



Work Beautiful.

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MetroWest

NEW BUSINESS WELCOME PACKET







# Welcome to MetroWest

MetroWest is more than a neighborhood — it is a thriving, master-planned community designed for long-term success. Since 1985, it has grown into one of Central Florida's most distinctive commercial and residential environments, blending natural beauty, thoughtful planning, and a diverse mix of people and places.

Guided by the MetroWest Master Association (MWMA), the community is maintained with purpose and professionalism. In keeping with our mission to support a harmonious, diverse community, every detail — from award-winning landscaping to strong public safety programs — reflects a commitment to quality, connection, and long-term value.

For companies, MetroWest offers stability, visibility, and a strong customer base, supported by a community that values excellence and growth. We strive to be Orlando's premiere community by supporting thriving businesses, strong aesthetics, quality schools, and activities that build connection.



**MetroWest**  
MASTER ASSOCIATION

2145 MetroCenter Blvd., 110  
Orlando, FL 32835

**Tel:** 407.601.5995  
**Email:** [adm@mwmaorlando.com](mailto:adm@mwmaorlando.com)

**Office Hours:** 8:30 a.m. – 5:00 p.m.,  
Monday through Friday  
*please call for appointments*

[www.metrowestcommunity.com](http://www.metrowestcommunity.com)

Property  
managed by



|    |                               |  |
|----|-------------------------------|--|
| 4  | Welcome to Our Community      |  |
| 5  | New Business Member Checklist |  |
| 6  | MetroWest by the Numbers      |  |
| 8  | Working in MetroWest          |  |
| 10 | Recreation & Lifestyle        |  |
| 12 | Connecting in MetroWest       |  |
| 13 | Community Events              |  |
| 14 | Public Safety & Resources     |  |
| 15 | Important Numbers             |  |





#### THE METROWEST COMMUNITY

# Welcome to Our Community

Nearly 28,000 residents and more than 500 businesses call MetroWest home. This creates a strong, built-in customer base and a dynamic commercial ecosystem where companies of all sizes — from startups and independent operators to large corporate offices — can thrive.

MetroWest is centrally located, highly accessible, and recognized for its high standards. Businesses benefit from consistent community maintenance, established design guidelines, and an environment that supports workforce recruitment, customer traffic, and long-term stability.

With a wide range of nearby housing, top-rated schools, and Valencia College just minutes away, MetroWest attracts a strong and diverse talent pool. This synergy between community and commerce ensures MetroWest remains a place where businesses grow and people thrive.



# New Business Member Checklist

Welcome to MetroWest — a community where businesses thrive.

To help you open smoothly and confidently, the following checklist outlines the most important steps for establishing your business within MetroWest and staying aligned with community standards.

- ☐ **After Closing**  
Contact the MetroWest Master Association (MWMA) as soon as your closing is complete to begin your partnership, receive grand opening benefits, and stay informed on community updates. You may reach the MWMA office at 407-601-5995.
- ☐ **Certificate of Title Submission**  
Email your Certificate of Title (COT) to [adm@mwmaorlando.com](mailto:adm@mwmaorlando.com) immediately following closing.
- ☐ **Explore the Community Website**  
Visit [www.MetroWestCommunity.com](http://www.MetroWestCommunity.com) for essential documents, event details, Public Safety information, and helpful business resources.
- ☐ **Development Guidelines**  
Review the MWMA Development Guidelines, especially Section 12 on site signage, available under Resources / MWMA Documents on the website.
- ☐ **Signage and Building Modifications**  
Contact MWMA Management at [adm@mwmaorlando.com](mailto:adm@mwmaorlando.com) or 407-601-5995 to apply for signage, exterior changes, landscape, or building modifications.
- ☐ **Grand Opening Visibility**  
Businesses may request promotional support for grand openings and community announcements. Contact the MWMA office for available options.
- ☐ **Business Branding & Compliance**  
Ensure any exterior branding aligns with MetroWest's Design Review Board (DRB) standards to maintain consistency and enhance community aesthetics.
- ☐ **Sign Up for Community Updates**  
Stay informed about meetings, events, and announcements by joining the MetroWest Connect email list - sign up at [metrowestcommunity.com](http://metrowestcommunity.com).
- ☐ **City Permitting**  
Check with the City of Orlando for any required permits for new signage or building modifications.
- ☐ **Leaseholder Compliance**  
Ensure all leaseholders understand that MWMA Policies and Procedures fully apply to them.
- ☐ **Soliciting and Signage Restrictions**  
No soliciting or signage is allowed within MetroWest communities or businesses without approval from the property or business representative and the MetroWest Design Review Board (DRB).
- ☐ **Marketing and Visibility Opportunities**  
Explore advertising options in the MetroWest Thrive newsletter and sponsorship opportunities at MetroWest community events. Visit the website or call 407-601-5995 for details.





