

# MIDTOWN EAST

 Highwoods®



 Bromley Companies



# 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.



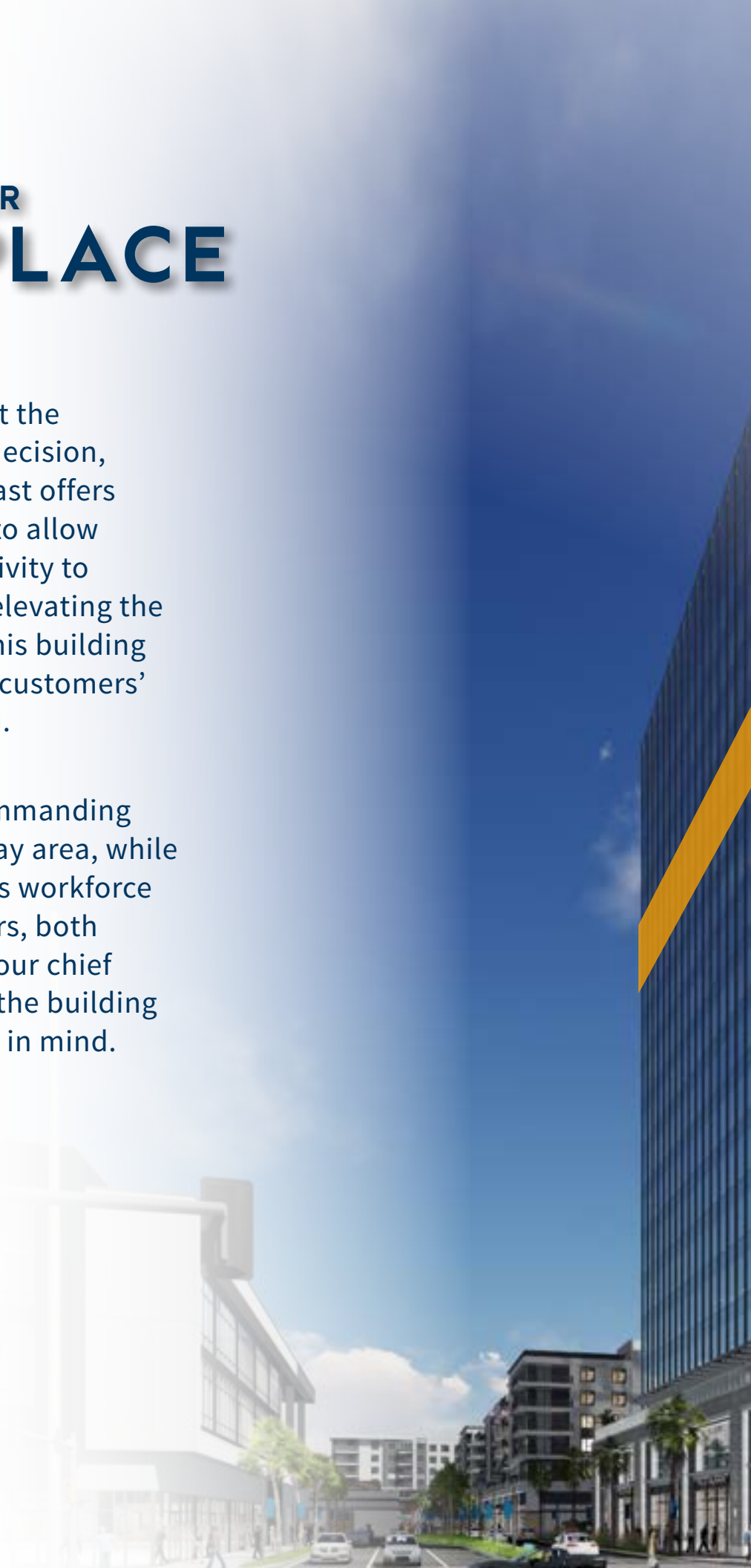




# TAMPA'S PREMIER WORKPLACE

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

Midtown East offers 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

**SPACE AVAILABLE | FLOOR 14**





## DESIGN FEATURES

This multi-customer development encompasses approximately 430,000 square feet of office space and 10,000 square feet of restaurant and retail space. Midtown East features a distinctive entrance, high speed destination elevators and adaptable floor plans. Paired with free and easy parking, this elegant and energizing building offers 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 and programming 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 offers 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 are being pursued, such as Fitwel, LEED and Energy Star.









