



830

BRICKELL

CASE STUDY

2020-2022

Schwartz
MEDIA STRATEGIES



STATE OF THE MARKET

- Downtown Miami office market activity was relatively flat pre-pandemic; no new Class A tower had delivered in more than a decade
- Leasing activity was dominated by 'musical chairs' among existing Miami tenants
- Average square footage requirement among Class A tenants was 5,000-10,000 square feet
- 830 Brickell pre-leasing campaign launched prior to an anchor tenant being secured



CAMPAIGN GOALS

- Solidify 830 Brickell as the marquee office tower for blue-chip companies seeking premium office space in Miami
- Drive the capital and business migration trend by generating momentum around new-to-market tenant announcements
- Differentiate 830 Brickell's design, technology, and amenities as being best-in-class in the Miami market



TOWER POSITIONING

- The only trophy tower in Miami capable of attracting Class A tenants in search of first-generation space
- A 'blank canvas,' offering tenants the chance to customize space for their post-pandemic needs
- Market leading amenities, technology, and security features
- A central location in the heart of Brickell – steps away from transit, shopping, dining, residences, and more
- 'First to market' asset that will be move-in ready several years before the next tower is completed



CAMPAIGN STRATEGY



1

Capitalize on high-impact media relations (nationally and regionally) to shape the narrative surrounding 830 Brickell and the South Florida office market



3

Secure thought leadership opportunities for team principals that set 830 Brickell apart in the market while lending credibility to favorable market narratives

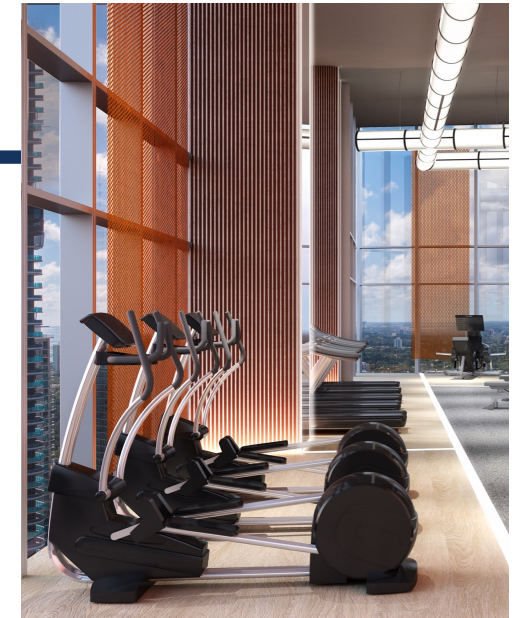
2

Position 830 Brickell on the forefront of the business migration trend, framing the tower as the address of choice for inbound firms



4

Develop a fast action response protocol for managing sensitive issues related to the COVID-19 pandemic and changing market conditions



DRIVING THE MARKET NARRATIVE

**Office Asking Rents in Miami Break
\$50 Per Square Foot**

– Commercial Observer, July 2020

**\$100 A Square Foot? Rent for
prime office space puts Miami
on par with NYC**

– Miami Herald, Feb. 2022

**830 Brickell is already nearly 70%
leased, with rents ranging from
\$125 to \$150 per square foot**

– Bloomberg, July 2022

CAMPAIGN RESULTS

- Sustained a continuous flow of leasing activity throughout the COVID-19 pandemic, with 70% of all office space leased more than six months prior to completion
- Achieved all-time high Class A rental rates for the Miami market, in the range of \$125-150/square foot
- Secured a 'who's who' roster of new-to-market tenants, including Microsoft, Sidley Austin, Thoma Bravo, AerCap, and CI Financial
- Established OKO Group and Cain International as a formidable JV team responsible for setting new standards for commercial development in South Florida



THE WALL STREET JOURNAL.

January 6, 2021

Circulation: 1,337,483 / UMW: 43,471,073

B6 | Wednesday, January 6, 2021

THE WALL STREET JOURNAL.

THE PROPERTY REPORT

Miami Attracts Companies With More Than Low Taxes

By Aaron Casero-Fuentes

MIAMI—This city has long pitched itself as an attractive location for finance and tech firms, with its tax advantages, flight connections to New York and cosmopolitan flair. Its efforts appear to be paying off.