## ECONOMIC LANDSCAPE AND BUSINESS POTENTIAL

# MetroWest by the Numbers

MetroWest is home to a dynamic and diverse population that creates a strong foundation for business growth. With thousands of residents, students, professionals, and visitors moving through the community each day, MetroWest offers a built-in customer base and a stable environment for both new and established businesses. This consistent activity fuels demand across retail, dining, wellness, professional services, and entertainment sectors.

Its centrally connected location—minutes from downtown Orlando, major highways, and world-renowned attractions—makes MetroWest an ideal place for companies seeking visibility, accessibility, and long-term opportunity. This strategic placement not only supports steady

customer traffic but also enables seamless access to surrounding commercial districts, regional employers, and major tourism corridors. For employees and clients, MetroWest provides exceptional convenience, reducing commute times and enhancing daily interactions.

The presence of Valencia College strengthens the talent pipeline, providing skilled graduates, internship opportunities, and a vibrant student population that contributes to the local economy. Combined with MetroWest's multicultural community and high residential density, these factors create a market where businesses can flourish and where community and commerce work in harmony.





# Market Highlights

## Community Snapshot

- 28,000+ residents
- 500+ businesses within MetroWest
- High daily foot and vehicle traffic from commuters, students, and visitors
- Minutes from downtown Orlando, Universal Orlando, and major highways

## Workforce & Talent Pool

- Strong mix of professionals, hospitality workers, healthcare staff, educators, and service providers
- Valencia College West Campus supplies ongoing talent and training
- Convenient location supports easy employee recruitment and retention



## Customer Base & Market Reach

- Diverse population with families, students, and professionals
- Consistent demand for dining, retail, wellness, professional services, and entertainment
- Proximity to tourism corridors contributes to steady visitor engagement



## Business Advantage

MetroWest's demographic strength, talent pipeline, and strategic location create a thriving commercial environment—offering visibility, stability, and long-term opportunity for businesses of every size.







# Working in MetroWest

MetroWest is home to a thriving business community where local entrepreneurship meets global reach. Independent businesses, professional offices, healthcare providers, retail centers, and service organizations operate alongside recognized names such as Hilton Grand Vacations and Universal Orlando.

Businesses benefit from MetroWest's high visibility, strong consumer base, and central location, just minutes from downtown Orlando, major highways, and world-renowned attractions. This accessibility enhances customer convenience, employee commutes, and client interactions.

Valencia College contributes to a strong workforce pipeline, offering education, skilled training, and internship opportunities that support business growth.

With high community standards, consistent maintenance, and a reputation for quality, MetroWest provides a stable, supportive environment where companies can flourish. This is a community where business and community thrive together.

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MetroWest provides ongoing support to help businesses operate confidently and successfully.

## **Business Support Resources Include:**

- ✓ Design Review Board (DRB) guidance for exterior improvements and signage
- ✓ Marketing and advertising opportunities through MetroWest publications
- ✓ Event sponsorships that increase visibility and community engagement
- ✓ Public Safety support, including regular patrols, safety assessments, interactive connections with officers, and Crime Prevention Through Environmental Design (CPTED).
- ✓ Grand opening recognition opportunities
- ✓ Direct support from MWMA staff for compliance, documents, and onboarding
- ✓ MetroWest is committed to maintaining a professional, attractive, and successful business environment — and supporting every member along the way.



