

Creating Community for 25 Years





THIS YEAR MARKS 25 YEARS SINCE SMR BROKE GROUND ON LAKEWOOD RANCH.

WE SAT DOWN WITH REX JENSEN, PRESIDENT & CHIEF EXECUTIVE OFFICER OF SCHROEDER-MANATEE RANCH, LAKEWOOD RANCH'S PARENT COMPANY, TO UNDERSTAND HOW HE AND HIS TEAM LAID THE GROUNDWORK FOR WHAT IS TODAY THE #1 MULTIGENERATIONAL COMMUNITY IN THE UNITED STATES.

As you look back on the vision for Lakewood Ranch, what were a few pivotal decisions that resulted in LWR being a successful community today?

Me decided to be a multi-generational community from day one. This has created a vibrancy that comes from welcoming consumers of all ages and walks of life. It has also spawned a wide variety of neighborhoods, each with something unique to offer our residents. Young families, their parents, and grandparents have all found their home in Lakewood Ranch and this reinforces our very strong extended family dynamic. This is a community with multiple dimensions and a good share of that springs from these multiple generations and their contribution to our lifestyle.

To support the lifestyle of our residents, we also decided to create "best-in-class infrastructure."

That meant roads and utilities, of course, but also extended to schools, daycare centers, medical services, grocery stores and other shopping opportunities, jobs, businesses, employment centers, parks, trails, and many, many gathering places. That infrastructure has an iconic quality. You know when you enter and leave Lakewood Ranch. Visually, it stands out, and stands out proudly.

Honoring our history as a diversified working ranch, we were determined to be true to our heritage. There is an ethic that comes from that...a respect for the land, its resources, and what they give us. Substantial portions of open space and natural habitat have been set aside for residents to enjoy. Our shareholders are very patient and take a very long-term view of things. That is extremely important in sustaining a decades-long effort to create a community of this size and unique character. They have given us a stability that has sustained us and our residents through thick and thin.

with the ceo_

Similar to the early years of LWR, Florida is back to gaining 1,000 new residents a day. What enduring qualities does LWR possess that draw people from all corners of the U.S., Florida, and indeed the world?

Me've earned a reputation for fulfilling our promises. This inspires confidence and trust in people who are uprooting their families and relocating to a new place with high aspirations for a better quality of life.

LWR is a community, not a "project." We are more than a collection of homes; we have that added dimension of a social and lifestyle fabric. Our residents had deep roots in their communities of origin. They take one look at Lakewood Ranch and immediately know that their families can take root here. Our schools, jobs, churches, clubs, recreational opportunities, gathering places, and lifestyle literally make it easy to immediately sink those same deep roots here.

Finally, our superb location has gotten even better as we have added our own amenities. We are near the best features that the Sarasota/Manatee area offers. There is easy access to the entire vibrant Tampa Bay area and its many attractions.

People who live in Lakewood Ranch speak often of its vitality and activity. How did this come to be?

Our Main Street, our parks, our trails, all of our amenities, physical and intellectual, focus on vitality and activity. Some of this results from good planning and thoughtful activation of these spaces (we recently received a national lifestyle award), however much of the texture, pace, and style of the community comes from the needs, aspirations, and motivations of our residents. We have more than 60 active clubs formed, led and populated by our residents and organized by LWR Communities Activities Corp., an organization we started that now has its own legs and is thriving independently with resident support. Basically, it comes down to lifestyle, lifestyle, and after that...lifestyle.



Pictured above, the cattle ranching brand of LWR developer Schroeder-Manatee Ranch



REX JENSEN
PRESIDENT & CEO
SCHROEDER-MANATEE RANCH

When one travels throughout The Ranch, as it is affectionately known, it is obvious that great care has been given to the maintenance and quality of the community. What in your mind are some of the most distinguishing features of the community?

■ Lakewood Ranch is loaded with natural areas and well-maintained common spaces. They are connected to homes by trails and parks. These are, in turn, connected to gathering areas such as a Main Street and the new Waterside Place, currently under construction. Wherever you live, the convenience of a grocery store or gas station or other shopping is nearby. Schools are within walking distance. They are truly community schools. Attend a nearby church. Drive our roads, ride a bike or walk our trails. You know you are in Lakewood Ranch and you know when you are not. An important intangible factor is our special districts and homeowners' associations, which have permanent lives and the financial tools to maintain the community. Unlike other places, our community does not decline with age and maturity. It gets better and better.

