



# PRESS KIT



For all media inquiries, please email [PR@otowfl.com](mailto:PR@otowfl.com)

#11686 - 01/26



## COMPANY OVERVIEW

Located in North Central Florida, On Top of the World provides unsurpassed active-adult living. And the rest of the world is just outside its gates.

Sunny weather, tranquil landscapes, a low cost of living and central location make Ocala an ideal place to call home. It's peaceful and laid back but with plenty of options to fill your days.

Outdoor recreation at state parks, dining at unique local restaurants, concerts and live theatre, antiquing in nearby historic towns and so much more await you. Centrally located within the state, Ocala is close to major cities like Orlando, Daytona, Tampa, Jacksonville and is minutes away from Gainesville, home to the University of Florida Gators. We're also a short drive to beaches on the east and west coasts.

The medical community of Marion County is exceptional, offering four area hospitals, two of which are only minutes from On Top of the World. Medical professionals with specialties and expertise in all disciplines can be found in Ocala. In nearby Gainesville are the world-famous University of Florida Health Shands Hospital and the region's Malcom Randall VA Medical Center.



## KENNETH D. COLEN

### PRESIDENT AND DEVELOPER BIO

The premier active-adult developer in Florida, On Top of the World Communities is an award-winning, family-owned building and land development company founded in Clearwater, Florida in 1947 by the late Sidney Colen. In 1975, Mr. Colen brought the family experience and vision to Ocala, Florida with the purchase of Circle Square Ranch, a 13,000 acre working cattle ranch from the Norris Cattle Company. The passion for creativity in land development and home building flows through the Colen blood. Sidney Colen's son Kenneth never left his side, growing up in the business and has served as president of On Top of the World Communities since 1981. Today, On Top of the World remains the oldest, privately owned land developer in the state of Florida.

Thanks to Kenneth's dependable leadership, On Top of the World Communities remains a debt-free company that residents can count on to be here long term! For more than 74 years the Colen family has made thousands of new home buyers' dreams come true by mastering the concept for well-built, amenity-rich communities. The management team has over 100 years combined experience, proving that dedication and loyalty to customers dreams is big at On Top of the World Communities.



Kenneth D. Colen  
President



# FACT SHEET

3  
Golf Courses



175  
Resident Clubs



4  
Fitness Centers



10  
Tennis Courts



1  
R/C Flying Field,  
Drone Course  
& Car Track



2  
POP Tennis  
Courts



9  
Pools



29  
Pickleball Courts



1  
Cultural  
Center



6  
Gated Entries



24+  
Miles of  
Walking Trails



3  
Restaurants



5  
Dog Parks



1  
Lifelong  
Learning  
Center





# PRESS RELEASES

## 2025

[PrivateCommunities.com –  
Top Community recognition](#)



[Top Community –  
PrivateCommunities.com](#)

## 2024

[ICAA NuStep Beacon  
Award press release](#)

[ideal-LIVING Magazine –  
Top 100 Best Places to Live feature](#)

[Top 100 Best Places to Live –  
ideal-LIVING Magazine](#)

[ICAA NuStep Beacon Award –  
Best in Wellness](#)



## 2023

[ideal-LIVING Magazine –  
Top 100 Best Places to Live feature](#)

[NAHB marketing  
awards press coverage](#)

[Gold Award – NAHB Best  
Integrated Marketing Campaign](#)

[Silver Award – NAHB Best  
Digital Campaign](#)

[Top 100 Best Places to Live –  
ideal-LIVING Magazine](#)

## 2022

[ideal-LIVING Magazine –  
Top 100 Best Places to Live feature](#)



[Top 100 Best Places to Live –  
ideal-LIVING Magazine](#)



# PRESS RELEASES

## 2021

[ideal-LIVING Magazine lifestyle feature](#)

[John Burns Real Estate Consulting ranking coverage](#)

[Top 100 Best Places to Live – ideal-LIVING Magazine](#)



[Top 50 Best-Selling Master-Planned Communities – John Burns Real Estate Consulting](#)