## GOLF, PARKS, DINING, AND ENTERTAINMENT

# Recreation & Lifestyle

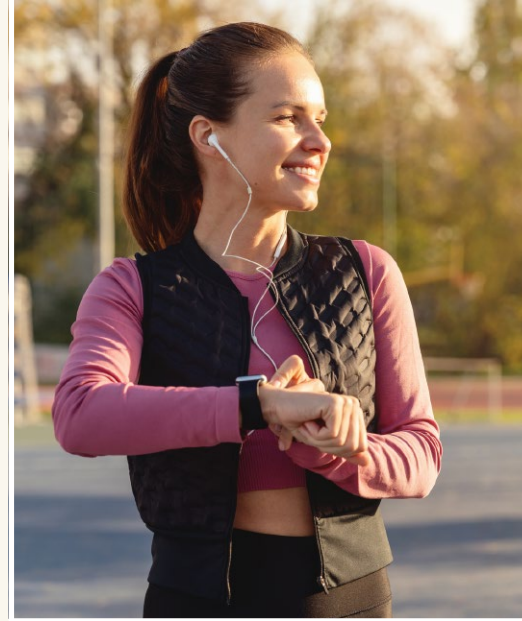
Recreation and quality of life play an important part in MetroWest's appeal — not only for residents, but for employees and clients as well.

The renowned MetroWest Golf Club — designed by Robert Trent Jones Sr. — offers a scenic and challenging experience ideal for team outings, client entertainment, and employee wellness.

Wide sidewalks, multi-use trails, and community amenities such as pools, tennis courts, and dog-friendly paths create a welcoming atmosphere that supports a balanced lifestyle. These features help businesses attract and retain talent by offering a work environment surrounded by comfort, activity, and natural beauty.

Nearby dining, shopping, and world-class entertainment — including Orlando's theme parks and I-Drive — provide endless options for employee engagement, business lunches, and off-site meetings.

Here, recreation isn't just part of the community — it enhances the full work-life experience.











#### EVENTS, NEIGHBORS, AND COMMUNITY PRIDE

## Connecting in MetroWest

MetroWest thrives on strong connections between neighbors, families, and businesses. Community events such as festivals, concerts, food truck gatherings, and safety programs bring people together and strengthen engagement across the area.

Businesses benefit from these connections through increased visibility, opportunities to support local causes, and meaningful ways to interact with customers.

The MetroWest Master Association keeps the community informed through its website,

newsletters, and social channels — making it easy to stay updated on meetings, initiatives, and opportunities to participate.

Public Service Officers serve as active community partners, reinforcing MetroWest's commitment to safety and well-being. Their presence helps protect businesses, support daily operations, and maintain a secure environment.

Connection here is more than social — it builds pride, strengthens community ties, and supports a vibrant place to live, work, and grow a business.



Stay connected with the latest MetroWest news, events, and community updates by signing up for our *MetroWest Thrive* newsletter at [www.metrowestcommunity.com](http://www.metrowestcommunity.com)





# Community Events

## Booms & Beats

MetroWest's signature celebration brings thousands together for live music, food, and an impressive fireworks display. Businesses are encouraged to participate through sponsorships, vendor opportunities, and community engagement.

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## National Night Out

This annual event builds strong partnerships between MetroWest Public Safety, local law enforcement, residents, and businesses. It promotes safety awareness and brings the community together in an interactive, supportive environment.

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## Annual School Donations

The MetroWest Master Association supports local elementary schools with annual contributions that strengthen academic programs and provide valuable resources.

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## Giving Hearts

Through the Giving Hearts initiative, residents and businesses support Edgewood Children's Ranch. Since 2014, thousands of dollars have been donated to help children and families in need. Businesses are invited to participate in this meaningful community tradition.







**TOGETHER, WE THRIVE SAFELY**

## Public Safety & Resources

MetroWest is committed to safety, service, and shared responsibility. The MetroWest Master Association partners with public agencies, local law enforcement, and residents to keep the community secure and welcoming.