When you look at Lakewood Ranch today, it seems that you have the best of all worlds—small town living with big town conveniences. How has LWR managed to balance growth without compromising its visual appeal or sense of place?

Plan for the future, before the growth arrives, and communicate your plans honestly. Deliver, deliver, deliver.

Also, because of our scale, we don't have to develop every corner of the community (approximately 40% of community will be kept as open space and for recreational uses). People appreciate the natural places that allow us breathing room and "head space."

We are very purposeful in how and when we add complementary features and amenities. Our focus is on adding conveniences and connections to improve the quality of life of our residents. Who doesn't want to be closer to the neighborhood grocery store?

Walk kids to a neighborhood school or park? Come home for lunch from your nearby job? Access medical specialists in your own backyard? Ride your bike to catch dinner and a movie?

And finally, I would say that through its residents, from the beginning, Lakewood Ranch has created a profound sense of ranch town life, a relaxed wellbeing that is gracious and hospitable to everyone. People don't say which village they are from, they say "I live in Lakewood Ranch." There are so many options for living and pursuing one's interests, that we say there is a home for everyone here, regardless of life stage.

Lakewood Ranch has become the largest job center in the Sarasota-Bradenton metropolitan area. How have you been able to attract businesses and grow jobs? Why is that important?

Here, we created a protected and mixed-use environment in which businesses could confidently invest in their facilities, knowing that their neighbors would do the same. We consciously – and patiently – avoided developing too much of any one thing at any one time, and as a result, experience today the lowest vacancy rates for office in the region. In that way, we protected those who chose to invest in this community.

We focused upon key business "clusters" such as finance, insurance, health services and sciences, education and technology. Those uses made us successful. We recognized the benefit of a trained workforce and added vocational schools. We recognized the value of business and educational collaboration and added colleges. We focused on the backbone of our economy — small businesses.

Our "soft support" infrastructure for our businesses is also excellent. The Lakewood Ranch Business Alliance (LWRBA) represents hundreds of on-site and nearby businesses. It provides enhanced networking opportunities and has created the most dynamic business environment in the area. This is especially crucial for small businesses.

Recent sales have been impressive; what do you attribute that to beyond what has already been said?

Our current success is owed to our initial decisions. I go back to our community being designed as and having grown into a truly multi-generational and multi-dimensional community. We have every type of home you can imagine: apartments, townhomes, single-family detached, custom, maintenance-free, assisting living. This offers families opportunities to have their first home, their next home, their downsized home, their right-sized home, and everything in between. It is not uncommon for families to move two, three, even four times during their tenure here.

Another trend we are seeing is the grandparents locating here first and then the grandchildren following suit.

Likewise, we are seeing millennials buying their first home and bringing their parents to LWR to support each other.

Our lifestyle and amenities are without peer. We have a dynamic and thriving business environment. This is all because we have been true to our heritage; we have been patient, driven by maintaining quality, and concerned about our future.

What is the most exciting project you are working on today?

I enjoy everything I do, but two current favorite projects are Waterside Place and the Lakewood Ranch Golf and Country Club. Waterside Place is our newest gathering place and entertainment center. It is going to be a stunning venue located on a 30-acre peninsula on a 360-acre lake. It will be a vibrant mix of entertainment, family activities and thoughtfully activated spaces that will keep people coming back for new experiences. It will be the ultimate embodiment of the Lakewood Ranch lifestyle. It's now under construction.

The Lakewood Ranch Golf & Country Club is a next-generation club meeting the diverse social and recreational needs of our families. We have three of the area's best golf courses, incredible tennis and fitness facilities, and two of the most welcoming clubhouses in the region. It has extensive food and beverage operations and the most active social program in the industry. It isn't just your father's golf club. It is geared to the multi-faceted Lakewood Ranch lifestyle.

Where is Lakewood Ranch heading and how will it protect its legacy?

A Lakewood Ranch's legacy is already protected by the foundations that we've laid. It will continue to evolve in new and exciting ways and will take its direction from the needs and desires of our residents and businesses. The residents and businesses are our allies in protecting our legacy.

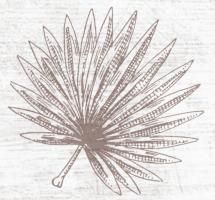
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THE LAND We share

One thing generations of ranching have passed down is a deep respect for the land. This is our common ground. So as we have developed, we have also been mindful to reciprocate. The Lakewood Ranch Community Development and Stewardship districts manage and protect the area's natural resources, and provide residents access to carefully planned parks, trails and community open space.