# THE CONSERVATORY







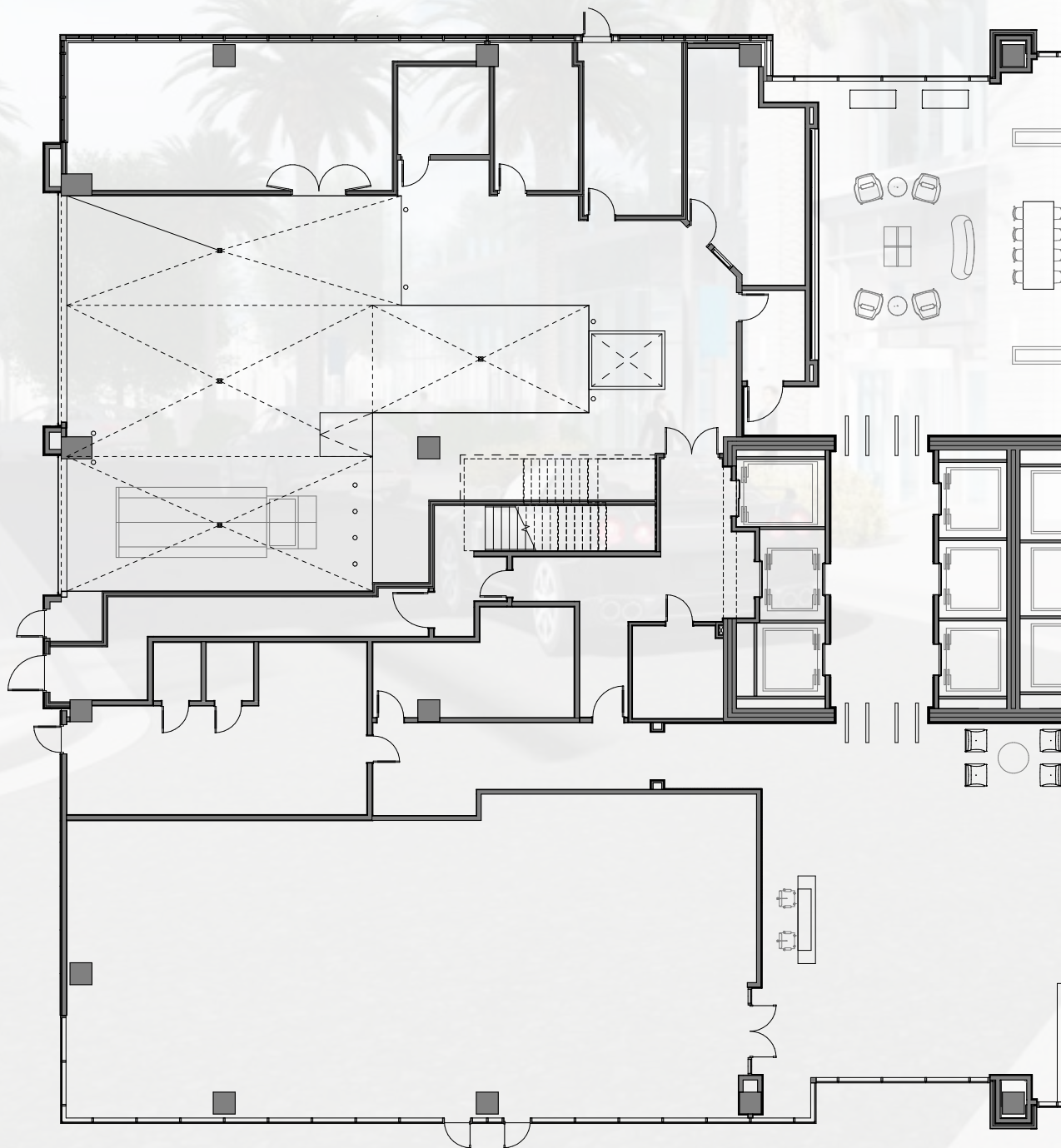
**A QUIET, CURATED OASIS EXCLUSIVE FOR  
OUR CUSTOMERS IN THE BUILDING TO HELP  
FOSTER COLLABORATION AND FOCUS.**

