

MIDTOWN EAST



 Highwoods®


MIDTOWN
TAMPA


Bromley Companies

TRUE FOOD KITCHEN

EXPERIENCE ELEVATED

With a focus on convenience and the customer experience, Highwoods strives to create a compelling and competitive workplace for your team to thrive.



TAMPA'S PREMIER WORKPLACE

Conceived with talent at the center of every design decision, the 18-story Midtown East will offer a flexible environment to allow collaboration and creativity to thrive. With a focus on elevating the customer experience, this building will be constructed with our customers' changing needs in mind.

Midtown East will offer commanding views into the Tampa Bay area, while functioning as the area's workforce epicenter. Our customers, both current and future, are our chief priority. Every detail of the building is designed with people in mind.

430K
Square Feet

CLASS A
Workplace

Q1 2025
Delivery

SPACE AVAILABLE | FLOORS 10-15

DESIGN FEATURES

This multi-customer development will encompass approximately 430,000 square feet of office space and 10,000 square feet of restaurant and retail space. Midtown East will feature a distinctive entrance, high speed destination elevators, and adaptable floor plans. Paired with free and easy parking, this elegant and energizing building will offer the best proximity to upscale, modern housing, retail and restaurants anywhere in Tampa.

You will enjoy the experience of being in Midtown from the moment you arrive. We kept the customer in mind when planning every detail, from the family and pet-friendly environment to the events that keep people visiting. It's a spectacular space.

**A VIBRANT ENVIRONMENT
THAT WILL ENHANCE
THE POTENTIAL OF YOUR
WORKPLACE.**





WORKPLACE
REDEFINED

As Westshore's tallest building, Midtown East will offer views that will inspire moments of creativity and success.

CONNECTIVITY, CREATIVITY & WELLNESS

Our top priority has always been the health, safety and well-being of our customers, coworkers and their families. We will continue our mission to create value for our stakeholders by continuously advancing our ESG strategy.

Environmentally-friendly features include covered balconies providing access to the outdoors and fresh air, smart energy management systems and a heat reflective roof.

Multiple certifications will also be pursued, such as LEED, Fitwel and Wired.



**DISTINCTIVE
LIFESTYLE**

**FEATURING A WARM, INVITING LOBBY,
MIDTOWN EAST PROVIDES THE PERFECT
PLACE TO MEET, COLLABORATE OR JUST
TAKE A MOMENT TO RELAX.**