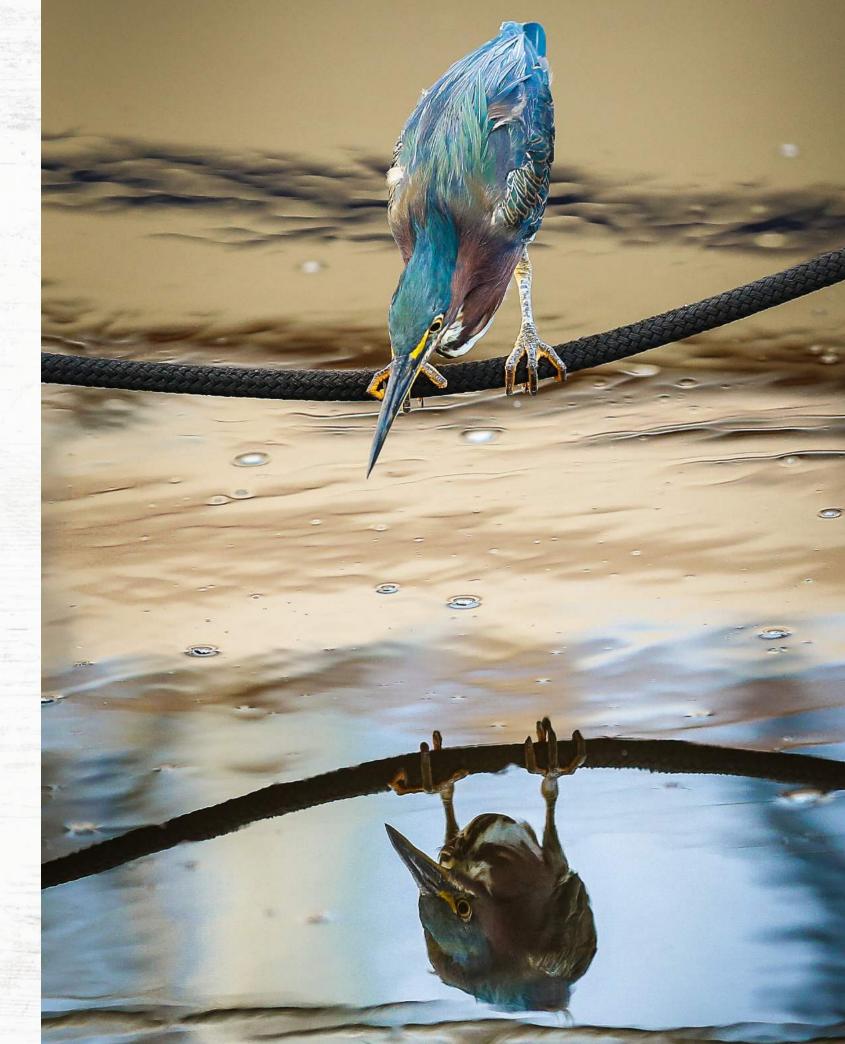




APPROXIMATELY 40% OF THE RANCH'S TOTAL ACREAGE IS OPEN SPACE AND RECREATION



38 ACRES PRESERVED FOR





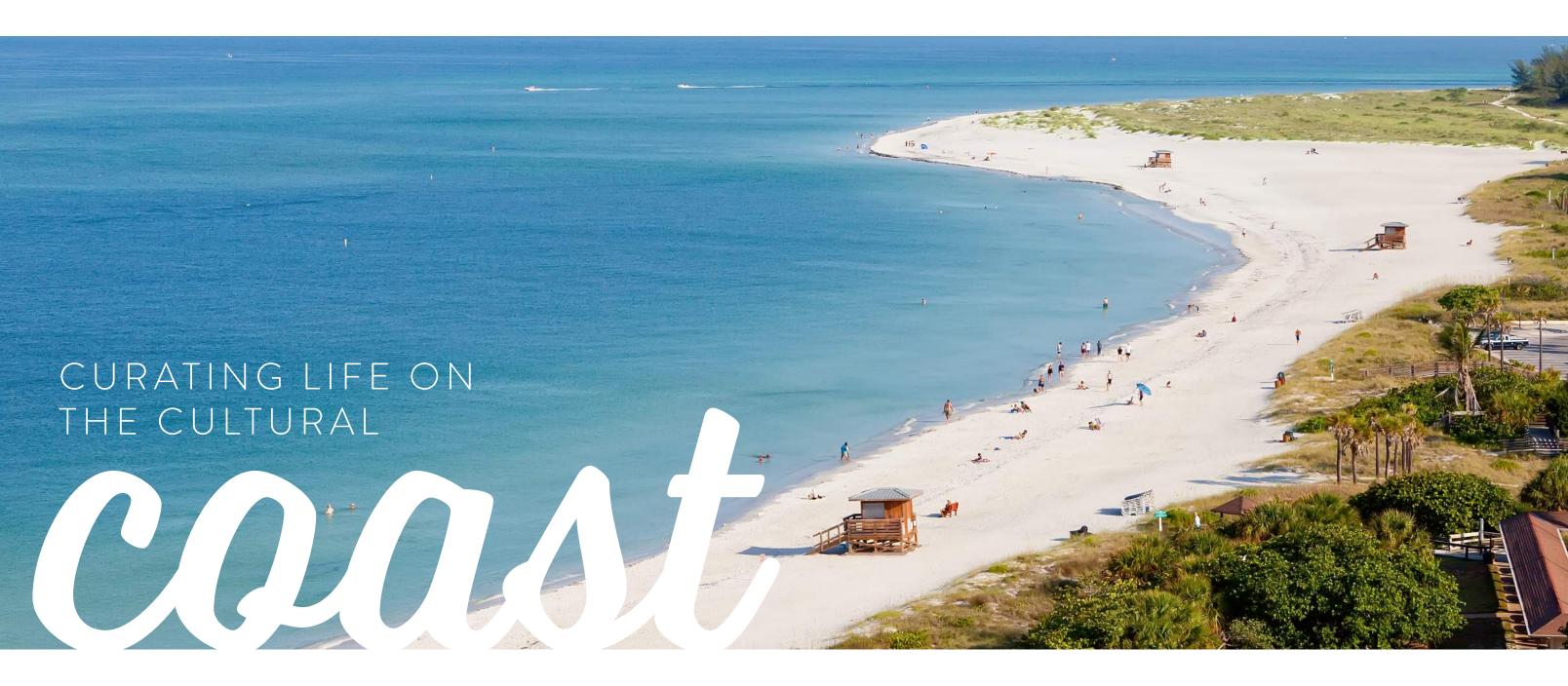


Lakewood Ranch is roughly 50 square miles, or about twice the size of Manhattan. So just like the Big Apple, you'll want to get to know your neighborhoods. Here, some have golf, some have dog parks, others are walkable to town centers, and all are within a short commute to job and neighborhood shopping centers. All are their own unique take on life at Lakewood Ranch.

takes a pretty big place— much have everything you need here,

And while we pretty much have everything you need here, being part of the thriving Tampa Bay region provides ready access to global markets, three international airports, professional sports teams, and world-class entertainment.

LAKEWOOD RANCH BALLOON FESTIVAL



An adventurous spirit comes with the territory at Lakewood Ranch, and we're perfectly positioned to satisfy it. Florida's west coast is known as the Cultural Coast for very good reasons, including the caliber of museums and performance art. Just outside our back yard you can enjoy Sarasota's white sand beaches, world-class shopping and dining, and a wealth of cultural attractions including the Ringling Museum of Art, Asolo Theater, Sarasota Ballet, and Van Wezel Performing Arts Hall.

Don't worry, all roads lead home.



ARTISTS, MUSICIANS, WRITERS & PERFORMER

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EVERYTHING THAT MAKES US SO...





























WHOL WILD EVOLVIII

The Ranch is a place where you can find yourself, be yourself and, hopefully, see yourself for a good long time. Because it's not just about how you want to live today, it's about all the things you want to explore in life. Our advice? Never have the same day twice.







PRE-SCHOOLS & DAYCARES
LIFELONG LEARNING
PROGRAMS



Life outside just comes with the territory on The Ranch. The wonders of the natural world are all around you here, and our parks and trails system gives you incredible ways to take it all in. Wind around paths and boardwalks through wildlife habitats, lakes and oak hammocks. Meet up with neighbors

for a Saturday morning bird-watching trek or a group bike ride through the neighborhoods. Watch the sunset (we have some stunners) over open fields and lakes. Learn about local flora and fauna on our interpretive trails. The opportunities for exploration are only limited by your two feet.