Private-equity giant Blackstone Group Inc. unveiled plans in October to open an office in the city to serve its internal technology needs that will eventually employ 215 people. Billionaire financier Carl Icahn moved his company to nearby Sunny Isles Beach earlier in 2020. Real-estate investor Starwood Capital Group is building a sleek new 144,000-square-foot headquarters in Miami Beach.

Goldman Sachs Group Inc. is looking to the region as a possible home for its asset-management arm, according to people familiar with the matter. A spokesman said the company was pursuing a "strategy of locating more jobs in high-value locations throughout the U.S., but we have no specific plans to announce at this time."

A string of smaller tech and finance firms recently opened offices in the area, or said plans are in the works. Venture capitalists including Keith Rabois and Jon Ortinger have moved here and hailed its emerging tech scene.

"The sun, moon and stars have all aligned," said Nitin Mehta, managing partner of the Miami Worldcenter mixed-use development, who has helped move firms to the city. "The new normal is going to see a lot more growth happening here."

Various factors are at play beyond beaches and subtropical weather, he and others say. Florida has no personal income tax and low corporate taxes. The 2017 federal tax law capping deductions for state and local taxes enhanced Florida's appeal for wealthy residents of high-tax states. And the coronavirus pandemic made clear for many people that they could work remotely from anywhere.

Blackstone settled on Miami for its new office in part because of the growing pool of tech talent, led by local universities and existing companies, said John Stecher, the firm's chief technology officer. Other pluses: the city's nightlife, restaurants and thriving arts scene.

It is "a world-class destination city where people want to live," Mr. Stecher said.

Skeptics say much of the migration involves small firms that aren't major job creators or wealthy executives moving for personal reasons. An effort to create a tech hub in Miami during the 1990s dot-com boom withered after the boom turned to bust.

Miami also faces some of the challenges confronting all U.S. office markets in the months to come as they deal with the pandemic and the economic downturn. Leasing activity in the third quarter of 2020 in Miami was "limited as offices sat mostly empty and firms were forced to reimagine their space needs," according to a JLL report.

A 2020 study by CBRE Group Inc. found that South Florida added 14,700 tech jobs between 2015 and 2019, far below a market such as Denver but on par with one like Portland, Ore.

"We've created more of an ecosystem here," said Shay Pope, a CBRE senior vice president who later targeted financial and tech firms, scored some successes. Univora Investments, founded by hedge-fund star Mark Whitman, moved to Miami from Los Angeles in 2014. Among the draws were tax advantages, lower cost of living and a welcoming business climate, said Brandon Yarkits, chief operating officer.

The move, which involved about 15 people, was a success, he said. The firm has roughly doubled its assets and added staff. It set up shop in a 2018

A rendering of a tower under construction in Miami. Finance and tech firms are looking at the area.

Miami Herald

Page 3

This is the hottest office building in Miami. And it's not even finished yet

BY REBECCA SAN JUAN AND ROB WILE

The under-construction 55-story office tower already is signing up big-name tenants. Above: Aerial view shows the construction progress of 830 Brickell, in Miami, Florida on Friday, September 24, 2021. MATTIAS J. OCNER / MOCNER@MIAMIHERALD.COM

A Miami address is drawing a lot of attention lately — 830 Brickell Plaza.

The under-construction 55-story office tower — loaded with state-of-the-art amenities and building health systems — already is signing up big-name tenants, including Microsoft, WeWork, Thoma Bravo and CI Financial, with more to come ahead of its opening next year.

"Five years from now, it should be seen as the pre-eminent office tower in South Florida," said Justin Oates, vice president of Cain International, one of the developers, along with OKO Group. "Putting the best-in-class office tower in Brickell is necessary to drive new business to the region, drive new-to-market tenants, and that helps sustain the continued growth in Miami in the years to come."

What's attracting the companies, those involved in the project say, are several factors: Prime location in the heart of Brickell; transportation convenience; and luxury features.

830 Brickell offers about a million square feet with a rooftop restaurant, over 30 floors of office space

BARRON'S

September 15, 2021

UMV: 6,163,536

Canada's CI Financial Plans to Open U.S. Headquarters in Miami

By Sabrina Escobar

Taking a page from Canadian snowbirds, CI Financial is setting up a second home in the Sunshine State.