**FLEXIBLE COMMUNITY WORKSPACE | PRIVATE BREAKOUT ROOMS  
BOARD ROOM | PODCAST STUDIO | EVENT SPACE**



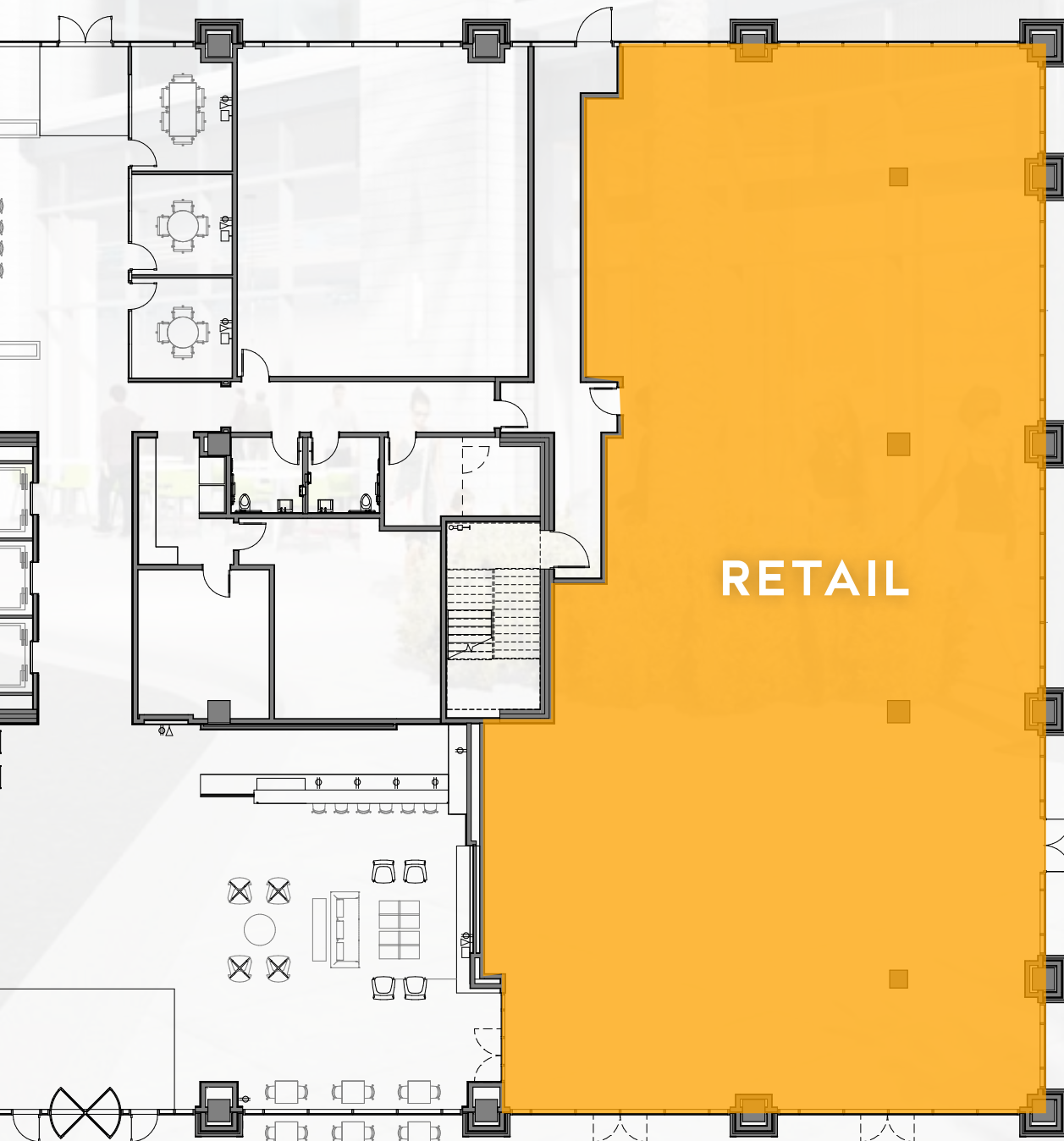


# FIRST FLOOR RETAIL





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





# FLOORPLATE





**EACH FLOOR CONSISTS OF 26K SF  
OF FLEXIBLE, STATE-OF-THE-ART SPEC  
OFFICE SPACE.**





BE IN THE CENTER  
**OF IT ALL**



**N. DALE MABRY HWY**

**W. CYPRESS ST**



**10 MINS**

Downtown  
Tampa

**5 MINS**

Tampa International  
Airport

**30 MINS**

75% of residential  
neighborhoods



**MIDTOWN  
EAST**

**N. HIMES AVE**





# CONVENIENT ACCESS



N. DALE MABRY HWY

PARKING





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

4,500  
PARKING SPACES  
90 EV  
CHARGING STATIONS

MIDTOWN  
EAST

N. HIMES AVE



S 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
- Primo Water Corporation
- Prudential
- Tampa Electric Company
- Nestle
- Insight Global
- Schindler Elevator Corporation
- Booz Allen Hamilton