PARKS THAT OFFER PLAY EQUIPMENT, DISC GOLF, OFF-LEASH AREAS, FIELDS AND PAVILIONS 150+ MILES OF MULTI-SURFACE TRAILS | THOUSANDS OF ACRES OF LAKES, PARKS AND NATURE PRESERVES



DAILY MOMENTS & TRADITIONS we love!

The days are long but the years are short, right? Around The Ranch, we measure our time in memories.



Music On Main

On the first Friday of each month, the whole community comes out for Music on Main. Live music, deejays, shopping, dancing, dining – it's a ton of fun and all for a good cause.



Theatre in the Field

Seeing a live performance without the confines of a theater opens up all new possibilities – and memories that last a lifetime.



Premier Sports Campus

Gear up for a good time on 22 mixed-use fields. Premier Sports Campus has every field sport under the sun and year-round local, state and national events and festivals.



Sarasota Polo Club

Watching a polo match on Sundays in season is a local tradition. Insider's tip: get your name on the waitlist for reserved tailgating spots early!



The Market

From December to April, The Market at Lakewood Ranch brings organic veggies and local purveyors to the community at the Polo Club.



Lightning Watch Parties

This gives new meaning to having some friends over to watch the Bolts, and is the next best thing to being in the stadium!



BOUBINOUS

Holidays on The Ranch

From Boo Fest to Santa visits to Memorial Day parades, you'll want to be home for every holiday on The Ranch.





LIFESTYLE PROGRAMMING

Our award-winning lifestyle team has been nationally recognized for the creative ways they connect residents. You'll be invited to mix and mingle with other new residents when you first arrive, and then join in on regular community events. Introduce yourself to our lifestyle team and they'll make personal introductions for you, as well. Your neighborhood may even have its own lifestyle director, and the range of programming, from poolside costume parties to live music, is limitless.

Lakewood Ranch neighborhoods with lifestyle directors:

- · ARBOR GRANDE
- · COUNTRY CLUB EAST
- · CRESSWIND (COMING FALL 2019)
- DEL WEBB
- ESPLANADE
- ·INDIGO
- THE LAKE CLUB

RESIDENT CLUBS & GROUPS

One of the reasons the lifestyle at Lakewood Ranch is so rich is because of the residents themselves. People from all walks of life and every different interest have formed groups and clubs into which they welcome newcomers with open arms. From watching pelicans to riding pelotons, there is likely a club or activity group you'll fit right into. LWR Community Activities can help you find it.

Below are just some of our clubs and groups. For a full list, please visit our website.

- · ADULT SOCCER CLUB
- BRIDGE ON TUESDAY
- · COUPLES' GOURMET CLUB
- · EVENING MAH JONGG
- · LAKEWOOD RANCH GARDEN CLUB
- · HISTORY CLUB
- DIGITAL PHOTOGRAPHY CLUB
- · MOMS' GROUP
- · NEWCOMERS' CLUB
- · SCUBA CLUB
- · WOMEN'S BOOK CLUB

LAKEWOOD RANCH GOLF & COUNTRY CLUB

The club concept is evolving, and we're leading the way.

Whether you're an avid golfer, tennis player, or just like
the social scene, our Golf & Country Club has no rival
anywhere in the region. Lunches, dinners, weekly events
and annual traditions are a great way to meet new people,
and there's nothing like a little friendly competition on the
courses or the courts to build camaraderie.

Here are a few of the spectacular offerings you'll enjoy as a member at Lakewood Ranch Golf and Country Club.

- · 2 AWARD-WINNING CLUBHOUSES
- 54 HOLES OF GOLF ON 3 COURSES
 (2 ARNOLD PALMER-DESIGNED)
- 2 PRACTICE RANGES, BOTH 400 YARDS
- · STATE-OF-THE-ART GOLF ACADEMY
- · 20 TENNIS COURTS
- · 12 PICKLEBALL COURTS
- · 24-HOUR FITNESS FACILITY
- · KIDS' CAMPS AND PROGRAMS
- · FULL SOCIAL CALENDAR



SHOP, DINE, unuind

WHERE DO YOU GO WHEN YOU'RE LOOKING FOR A GREAT MEAL, A SPECIAL GIFT, OR A NIGHT ON THE TOWN? PICK YOUR SPOT OR YOUR SHOP AT ANY ONE OF OUR TOWN CENTERS THROUGHOUT THE COMMUNITY. THERE IS ALWAYS SOMETHING GOING ON! FOR DAILY SERVICES AND THINGS THAT JUST MAKE LIFE EASIER, THE RANCH HAS MULTIPLE **NEIGHBORHOOD CENTERS (FOUR ANCHORED** BY PUBLIX), AND THREE MAIN HUBS OF ACTIVITY IN VARIOUS STAGES OF DEVELOPMENT.