## 2019

[On Top of the World's Homes Just Got a Lot Smarter](#)

[On Top of the World Wins 4 Awards at the NAHB 2019 Housing Awards](#)

[13th Annual Ocala Open Winner Announced](#)



[ideal-LIVING Magazine Honors](#)

["The Best of the Best in Planned Communities"](#)

[On Top of the World has Teamed Up with SOF Missions to Present "Operation Helping Heroes"](#)

## 2018

[Veterans Park - Coming Soon](#)

[On Top of the World's Circle Square Cultural Center Reopens Its Doors to Residents](#)

[Indigo Fitness Center - Now Open](#)

[Everything Under the Sun - New Solar Homes](#)

[On Top of the World Welcomes Residents to Newly Renovated Arbor Fitness Center!](#)

[12th Annual Ocala Open Winner Announced!](#)





# NEWS COVERAGE

## 2025

[ICAA and NuStep announce 2025 “Best in Wellness” award winners, honoring North America’s wellness leaders in senior living](#) - [www.beaconaward.icaa.cc](http://www.beaconaward.icaa.cc)

[Inaugural Pickleball Tournament Brings Hundreds to On Top of the World in Ocala, Florida](#) - [www.ontopoftheworld.com](http://www.ontopoftheworld.com)

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## 2024

[Top Master-Planned Lifestyle Communities of 2024](#) - [www.privatecommunities.com](http://www.privatecommunities.com)

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## 2023

[Award-winning senior living communities and CEOs ranked as the “Best in Wellness” for 2023](#) - [www.beaconaward.icaa.cc](http://www.beaconaward.icaa.cc)

[A More Sustainable Florida](#) - [FLORIDATREND.com](http://FLORIDATREND.com)

[PCR’s Most Popular Communities of 2023](#) - [www.privatecommunities.com](http://www.privatecommunities.com)

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## 2022

[Hometown Heroes Awards](#) - [www.OcalaMagazine.com](http://www.OcalaMagazine.com)

[Ideal-LIVING Magazine’s Best Places to Live 2022](#) - [www.ideal-living.com](http://www.ideal-living.com)

[Keeping Water Use In Line](#) - Recreation & Green Industry Magazine

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## 2021

[125-room Towneplace Suites by Marriott coming to On Top of the World](#) - [www.ocala-news.com](http://www.ocala-news.com)

[WOCA Wed 4-21-2021 “Ocala Talks: On Top of the World”](#) - Ocala Talks

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## 2020

[Florida lands multiple top spots in Best 55+ community rankings](#) - [www.mcknightsseniorliving.com](http://www.mcknightsseniorliving.com)

[On Top of the World hosting students going head-to-head in STEM Fair](#) - [www.Ocala-News.com](http://www.Ocala-News.com)



# NEWS COVERAGE

## 2019

[Community Builds Out with Florida Water Star](#) - [swfwmd.state.fl.us](http://swfwmd.state.fl.us)

[55 Places Lists 2019's Most Popular Active Adult Communities](#) - [builderonline.com](http://builderonline.com)

[APPLAUSE: Recognizing Good News and Milestones](#) - [Ocala.com](http://Ocala.com)

[Building a Legacy, One Generation at a Time](#) - [ideallivingmagazine.com](http://ideallivingmagazine.com)

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## 2018

[The 21 Most Luxurious Retirement Communities in America](#) - [msn.com](http://msn.com)

[Phillip Hisey Waters Thousands of Lawns with Science](#) - [fnvla.org](http://fnvla.org)

[Florida for Boomers](#) - [floridaforboomers.com](http://floridaforboomers.com)

[Meet My Community](#) - [55Places.com](http://55Places.com)

[A Walk in the Park: Sholom Park](#) - [Ocala's Good Life](#)

[All Hat, All Cattle: E.L. Strickland](#) - [Ocala's Good Life](#)

[Ocala Open Tournament Raises Funds for Charities](#) - [Ocala.com](http://Ocala.com)

[Something to be Thankful for: A new, free home](#) - [Ocala.com](http://Ocala.com)