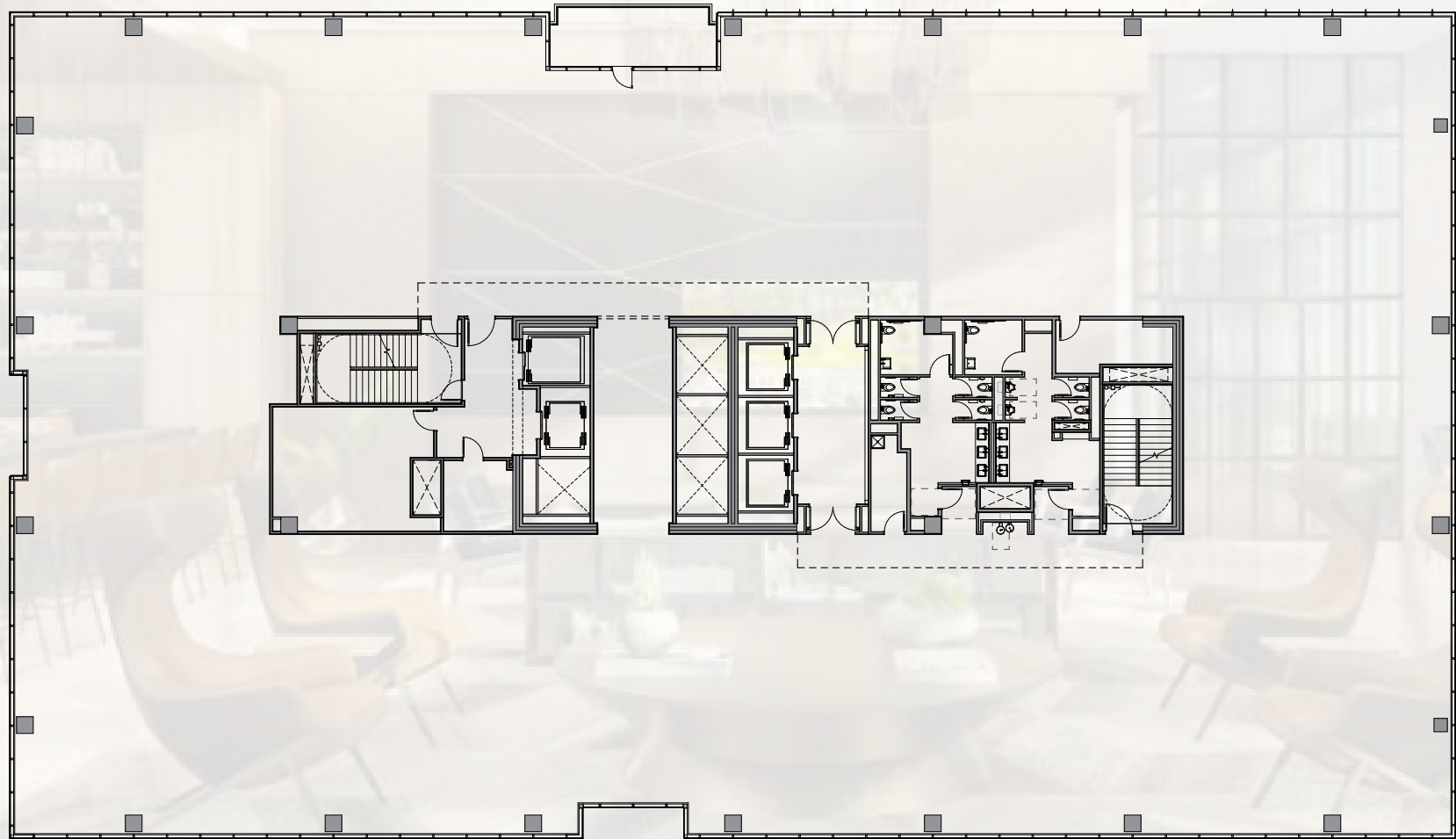
WELCOME TO THE
FIRST FLOOR

IN ADDITION TO THE MODERN LOBBY,
10K SF OF GROUND-LEVEL RETAIL
IS AVAILABLE.



TYPICAL
FLOORPLATE

EACH FLOOR WILL CONSIST OF ~26K SF
OF FLEXIBLE, STATE-OF-THE-ART SPEC
OFFICE SPACE.



BE IN THE CENTER
OF IT ALL

10 MINS
Downtown
Tampa

5 MINS
Tampa International
Airport

30 MINS
75% of residential
neighborhoods



N. DALE MABRY HWY

W. CYPRESS ST

N. HIMES AVE



CONVENIENT
ACCESS



WITH FIVE POINTS OF INGRESS AND
EGRESS, MIDTOWN IS CONVENIENTLY
LOCATED AT THE CORNER OF I-275
AND N. DALE MABRY HIGHWAY.

N. DALE MABRY HWY

PARKING

MIDTOWN
EAST

N. HIMES AVE

W. CYPRESS ST



MIDTOWN - AN INTERACTIVE DESTINATION

Midtown is no longer a promise, it is a commitment to the Tampa community. Together, Highwoods and Bromley Companies are constantly identifying opportunities that enrich lives and encourage growth. Midtown is the perfect blend of urban living in a suburban environment creating a future-focused, 23-acre wellness package for a live, work, play, stay lifestyle.

Designed to be an environment that maximizes innovation and functionality, while making a positive difference on the talent that thrives there, Midtown offers a dynamic community of customers, such as:

- Kforce
- SouthState Bank
- Primo Water Corporation
- Prudential
- Gresham Smith
- Kast Construction
- Greystar
- Savills
- Schindler Elevator Corporation
- Tampa Electric Company



ENJOY THE PULSE OF MIDTOWN

INCLUDING 14 EATERIES, PLUS WHOLE FOODS, REI, SEPHORA AND OTHER HEALTH, WELLNESS AND BEAUTY RETAILERS ALL WITHIN A MINUTE'S WALK, CITY LIVING HAS NEVER BEEN EASIER.

MIDTOWN



TAMPA'S #1 SUBMARKET WESTSHORE

Tampa's Westshore district offers a prestigious address in a dynamic, amenity-rich environment. Experience the energy of the region while in close proximity to the finest shopping, dining, sports and entertainment that Tampa has to offer.

13.2M SF
Office Space

15K
Residents

250
Restaurants

350
Retail Stores

50
Hotels

270K SF
Meeting Space

TPA WITH OVER 80
Nonstop domestic and
international destinations

Westshore Alliance



TAMPA BAY'S EPICENTER

Highwoods is committed to developing the highest quality office buildings in the best BBDs. As the largest landlord in Tampa, we aim to provide our customers with a commute-worthy workplace for you to return, retain and recruit talent. Highwoods and Bromley recognize the impact a great partnership can have on the strength of a community.

