it's a place to create lasting memories. Homes by Towne and the Kearney family, both founding members, are not alone in loving this lifestyle; as a testament to the 25th anniversary celebration and the fact that LWR is now No. 2 as the top best-selling master planned communities in the country."

ANNE ROS
Executive director, Lakewood Ranch Town Hall

"Lakewood Ranch has many unique attributes that have contributed to 25 years of success. A few of these attributes that I love are the sense of community and pride that Lakewood Ranch residents exhibit, as well as the natural beauty of the area. Anytime throughout the day you see residents walking, running, and biking the meandering trails and sidewalks. It is a beautiful and active place to live, work, and play. I am blessed to be a part of the community."



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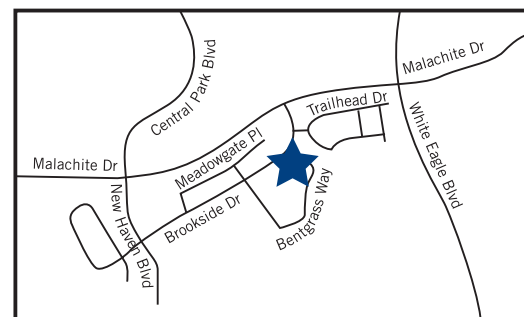
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25 REASONS WHY ...

Lakewood Ranch is the

BEST



[COURTESY PHOTOS]

1 Top A rated schools - public and private

2 A variety of shopping centers with over 200 shops and restaurants within the community

3 More than 50 resident clubs featuring a variety of hobbies and activities – making new friends is easy here!

4 Nine college campuses including medical, pharmacy and dental

5 Free monthly Music on Main event, featuring live music and dancing

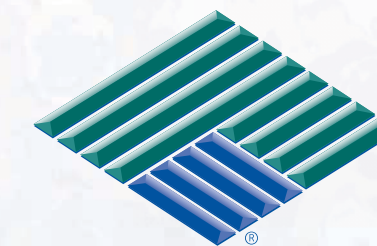
CONTINUED ON PAGE 50



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February 28	March 21	March 28
April 4	April 11	

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LAKEWOOD RANCH 25TH

FROM PAGE 48



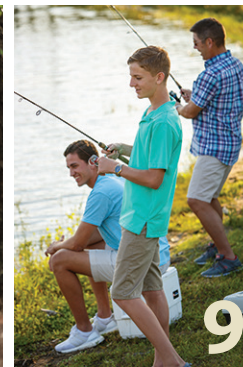
6

6 Home to the Sarasota Polo Club



8

7 Home to the Premier Sports Campus



9

9 Neighborhood parks and lakes with nature and open space at every turn

[COURTESY PHOTOS]

8 Over 150 miles of trails including bike lanes, sidewalks and walking trails



11

10 Easy access to Interstate 75 with four interchanges



12

11 New homes from 22 different builders in every size, style and price range from the \$200s to over \$1 million

12 Numerous neighborhood dog parks to enjoy with your furry friends

CONTINUED ON PAGE 52

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LAKWOOD RANCH 25TH

FROM PAGE 50



15

13 15 houses of worship

14 Florida's best beaches are a short drive away

15 Live well with a weekly seasonal farmers' market offering organic veggie boxes and local vendors

16 Six apartment complexes offering 1, 2 and 3 bedroom rental apartments

17 Many residents work minutes from their home, with 4.5 million square feet of commercial space and immediate occupancy for new businesses.

18 The Lakewood Ranch Medical Center, a full-service hospital offering 120 private rooms and a full-time ER

19 Less than one mile from the University Town Center shopping district



19

CONTINUED ON PAGE 54

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LAKEWOOD RANCH 25TH

FROM PAGE 52



23

[COURTESY PHOTOS]

20 Minutes to the Sarasota-Bradenton International Airport (and three other airports within reach!)

21 Two fully staffed Information Centers, ready to help with calls or walk-in questions, with group tours offered to discover the community

22 Three hotels on site to accommodate visitors and guests

23 Home to the exclusive Lakewood Ranch Golf & Country Club, offering 54 holes of golf, 20 tennis courts, an athletic center and two fine dining members' restaurants

24 Home to Waterside, the new residential section of Lakewood Ranch in Sarasota

25 The new home of Waterside Place, a waterfront town center that will be the new home of The Players Center for the Performing Arts, as well as a variety of shopping and dining options



24



OUR COMMUNITY. OUR CULTURE. OUR FAMILY.

Incredible things happen when people come together. Like the strong foundation and walls that support a home, so too have the passionate residents of Lakewood Ranch built a beautiful place where everyone can live, work and play.

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