The Toronto-based wealth and asset manager unveiled plans Tuesday to establish a second headquarters in Miami. It's a sign of the importance CI Financial is placing on its rapid expansion into U.S. wealth management and highlights South Florida's growing prominence for the industry.

The office will house CI's U.S. leadership team and support personnel for CI Private Wealth, the company's brand name for its burgeoning U.S. operations. Executive team members will divide their time between Miami and CI's Toronto headquarters, the company said.

"Miami is an incredible place to establish our U.S. headquarters and support our fast-growing U.S. business," said CI CEO Kurt MacAlpine in a statement. "It serves as the next logical step for our expansion plans as we work to build the leading high-net-worth wealth management platform in the country. In addition, Miami is a vibrant, multicultural city that offers a deep talent pool, an attractive location for recruiting and a very business-friendly environment."

Since announcing its expansion into the U.S. in December 2019, CI Financial has acquired registered investment advisor firms at a dizzying pace, striking a total of 21 deals so far (including subacquisitions). On Monday, it announced its latest acquisition, a \$5.2 billion Silicon Valley RIA, which gives CI a beachhead in the lucrative Bay Area market. Last month, the firm also acquired a \$3.4 billion Ohio-based RIA.

Following the completion of these and other outstanding transactions, CI's U.S. wealth management assets are slated to reach \$82 billion, the company said. The company's total assets globally are expected to reach about \$263 billion.

"CI Financial is the largest financial institution to ever place a headquarters in South Florida," says Miami Mayor Francis Suarez in a statement. "The significance of this cannot be overstated and moves us further towards our goal to become the 'capital of capital.'"

South Florida has become an important market for the wealth management industry as remote work, low taxes, and warm weather have encouraged wealthy clients and firms to relocate. The number of

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830 BRICKELL MEDIA HIGHLIGHTS

BUSINESS INSIDER

January 12, 2021

UMV: 36,683,153

EXCLUSIVE: Microsoft, Citadel, Elliott Management, and other major firms near deals for prime Florida offices

By Daniel Geiger and Alex Nicoll

- Major financial and tech firms are clamoring to secure South Florida office space as the coronavirus pandemic has pushed companies, executives, and startup founders to make moves to the Sunshine State.
- Microsoft, Citadel, and law firm Baker McKenzie are close to signing office leases in a new tower in the Brickell neighborhood of Downtown Miami, Insider can reveal.
- In West Palm Beach, Insider has learned, hedge fund Elliott Management and Maryland-based mortgage company New Day USA are about to ink deals for space at 360 Rosemary Avenue, a new office building attracting many out-of-state tenants.
- The new office deals reveal a competitive South Florida office market that stands in stark contrast to other struggling city centers, like Manhattan.



830 Brickell Plaza, one of Miami's rare new office towers, is courting tech giant Microsoft, hedge fund titan Citadel, and law firm Baker McKenzie. OKO Group/Cain International

Demand from big-name tech and finance firms looking for pricey, newly built office space in South Florida is igniting a commercial real estate boom.

As major companies, C-suite executives, and startup founders migrate to the Sunshine State at an accelerated pace — thanks to the migration of businesses away from urban centers like New York City set off by the coronavirus pandemic as well as alluring tax incentives — competition to lease prime office space is growing fierce.

Out-of-state companies are close to inking deals for prime office space in Miami and West Palm Beach, lending more support to the claims that [Florida is ascending to rival Wall Street](#). Insider has learned:

- Seattle-based Microsoft is in advanced negotiations to take up 30,000 square feet at a brand-new office building in the Downtown Miami neighborhood of Brickell called 830 Brickell Plaza.**
- Hedge fund giant Citadel has shortlisted 830 Brickell Plaza in its search for an office of up to 80,000 square feet in Miami. Its head office sits in Chicago.**
- Law firm Baker McKenzie, also headquartered in Chicago, is also said to be in talks for space at 830 Brickell Plaza.**
- Elliott Management is close to inking a roughly 40,000 square foot lease at at 360 Rosemary Avenue in West Palm Beach, a new office building from mega-developer Related.

830 BRICKELL PLAZA
OKO GROUP

Bloomberg

April 27, 2021

UMV: 44,300,699

Thoma Bravo Joins Wall Street's Rush to Miami With a New Office

By Jonathan Levin

- Some staff have already begun working from temporary space*
- Founder Orlando Bravo made the move to Miami late last year*

Private-equity firm Thoma Bravo is opening an office in Miami's Brickell financial district, putting down roots in South Florida after testing the waters.