#1

City to Live in Florida

Forbes

#1

Emerging Tech City
in the US

Forbes

#7

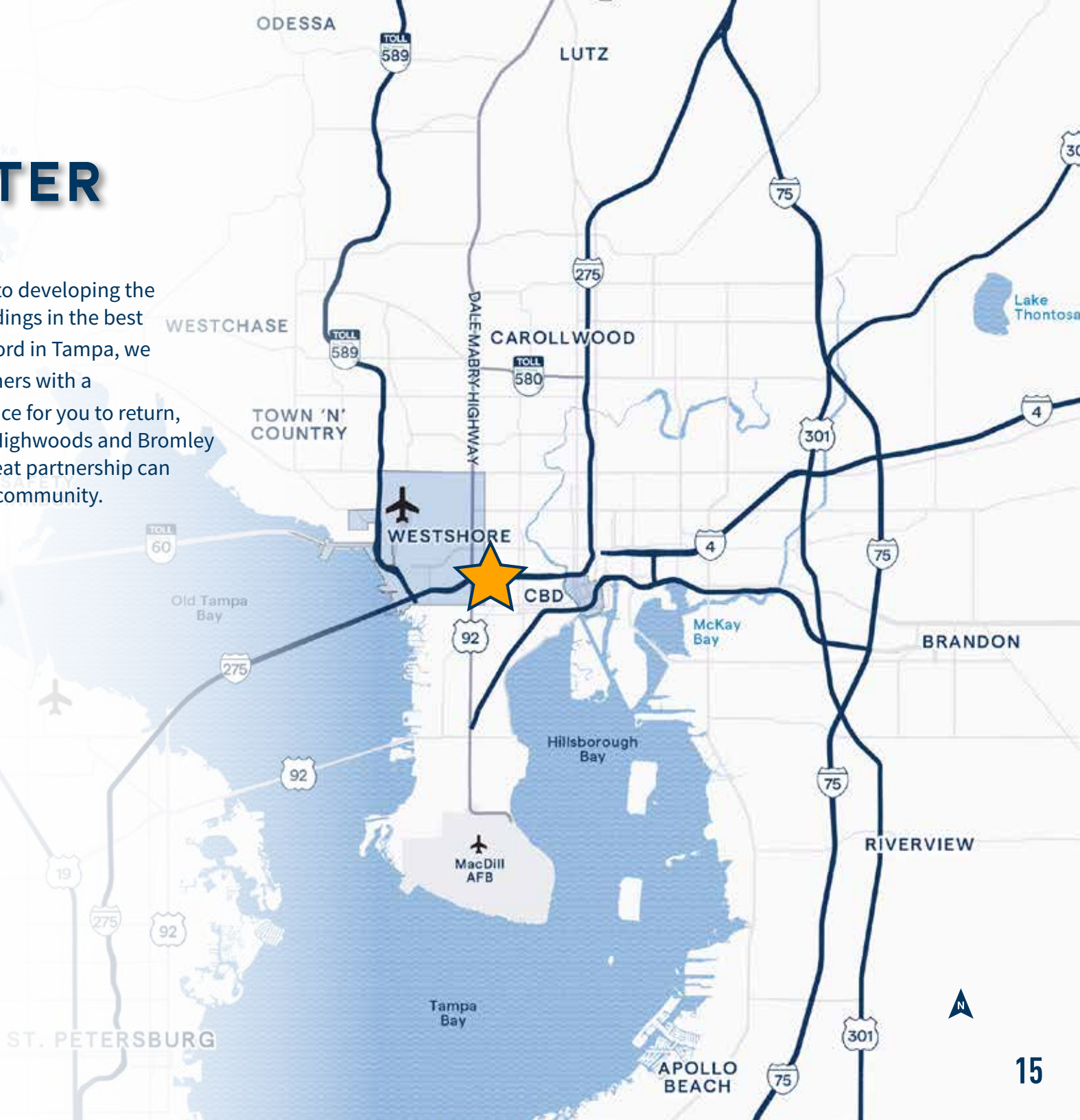
Fastest Growing
Tech Hub by Salary

Dice Tech

#10

Best City in US
to Start a Business

WalletHub



POWERHOUSE PARTNERSHIP

HIGHWOODS AND BROMLEY HAVE A SHARED COMMITMENT TO CUSTOMER FOCUS THAT MAKES MIDTOWN A MAGNET FOR TALENT.



Highwoods Properties (NYSE: HIW) has been specializing in the development, acquisition, leasing and management of office space since 1978. Today, as a real estate investment trust (REIT), our portfolio spans more than 30 million square feet of office space across several mid-tier markets where job growth and cost of living consistently rank high.

From our properties to our 350 people—everything we do is guided by the tenets of our Strategic Plan. The simple strategy focuses on owning and managing high quality assets in the BBDs (best business districts) of each market, maintaining a strong balance sheet to remain opportunistic in every economic cycle and employing the best people for continued success.