LAKEWOOD RANCH MAIN STREET offers stylish

boutiques and international restaurants, the Lakewood Ranch Cinemas and other creative entertainment opportunities. Main Street combines elements of the ideal downtown. The open-air environment provides a unique place for strolling and shopping, special events, and concerts and festivals throughout the year.

THE GREEN is the town center located closest to the northern villages of Lakewood Ranch, and is part of the CORE mixed-use project. The Green is a 37-acre development featuring more than two dozen businesses within 150,000 square feet of retail, office and restaurant spaces. Anchor tenants include Earth Fare specialty grocer and LA Fitness.

WATERSIDE PLACE will be a regional waterfront destination and a Lakewood Ranch town center located in the village of Waterside. The center will include apartments, restaurants, retail shops, offices and the Players Centre for Performing Arts, all connected to the residential neighborhoods by trails, parks and water taxis.

DO

the newest place to be



PEDESTRIAN-FRIENDLY STREETS, PASEOS, PLAZAS, AND OPEN SPACES | GROUND-FLOOR RESTAURANTS AND RETAIL SPACE PLAYERS CENTRE FOR THE PERFORMING ARTS, WITH 300+ ANNUAL PERFORMANCES | LARGE, 8-ACRE ISLAND WITH OFFICES ABOVE | MARINA WITH WATER TAXIS LINKING TO NEARBY NEIGHBORHOODS | JOHN OLSON NATURE CENTER PARK WITH TRAIL AND ENTERTAINMENT VENUES | MERCHANTS' PARK FOR COMMUNITY GATHERINGS AND FESTIVALS



When you need to know there's good in the world, just take a look around. You'll find Lakewood Ranch residents pulling together for charitable endeavors that benefit an array of great causes, and coming together in faith communities of every kind. Music on Main donates thousands of dollars to a different charity each month. The Lakewood Ranch Community Fund serves non-profits through Women's Giving Circles and other philanthropic efforts. From singing with the Sunday morning choir to fundraising (with an emphasis on fun), whatever makes your spirit soar, you'll find it here at Lakewood Ranch.

50 - CHARITIES THAT MAKE A DIFFERENCE

LAKEWOOD RANCH COMMUNITY FUND | LAKEWOOD RANCH WOMEN'S CLUB MUSIC ON MAIN | ROTARY CLUB OF LAKEWOOD RANCH | 17 PLACES OF WORSHIP



THE PEOPLE we care for

Providing for the health and happiness of our loved ones is a primary concern in Lakewood Ranch's planning. From our A-rated Lakewood Ranch Medical Center, with its welcoming birthing center, to the caring staff at Tidewell Hospice, you can find the care you need for those you love at every stage of life. Plus, staying active and healthy is easier when it's built into the lifestyle.

The health and wellness support network here includes:

- · LAKEWOOD RANCH MEDICAL CENTER
- 4 ASSISTED LIVING FACILITIES FOR ONGOING CARE
- LAKEWOOD RANCH YMCA
- FITNESS CENTERS & LEAGUES





Lakewood Ranch is the most prestigious location for businesses in the fastest growing region of Florida. Home to an educated, skilled workforce, we have thriving business sectors focused on biotech, finance, retail, healthcare and technology. Lakewood Ranch offers 700 acres of

commercial land and 10 million square feet of office, retail and industrial space. The Ranch includes holistically designed corporate campuses, offices coming to a waterfront town center, and the Lakewood Ranch Business Alliance to help people network and find synergies between businesses.



LWRCommercial.com



LWRBA.org

EGILIARDRATION OPPORTUNITIES FOR RESEARCH AND EXPLORATION

FOR MORE INFORMATION VISIT LWRCORE.COM





If you're like most people who love Florida, you want to live with a softer line between the indoors and outdoors. Open floorplans and open air. Patios and pool time. Warm sun and cool materials.

Lower maintenance, more enjoyment. The Florida home embraces all these elements, expressed differently throughout the many styles of homes and villages you'll find at Lakewood Ranch.





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The only way to see what's so special about Lakewood Ranch is to come see it for yourself. And the best place to start is at one of our Information Centers. Come in for a quick question, a full overview, or just a cup of coffee, and we'll point out what should be on your can't-miss list.

four ways to connect



CALL

INFO CENTER NORTH

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