The company signed a lease to occupy 36,500 square feet (3,391 square meters) on the top two floors 830 Brickell, according to a statement Tuesday. The building is under construction and the firm expects to open the office in the fourth quarter of next year.

Thoma Bravo employees have already started working in Miami from a temporary space. Founder Orlando Bravo relocated there late last year at the height of the Covid-19 pandemic and partner Chip Virnig is also living in the region, according to the statement.

South Florida officials want to transform the area from a second-home destination for the wealthy into a hub where big-name investors earn their millions and create jobs. While Miami's finance and investing job market is still relatively small, local boosters have sought to harness the momentum of the past year and the work-from-home revolution, using the area's warm weather and zero state income tax as lures.

Paul Singer's Elliott Management Corp. and Colony Capital Inc., the real estate firm founded by Tom Barrack, have announced moves to the region. Blackstone Group Inc. is opening an office in the Miami area. Citadel created a trading outpost at a resort in Palm Beach for the pandemic and has been reported to be looking for space in Miami. Thoma Bravo, which invests in the software and technology industries, has offices in Chicago and San Francisco.

The 55-story Brickell tower is being developed by OKO Group and Cain International.

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GlobeSt.com™

September 16, 2021

UMV: 154,202

Companies Are Flocking to This Brickell Office Tower: Cushman & Wakefield Secures Latest Lease for Canadian Firm

Historically, Miami has really been home to large companies and Latin American headquarters but this is one of the first true U.S. headquarters being established," said Andrew Trench, of Cushman & Wakefield.

By Melea VanOstrand



A leading Canadian asset and wealth management firm is opening its U.S. headquarters at 830, Brickell, a Class A-plus office tower under construction in Miami's Brickell Financial District.

CI Financial Corp. has global assets worth \$254 billion and is the third major company to lease space at the tower in the last few weeks. The firm joins private equity firm Thoma Bravo, which will occupy 36,500 square feet, and tech giant Microsoft, which will occupy 50,000 square-feet in the office tower.

CI Financial leased a full-floor, 20,000-square-foot office. The move solidifies the office tower as the place to be, as several tech and financial firms establish a presence in South Florida.

830 Brickell's ownership was represented by Cushman & Wakefield's Brian Gale, Ryan Hartzman and Andrew Trench in Miami. Donna Aboud and Mark Robbins of Avison Young represented CI Financial. **"True U.S. headquarters"**

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830 BRICKELL MEDIA HIGHLIGHTS



December 16, 2020

UMV 26,071,340

The video player interface shows a split-screen view. On the left, a man in a white shirt is speaking. On the right, a cityscape with the 830 Brickell building is shown. The bottom of the screen features a news ticker and a list of market data.

830 BRICKELL

COVID'S REAL ESTATE IMPACT
OKO GROUP CEO ON GROWTH OUTLOOK

SQUAWK ON THE STREET

9:52A | CNBC | CENTRAL

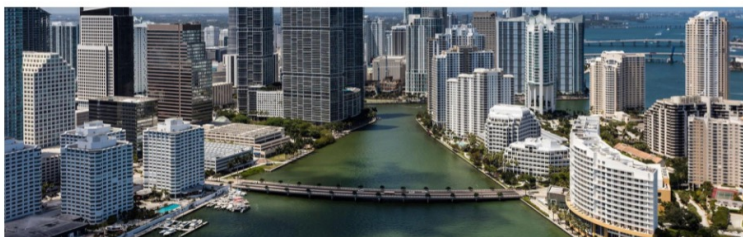
WTI (JAN)	-0.52%
WTI (FEB)	-0.48%
NAT GAS (JAN)	-1.23%
DOW	-13.41
30,185.90	-0.04%

Juice (Mar'21) 119.1 S&P/GSCI (Jan'21) 398.9 VIX Index (Jan'21) 1.47 Moderna Inc (MRNA) 137.46 Ontrak Inc (OTRK)

Bloomberg

September 15, 2021

UMV: 43,466,506



Markets

CI Financial Joins Finance Migration Trend With Miami Office

By Jonathan Levin

CI Financial Corp. is opening a U.S. headquarters in Miami, joining other finance and investing firms including Blackstone Inc. and Goldman Sachs Group Inc. that have expanded in South Florida since the pandemic began.