MetroWest's award-winning public safety programs feature bike patrol initiatives and officers trained in CPTED (Crime Prevention Through Environmental Design), CPR, safe driving, self-defense, drone operations, and community assessments. These programs strengthen community partnerships and uphold the core values that make MetroWest a model for excellence.

Beyond safety, residents benefit from an extensive network of resources. From animal services and environmental stewardship to volunteer opportunities and community programs, support is never far away. Every service reflects a larger promise: to protect the quality of life, preserve beauty, and ensure peace of mind for everyone who calls MetroWest home.

### **Contact MetroWest**

#### **Public Safety Service Office**

**Email:** [safetydir@mwmaorlando.com](mailto:safetydir@mwmaorlando.com)

**Phone:** (407) 473-2021



## KNOW WHO TO CALL

# Important Numbers

### EMERGENCY

DIAL 911

### MetroWest / Local Services

#### MetroWest Master Association / Public Safety Service Office

(407) 601-5995

[adm@mwmaorlando.com](mailto:adm@mwmaorlando.com)

#### Fire Station 12

1588 Park Center Dr  
(407) 246-4412

### Animal Services

#### Animal Control (Orange County)

(407) 836-3111

[orangecountyanimalservicesfl.net](http://orangecountyanimalservicesfl.net)

### Crime Prevention & Reporting

#### Crime Free Database

(Username and password provided once Crime Free Certified)

[crime-free-association.org](http://crime-free-association.org)

#### Crimeline – Report Crimes & Check Warrants

(800) 423-TIPS (8477)

[crimeline.org](http://crimeline.org)

#### Crimeline – Warrants

(800) 423-TIPS (8477)

[crimelinewarrants.com](http://crimelinewarrants.com)

#### National Crime Prevention Council

[ncpc.org](http://ncpc.org)

### Law Enforcement / Records

#### Orange County Corrections (Inmate Search)

[apps.ocfl.net/bailbond/default.asp](http://apps.ocfl.net/bailbond/default.asp)

#### Orange County Criminal Records

[myclerk.myorangeclerk.com](http://myclerk.myorangeclerk.com)

#### Orange County Sheriff

(407) 836-4357

[ocso.com](http://ocso.com)

#### Orlando Police Department – Non-Emergency

(321) 235-5300

[cityoforlando.net/police](http://cityoforlando.net/police)

#### OPD Southwest Sub-Station

6440 Raleigh St  
(407) 246-2817

#### Florida Department of Law Enforcement

(Criminal History/Public Records)

(850) 410-7000

[fdle.state.fl.us](http://fdle.state.fl.us)

### City of Orlando Contacts

#### City of Orlando (General)

(407) 246-3181

[cityoforlando.net](http://cityoforlando.net)

#### City of Orlando — Code Enforcement

(407) 246-2686

[codeenforcement@orlando.gov](mailto:codeenforcement@orlando.gov)

### Wildlife, Health & Safety

#### Florida Fish & Wildlife

(888) 404-FWCC (3922)

[myfwc.com](http://myfwc.com)

#### Poison Control

(800) 222-1222

[floridapoisoncontrol.org](http://floridapoisoncontrol.org)

### Utilities

#### OUC

(407) 423-9018

(800) 848-7445

[customerservice@ouc.com](mailto:customerservice@ouc.com)

### Community Information

#### SMS Emergency Alert System

Sign-up via email: [mwma.admin@cfl.rr.com](mailto:mwma.admin@cfl.rr.com)

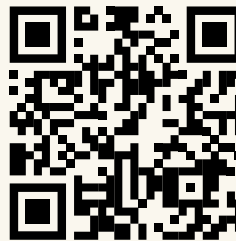
#### Digital Welcome Packets for New Residents / New Businesses

[metrowestcommunity.com](http://metrowestcommunity.com)



## Connect with us!

Scan the QR Code with your  
mobile device to visit our website.



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MASTER ASSOCIATION

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