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## 2017

[BMP's at Work at On Top of the World](#) - [gcmdigital.org](http://gcmdigital.org)

[Even Greener Golf Courses in America?](#) - [naea.today](http://naea.today)

[Circle Square: Sold Out in the Southwest](#) - [Ocala.com](http://Ocala.com)

[SR 200 Corridor: Why Leave at All?](#) - [Ocala.com](http://Ocala.com)

[On Top of the World Group Foundation Donate Funds for MCSO K-9](#) - [Ocala.com](http://Ocala.com)



# AWARDS

## 2025

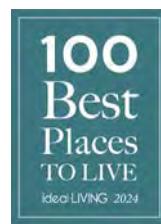


- ICAA Best in Wellness Beacon Award Winner

## 2024



- **PrivateCommunities.com**  
2024 TOP COMMUNITY



- **ideal-LIVING Magazine**  
America's 100 Best Places to Live

## 2023



- **NAHB 2023 Gold Award**  
Best Integrated Marketing  
Strategy or Campaign



- **NAHB 2023 Silver Award**  
Best Digital Campaign



- **ideal-LIVING Magazine**  
America's 100 Best Places to Live



- **ICAA NuStep Beacon Best in Wellness Award**



# AWARDS

## 2022



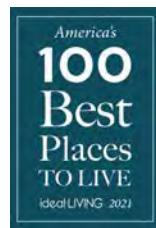
• **Ocala Star Banner:**

The Best of the Best Retirement/55+ Community for 2022  
- On Top of the World Community

• **ideal-LIVING Magazine:**

America's 100 Best Places to Live

## 2021



• **Ocala Star Banner:**

- The Best of the Best Retirement Community  
for 2021 - On Top of the World Community

• **ideal-LIVING Magazine:**

- America's 100 Best Places to Live

• **John Burns Real Estate Consulting:**

- Top 50 Best-selling Master Plan

## 2020



• **ideal-LIVING Magazine:**

The Best of the Best Health &  
Fitness Community

• **Ocala Star Banner Honors:**

"The Best of the Best Developer" to Colen Built  
Development

• **55Places.com:**

Community of the Year

• **Ocala Star Banner Honors:**

"The Best of the Best Retirement  
Community for 2020" to On Top of the World

# On Top of the World.® AWARDS

## 2019



- **NAHB 2019 Gold Award:**  
Best 55+ Corporate Website (OnTopoftheWorld.com)

- **NAHB 2019 Silver Award:**  
Best 55+ Lifestyle Director (Cammy Dennis, Fitness Director)

- **NAHB 2019 Gold Award:**  
Best 55+ Repositioned or Repurposed Project (Arbor Fitness Center)

- **NAHB 2019 Silver Award:**  
Best 55+ Clubhouse or Amenity Center over 200 Homes Community  
(The Lodge at Candler Hills)



- ideal-LIVING Magazine Honors  
“The Best of the Best in Planned Communities”



50 BEST MASTER-PLANNED COMMUNITIES IN THE U.S.

- **Where to Retire:**  
Short List of the 50 Best Master-Planned Communities in the U.S.



- **Ocala Star Banner's Readers' Choice Award:**

Retirement Community for 2019

- **Ocala Star Banner's Readers' Choice Award:**  
Best Developer



100 Most Popular Active Adult Communities for 2018



- **Ocala Star Banner's Readers' Choice Award:**  
Retirement Community for 2018

- **Ocala Star Banner's Readers' Choice Award:**  
Event Venue for 2018 (Circle Square Cultural Center)



- **Ideal-Living Wellness Facilities 2018**



- **55Places.com:**  
55 Best 55+ Communities for 2018



# PRODUCT DESCRIPTIONS



## COTTAGE SERIES

Single Family Homes  
**From the \$250s**



## CARRIAGE SERIES

Solar Equipped, Maintenance-Included  
Single Family Homes  
**From the \$260s**



## CLASSIC SERIES

Single Family Homes  
**From the mid \$330s**



## PREMIER SERIES

Maintenance-Included,  
Single Family Homes  
**From the \$360s**



## ESTATE SERIES

Luxury Estate Homes  
on Oversized Homesites  
**From the \$440s**



**Offering homebuyers over  
10,000 options to personalize  
their new home.**

- Offering the latest design trends
- Design consultants on staff
- Personalized appointments for new homebuyers