Toronto-based CI Financial plans to take up roughly 20,000 square feet (1,850 square meters) of office space at 830 Brickell, a Class A-plus office tower under construction in Miami's Brickell financial district.

"Miami is an incredible place to establish our U.S. headquarters and support our fast-growing U.S. business," Chief Executive Officer Kurt MacAlpine said Wednesday in a statement.

Private equity firm Thoma Bravo and technology company Microsoft Corp. have disclosed plans to establish offices in the same building. The property is being developed by OKO Group and Cain International for completion next year.

Florida is still a far cry from the "Wall Street of the South" that its boosters dream of building. But the pandemic has provided a significant lift to those efforts by showing companies that workers can be efficient from anywhere and empowering employees to demand lifestyle choices outside of uber-pricey industry hubs such as New York and San Francisco.

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COMMERCIAL OBSERVER

March 18, 2021

UMV: 157,941

Sleepy No Longer, Downtown Miami Evolves Into Urban Hub

From the \$4 billion Miami Worldcenter to the sky-high Waldorf Astoria, downtown is developing its 24-7 draw

BY JEFF OSTROWSKI



Once a place that emptied at 5 p.m., Downtown Miami is in the midst of a dramatic transformation. Overlooked no longer, the city's central business district is getting denser, growing taller and attracting new attention.

The area has been poised for a breakout since the Great Recession, and its moment finally seemed to arrive during the pandemic. Out-of-state companies, most notably Blackstone Group, are opening offices downtown. And a widely noted study said Miami's urban core has experienced the largest downtown population surge in the nation over the past two decades.

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September 9, 2021

UMV: 154,202

Microsoft Expands in Miami with 50,000 SF Lease

The firm will occupy a stand-alone class-A office tower in the Brickell Financial District.

By Kelsi Maree Borland

Microsoft is opening a new office in Downtown Miami. The firm has signed a new lease for a 50,000-square-foot space in a an office tower currently under construction in the Brickell Financial District. The class-A building is the first standalone tower to be developed in the neighborhood in more than a decade.

Located at 830 Brickell, the office development is a partnership between OKO Group and Cain International. It is a 55-story tower totaling 640,000 square feet. The property is currently under construction and will deliver in 2022. Adrian Smith + Gordon Gill is serving as the architecture firm for the development.

Microsoft is the second major tech firm to ink a lease in the property. Earlier this year, tech private equity firm Thoma Bravo signed a lease for 36,500 square feet in the property. Ryan Holtzman of Cushman & Wakefield represented the developers in both lease transactions. The developers are targets global technology, finance and corporate sectors in its lease-up campaign. "Microsoft's 50,000 square foot lease represents new-to-market leasing activity for Miami's Class A market at a time when a growing number of companies around the world are looking to establish or expand their footprint in South Florida," said Vlad Doronin, CEO of OKO Group and Jonathan Goldstein, CEO of Cain International in a statement about the lease deal.

South Florida has been booming over the last year. The market has been on a campaign to attract new businesses, and it is paying off. Marcus & Millichap projects that the Miami-Dade job total will rise 4% in 2021 after losing 105,600 positions last year. Office-using headcount should increase by 4.3%. A Follow the Sun campaign, which incentivizes business relocations via annual payments of up to \$50,000, is helping to fuel growth.

However, construction could be outpacing demand. While companies like Subway, Blackstone, Royal Caribbean and Starwood Capital have made space commitments to the area, nearly 1.8 million square feet arriving in 2021 could be a limiting factor in the near term. At the end of 2021, M&M projects the vacancy rate to rise to 70 basis points to 15.5%, which is about 130 basis points below the U.S. average.

Miami isn't alone. Orlando is also becoming a hub for office relocation. Disney, KPMG, Sonesta International Hotels Corporation and InnovaCare Health Inc. are among the most recent companies to announce plans to expand or move to the city.

