

Case in Point

Bayport Plaza – Westshore

Tampa, FL

Project Outline

Prior to founding Cameron Property Advisors, LLC, Vince La Mariana directed the leasing and management of Bayport Plaza (265,000 total square feet). At the start of the engagement, Bayport Plaza – a UBS Realty Investors, LLC asset – had more than 79,000 square feet of vacant space that needed to be filled.

Immediately, Vince initiated an aggressive program to lease vacant space while modernizing the Property to meet the needs of today's tenant. The Property was in need of better curb appeal, improved mechanical systems and an upgrade to interior common areas. All of these projects were completed while reducing operating costs.

Services Provided

- In conjunction with Property Management, directed a \$1.3 million renovation of the Property's interior common areas
- Directed capital improvements to the Property's systems, at a cost of more than \$1 million
- Managed the addition of a fresh-air system
- Replace the main roof system

Value Added

As of April 2007, occupancy of the building had been increased to 95 percent. Under Vince's direction, Bayport Plaza commanded the highest lease rates in the Tampa/Westshore market. In addition, Bayport Plaza was twice awarded the BOMA Building of the Year Award.



Vince La Mariana
Senior Managing Director
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