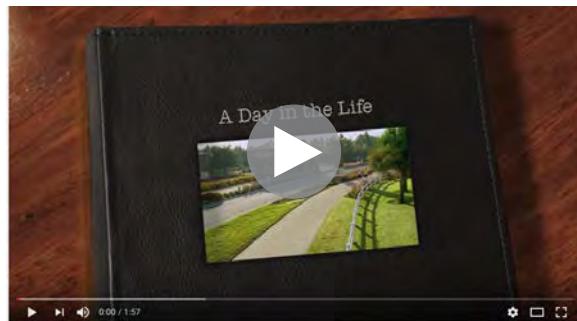




## MULTIMEDIA ELEMENTS



*Where the Cool Kids Retire®*



**Day in the Life**



**Innovative Pre-Construction  
Model Grand Opening**

VIDEO GALLERY



## CONTACT

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## AT A GLANCE

The World News is a monthly broadsheet newspaper that serves a very discriminating and diverse adult community. Each household at On Top of the World receives a complimentary copy, which is normally distributed on the last Thursday of each month with the Ocala StarBanner. It is also available in newspaper racks throughout the community and online at [ontopoftheworldnews.com/ocala](http://ontopoftheworldnews.com/ocala). Articles are written by and for residents of On Top of the World.

**The latest edition and upcoming publication dates may be viewed at**

[ontopoftheworldnews.com/ocala](http://ontopoftheworldnews.com/ocala)

## CIRCULATION

Circulation of the World News varies from 7,700 printed copies or more, depending on delivery requirements for any given month. As this is a growing community, circulation increases proportionately. Studies indicate each printed newspaper copy is read on average by 2.1 persons, thereby more than doubling advertisers' exposure to mature consumers of goods and services. The World News is often kept by residents for long periods of time and used as a reference guide for community events and other pertinent information.

The World News can also be read online at [ontopoftheworldnews.com/ocala](http://ontopoftheworldnews.com/ocala). Statistics show that from January to December 2018, the online flipbook version averaged 280 views per month.



**5,500+**

printed copies home-delivered  
to every household in On Top of  
the World.

**2,200+**

printed copies available  
at 20+ newspaper racks  
throughout On Top of the  
World.



**24/7**

read online anytime at  
[ontopoftheworldnews.com/ocala](http://ontopoftheworldnews.com/ocala)

**280**

average online views per month.



## RESIDENT TESTIMONIALS

### Here's What Our Residents Have to Say:

**“WHAT A WONDERFUL  
PLACE TO LIVE! THE BEST  
DECISION WE EVER MADE!  
LIFE IS NOT JUST GOOD, IT  
IS AMAZING.”**

— Margaret

“Wonderful place, awesome  
friends- Lots to do games and  
activities! Great place to Live”

— Barbara

“Wonderful facilities, continuing  
education, clubs and activities for  
whatever your heart desires...  
if it's not here, start it! Everything  
is wonderfully maintained.”

— Doris

“Great community! Great people! So much  
to do! Close to everything! Very clean  
and well maintained.”

— Dee

“AWESOME!!! This community knocks the socks  
off of any other 55+ retirement community.  
Just visit. You won't want to leave.”

— Liesa

“The best thing we ever did was  
move here after our retirement.  
Love everything about it.”

— Christine

“I LOVE this place!  
We actively participate in  
several clubs, play bocce,  
Mah Jongg, & cards, drive  
R/C cars and fly R/C planes,  
swim, walk, dance, sew,  
visit, eat and just relax.”

— Gail

**“Love this place and its residents! So glad we moved here!”**

— Marilyn

[Meet Our Residents Here](#)