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830 BRICKELL MEDIA HIGHLIGHTS

Bloomberg

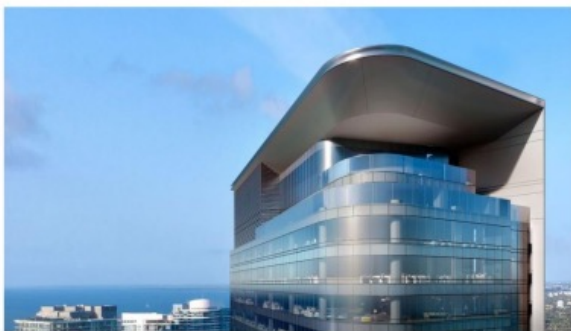
July 20, 2022

UMV: 37,166,903

Law Firm Sidley Austin Joins Miami Rush With New Brickell Office

The company signed a lease for three floors at 830 Brickell, a new tower that's set to be completed later this year.

By Natalie Wong



830 Brickell, a new office tower under development by OKO Group and Cain International. Source: OKO Group/Cain International

Sidley Austin LLP is opening its first Miami office, joining a rush of law firms expanding in South Florida to capitalize on a growing roster of tech and finance tenants in the region.

Sidley, a global firm with large offices in New York and Chicago, will lease 60,000 square feet (5,600 square meters) across three floors at 830 Brickell, the company said in a statement Wednesday. The 55-story tower is scheduled for completion later this year and is already nearly 70% leased.

The building, developed by OKO Group and Cain International, has signed tenants including Microsoft Corp. and private equity firm Thoma Bravo. Cushman & Wakefield is handling the leasing for the tower.

About 40 Sidley Austin attorneys will be at the new location by September, and the space can hold at least 100 lawyers and staff, according to Yvette Ostolaza, the chair of Sidley's management committee.

Miami Herald

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U.S. law giant opening in Miami, lured downtown to priciest office tower

By Andres Viglucci



In the latest sign that downtown Miami's once-hibernating office market is roaring awake, U.S. legal powerhouse Sidley Austin has signed a milestone lease, among the priciest in Miami, at an unfinished Brickell tower that's become the financial district's most sought-after business address — and a striking architectural landmark as well.

Sidley, a Chicago-based giant that boasts 2,000 lawyers worldwide and \$3 billion in annual revenue, confirmed Wednesday that it has agreed to a long-term deal for a substantial 60,000 square feet on three floors at 830 Brickell, which is under construction and scheduled for completion by the end of this year. The high-rise is the first new office tower to go up in Miami's downtown in a decade.

Powered by star architecture and its prime location, the 57-story tower has already lured the likes of Microsoft, private equity firm Thoma Bravo, investment manager CI Financial, Canada's largest asset management firm, among others, at lease rates that brokers say are shattering records for Miami office space — approaching \$150 a square foot.

The surging demand for office space has made Miami an anomaly in the nation amid the COVID-19 pandemic, when in many parts of the country professionals are still working remotely or reporting to work some days.

It will be the first Miami office for Sidley, a new arrival in what has been a wave of Big Law — the annual billion-dollar law firms — establishing a significant local presence as they follow technology and finance clients that are doing the same. Sidley has been recruiting partners from local firms and is also expected to bring lawyers from some of its 20 other offices to Miami.

It expects to have 40 lawyers working in temporary offices in Brickell by September, but the 830 Brickell lease provides space for as many as 100 attorneys and support staff, said Yvette Ostolaza, a Miami native who is chair of Sidley's management committee.

"It seemed like a natural to expand to South Florida," Ostolaza, a 1992 University of Miami law graduate, said. "We saw in the pandemic a lot of the talent move to the area along with clients and industries we have long represented, such as private equity and financial services. Now that you can work from anywhere, why not pick Miami, with its friendly business climate and its gorgeous beaches and weather?"

Florida Trend

April 2022

Circulation: 55,866/ UMV: 133,738



By Nancy Dahlberg

SPOTLIGHT

Driving Up Office Rents

Aviation leasing company **AerCap** will open its U.S. headquarters at Miami's 830 Brickell, a new 55-story class A-plus office tower set for completion this year in the Brickell Financial District. AerCap, which will occupy 20,000 square feet on the 50th floor, joins CI Financial, Microsoft and Thoma Bravo at 830 Brickell. While the brokers and ownership will not confirm the terms of the AerCap deal, asking rents at 830 Brickell are at or above \$100 a square foot — a high-water mark for the city, putting Miami on par with New York City when it comes to demand for premium class A office space.



