



# LWR COMMUNITIES, LLC

LAKEWOOD RANCH

**FOR IMMEDIATE RELEASE**

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## **RANCH'S DIRECTOR OF COMMUNITY RELATIONS RECEIVED NATIONAL HONOR**

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.

The awards, known as "The Nationals," honor the best in the building industry for "their determination, integrity, creativity and resilience." Started in 1982 as the Institute of Residential Marketing Awards, The Nationals recognizes honorees in 57 categories across various disciplines of the new home industry by individuals and sales teams.

The ceremony was held Jan. 9 in Orlando as part of the annual International Builders' Show, an exposition and conference for building industry professionals. Onstad was selected from 10 applicants who were all outstanding professionals, officials said, but Monaca was "simply stellar."

Onstad has handled community relations and lifestyle programming across Lakewood Ranch since 2016, and is responsible for more than 100 events each year.

Onstad believes that by connecting residents through meaningful programming, she is helping build a better community. She strives to cultivate events that allow residents to engage, interact, and ultimately become friends.

"Lifestyle is a primary driver when choosing a place in which to live," said Rex Jensen, president and CEO of Schroeder-Manatee Ranch, Inc., the developer of Lakewood Ranch. "For 20 years we've known that people select the community first, then the home. Increasingly, our emphasis has been on creating and nurturing an active lifestyle within Lakewood Ranch, whether it be festivals, celebrations, clubs, or even casual neighborhood get-togethers. This lifestyle focus is a prime contributor to the fact that Lakewood Ranch was the third best-selling master-planned community in the country in 2017."

Among Onstad's initiatives since joining Lakewood Ranch are bringing programming by the Players Centre for Performing Arts to Lakewood Ranch - far in advance of the theatre's planned physical relocation - and her creation of The Market, a farmers market concept that grew from the need for a distribution point for the Ranch's "organic veggie box" program, a community supported agriculture project.

“This award is a true testament of Lakewood Ranch’s thoughtful planning and design of amenities, a team who works tirelessly to ensure every event is better than the last, and our community members who wholeheartedly support our programming,” Onstad said. “This award is for all of us!”

This year will be another busy one for Onstad: in addition to the 100-plus events, she will open the Grande Clubhouse at The Lake Club, which includes a food and beverage program and tennis and pickle ball complex; introduce two new community parks, cultivate partnerships with Lakewood Ranch-area schools, and influence the design of community spaces of Lakewood Ranch’s newest town center, Waterside Place.

For more information about Lakewood Ranch visit [lakewoodranch.com](http://lakewoodranch.com).

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*Lakewood Ranch is the 31,000-acre award-winning master-planned community in Sarasota and Manatee counties on the West Coast of Florida. Just minutes from the Gulf Coast beaches and cultural assets in Sarasota, Lakewood Ranch is already home to more than 30,000 residents and features A-rated schools, a hospital, the Sarasota Polo Club, the 75-acre Premier Sports Campus, its own Main Street with theaters, shopping and dining, and more than four million square feet of commercial property. For more information visit [www.lakewoodranch.com](http://www.lakewoodranch.com).*