# ENJOY THE PULSE OF MIDTOWN





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





# 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*

**#2**

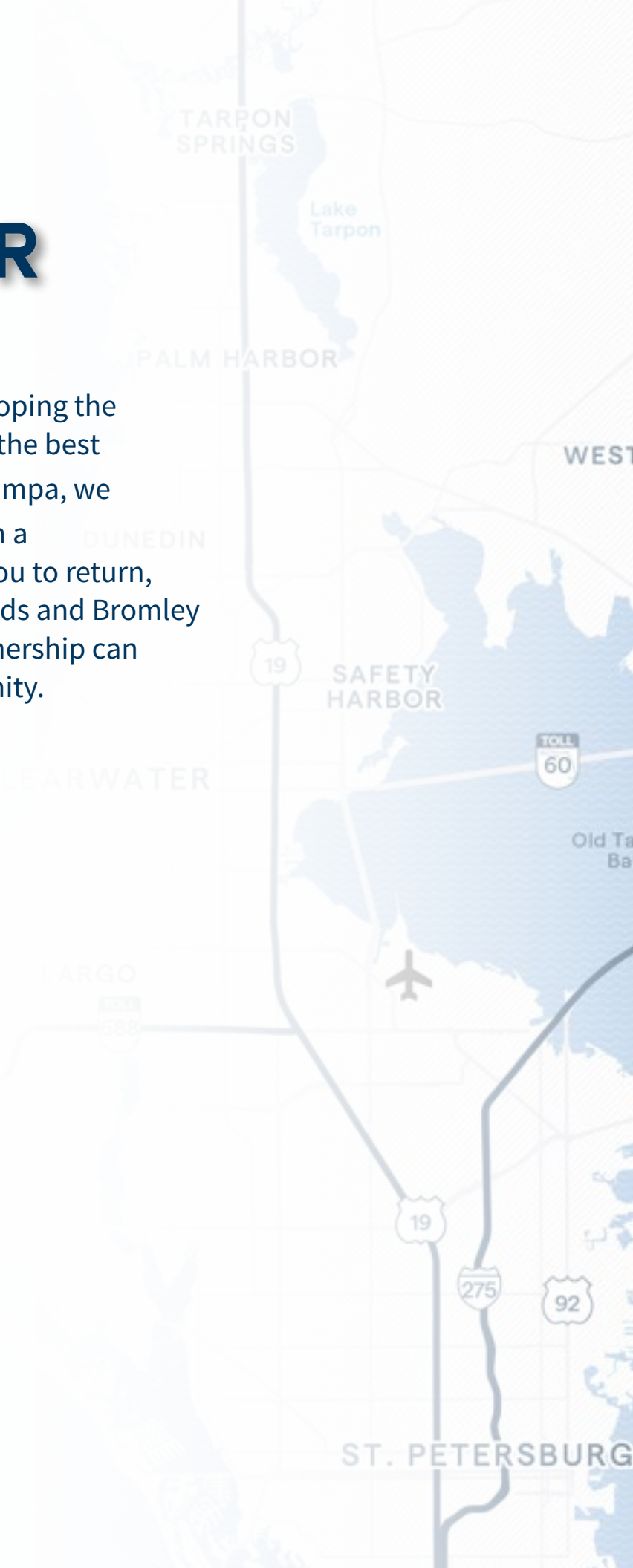
Top State  
for Business

*CNN*

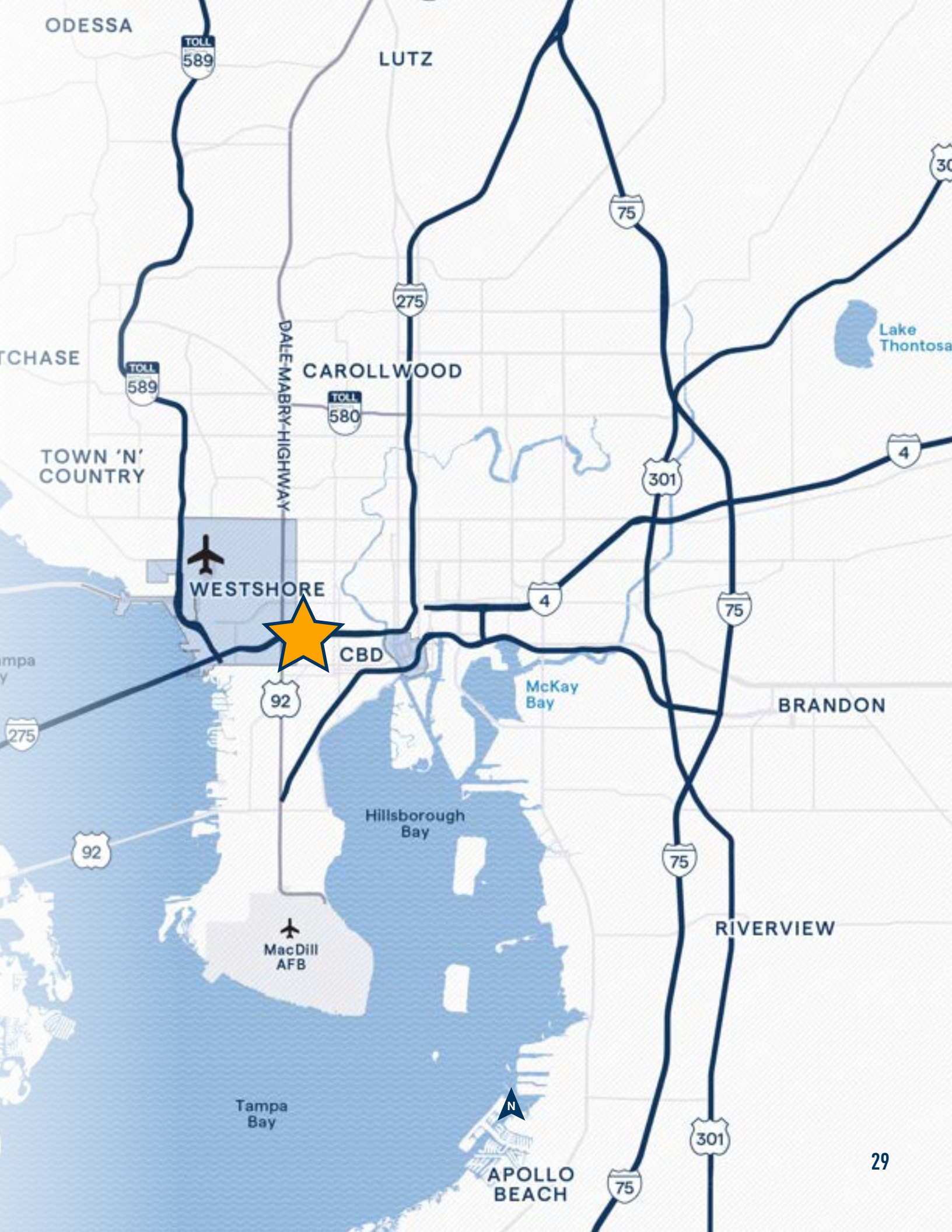
**#6**

Top City People  
Don't Want to Leave

*Gensler*









# POWERHOUSE PARTNERSHIP



Highwoods Properties, Inc., is a publicly traded (NYSE:HIW), fully integrated office real estate investment trust (REIT) that owns, develops, acquires, leases and manages properties primarily in the best business districts (BBDs) of Atlanta, Charlotte, Dallas, Nashville, Orlando, Raleigh, Richmond and Tampa.

Highwoods is in the work-placemaking business. We believe that by creating environments and experiences where the best and brightest can achieve together what they cannot apart, we can deliver greater value to our customers, their teammates and, in turn, our stakeholders

## HIGHWOODS TAMPA MARKET

**2.5M**  
Square Feet

**14**  
Buildings

**250**  
Customers

*As of 03/31/2025*



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



### **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



**LAUREN COUP**  
Senior Vice President  
Tampa Market Leader

Lauren Coup joined Highwoods Properties 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 where she handles over 2.5 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.



**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.**



**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 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

## PRISM

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



# MIDTOWN EAST

## LAUREN COUP

SENIOR VICE PRESIDENT | TAMPA MARKET LEADER

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