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830 BRICKELL MEDIA HIGHLIGHTS



June 15, 2022

UMV: 1,526,442

Cushman's Holtzman On Miami's Hot Class A Office Market

By Nate Beck

Law360 (June 15, 2022, 3:26 PM EDT) -- In March 2020, Ryan Holtzman wondered if he'd soon be selling carbohydrates instead of Class A office space.

The managing director at Cushman & Wakefield's Miami office feared the pandemic would wipe out the corporate office market entirely.

"We're in the midst of COVID. No one's going to go back," he said. "I even contemplated, 'Do I sell everything and move to Colorado and open a bagel shop?'"



Ryan Holtzman

Holtzman's concerns haven't come to pass. Instead, Miami has become a destination for companies fleeing the Northeast, California, Chicago and other markets. Executives and their employees began flocking there for the laid-back lifestyle, tropical climate, tax policies and lack of COVID-19 restrictions, Holtzman said.

On Tuesday, financial services firm A-CAP announced it would lease 20,000 square feet of space in 830 Brickell, a 640,000-square-foot, 55-story Class A office tower that's the largest of its kind under construction in the city. A-CAP joins Microsoft, WeWork and other firms in committing to the building. Canadian financial firm CI Financial will also lease an entire floor, while private equity firm Thoma Bravo has agreed to rent the top two floors once it's finished.

Holtzman, who represented developers OKO Group and Cain International in the transaction, said the building is now 60% leased ahead of its expected completion in December. Such a feat would have been unthinkable before the pandemic, when Class A office leases typically ranged between 5,000 and 10,000 square feet, he said. New leases now regularly run 20,000 square feet or more.

New-to-market tenants made up 40% of the 4 million square feet of active office deals in the first quarter, according to data from Miami firm Blanca Commercial Real Estate. Last year, deals from newcomers made up 21% of all office transactions — compared with 5% in 2019.



September 9, 2021

UMV: 1,364,095

Billionaire's Bet on Miami Office Gets Boost From Microsoft

By Tony Wilbert

CoStar News



Billionaire developer Vlad Doronin and partner Cain International have landed Microsoft as a tenant at their 830 Brickell office tower in Miami. (Dave Schelling, via OKO Group)

Billionaire developer **Vlad Doronin**, who is building a pair of residential towers in Miami, is beginning to see his big bet in the city's office market pay off.

Doronin's Miami-based development and investment firm OKO Group and partner Cain International of the United Kingdom said this week they have secured Microsoft as a tenant at [830 Brickell Plaza](#), the 55-story office tower the two companies are building in the city's financial district.



February 23, 2021

UMV: 8,942,385

Why Vlad Doronin and Jonathan Goldstein are betting billions on Miami

BY JANE WOOLDRIDGE



Jonathan Goldstein, left, and Vladislav Doronin.

How quickly things change.