Bromley Companies

Since its founding in 1972, The Bromley Companies has built a diversified portfolio of real estate across the country. With a sharp focus on developing compelling tenant spaces and highly personalized service, we continue to create innovative, vibrant, sustainable spaces that connect lives and enrich communities.

Relying on our experienced in-house team of financial, construction, leasing and management professionals, we employ an intensive, hands-on approach to successfully reposition and develop properties.

Through the years, our financially conservative investment style has generated consistently superior returns for financial partners and long-term value to the communities in which we operate.

MEET THE **LEASING TEAM**

THIS PASSIONATE TEAM CREATES OPPORTUNITIES WHERE TRADITION MEETS INNOVATION, BUSINESS STRENGTH MEETS QUALITY OF LIFE AND WHERE WE CAN PARTNER WITH LIKE-MINDED BUSINESSES TO MAKE A POSITIVE IMPACT IN THE WORKPLACE.



LAUREN COUP | Director of Leasing

Lauren Coup joined Highwoods Properties as Director of Leasing in 2021 from Cushman & Wakefield, where she served as Senior Director for over seven years. Coup's prior experience also includes working at Avison Young for seven years where she served as Vice President and Office Leasing Specialist and five years at Lane Witherspoon & Carswell, which was acquired by Avison Young in late 2013. Her expertise is in the Tampa Bay office market, and with assistance from Brad Heeter, handles over 3.2 million square feet. Lauren's strengths consist of repositioning existing buildings that experience below market vacancy, establishing competitive positioning of properties within the market to maximize occupancy as well as rates and implementing and executing customized strategic marketing campaigns.



BRAD HEETER | Senior Leasing Representative

With over 10 years of commercial real estate experience and strengths in lease negotiation, market and data analysis, and relationship building, Brad is an invaluable part of the Highwoods leasing team. He works directly with Highwoods' customer and the brokerage community to negotiate leases, educate prospects about office opportunities, and assist property managers with client relation efforts. Brad and Lauren Coup work as a team to lease Highwoods' over 3.2 million square feet of office space. Brad graduated from Florida State University's marketing program and is a native of Amelia Island, Florida.

EVERYTHING UNDER ONE ROOF

Highwoods is not a merchant builder but rather an all-under-one-roof collection of professionals committed to building, operating and maintaining the most talent-supportive and resilient workplaces for the long term. We develop and own high-performance, energy-efficient and wellness-focused office buildings with 24-hour customer service, on-site maintenance personnel and a commitment to making your workplace a compelling and competitive advantage in retaining and recruiting the very best talent.

CUSTOMER COMMAND CENTER

Our personalized approach extends beyond the phone call, email or live chat.

- Customer service reps available 24/7
- 4.8 seconds average hold time
- 98.9% customer satisfaction rating

SERVICELINK

Request maintenance service online.

- Accessible online or by phone 24/7
- Wireless notification to your service technician
- Average resolution time 41.3 minutes
- View service history anytime, anywhere

LIVEMETER

Our award-winning LiveMeter program tracks, monitors and controls electrical service.

- Advanced energy monitoring systems send real-time data to our Energy Command Center
- Standard in all new construction
- Includes over 95% of all Highwoods-managed energy consumption
- Since 2013, our carbon footprint reduction equates to taking over 5,600 cars off the road

VERSAPAY

Pay bills entirely online with VersaPay, a fast and secure way to go green.

- View open invoices in real-time
- Pay by secure ACH
- Schedule future payments
- Review payment history



AT-A-GLANCE

Highwoods Properties, Inc., headquartered in Raleigh, NC, is a publicly-traded (NYSE: HIW) real estate investment trust (REIT) and a member of the S&P MidCap 400 Index. The company is a fully-integrated office REIT that owns, develops, acquires, leases and manages properties in eight of the best business districts (BBDs) across the US.

1978 Founded	\$6.0B Total Enterprise Value	\$2.0B Developed
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27.6M Square Feet	162 Buildings	1,500 Customers
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TAMPA MARKET

3.3M Square Feet	19 Buildings	240 Customers
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As of 12/31/2022

ATLANTA | CHARLOTTE | DALLAS | NASHVILLE
ORLANDO | RALEIGH | RICHMOND | TAMPA



YOU'VE COME TO THE
RIGHT PLACE.[®]

ONTE
MING FALL 2021

MIT
EMPA

PO
COMING

MIDTOWN

MIDTOWN EAST

LAUREN COUP

DIRECTOR OF LEASING

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BRAD HEETER

SENIOR LEASING REPRESENTATIVE

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 Highwoods®



Bromley Companies