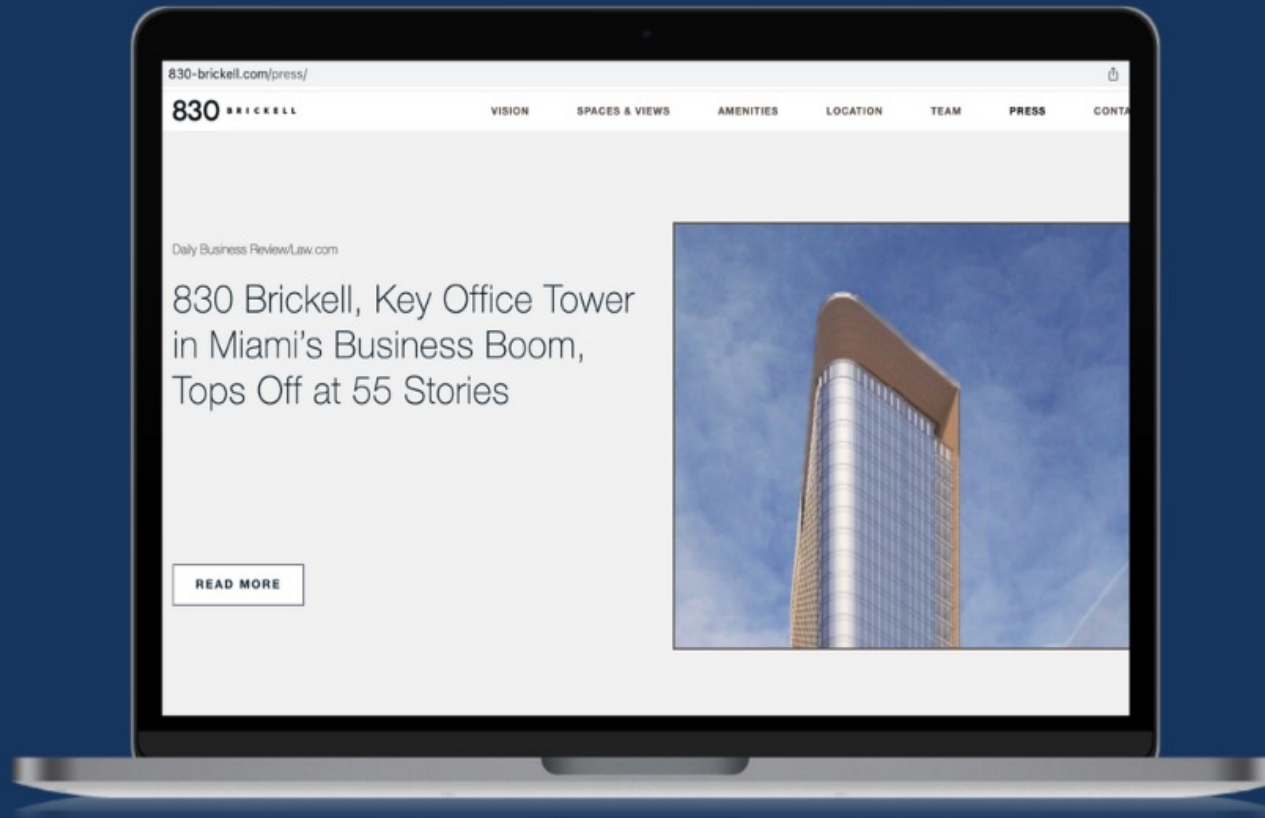
Nine months ago, most Miami offices remained shuttered. The luxury condo market was stalled, reeling from the double-whammy of a pre-pandemic glut and a collective case of mid-pandemic high-rise cabin fever. Even the region's famously resilient tourism economy was swamped by the lowest occupancy rates since the 9/11 terrorist attacks.

Russian-born developer [Vladislav Doronin](#) had reason for concern — at least in the eyes of local real estate watchers.

The most ambitious office building in recent memory was under construction at [830 Brickell](#), a 57-story tower by renowned architects Adrian Smith + Gordon Gill, designers of Dubai's Burj Khalifa. Sales at 249-unit Missoni Baia in Edgewater and 135-unit [Una Residences near the Rickenbacker Causeway](#) were, by most accounts, at a standstill. [Doronin's Miami-based company, OKO](#), was mired in the vigorous Miami Beach historic-and-design review processes for a hotel-condo project with the [Aman brand — one of the most luxurious names](#) in hospitality and owned by Doronin.




DIGITAL CONTENT & SOCIAL MEDIA




THE REAL DEAL NEW YORK SOUTH FLORIDA LOS ANGELES SAN FRANCISCO CHICAGO TEXAS NATIONAL
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 BrandStudio November 01, 2021 10:52 AM

Sneak Peak of 830 Brickell, the Miami Office Tower That is Defining the 'Wall Street of the South'



830
BRICKELL

For the first time in over a decade, Miami's Brickell Financial District, known as the "Wall Street of the South," is welcoming a new, standalone office building. Developed by OKO Group and Cain International, **830 Brickell** will be a 55 story Class A-plus tower that will appeal to corporate, creative, and technology clients alike.

According to OKO Group Chairman and CEO Vladislav Doronin, "There is significant demand for premium office space in the heart of Miami's business district. The compelling vision and progressive offering at 830 Brickell make it the obvious choice for tenants that are planning for their long-term future. No other building in South Florida can provide companies with the flexibility, amenities, technology features, and forward-looking design that 830 Brickell has to offer."

First-generation flexibility

Since 830 Brickell is under construction, tenants have the opportunity to build out their workspaces from scratch and completely customize their office designs and layouts well in advance of moving in. 830 Brickell is the only Class A-plus office tower in Miami that offers first-generation flexibility that capitalizes on accessibility, walkability, technology, and design that is both beautiful and functional. With the built-in advantage of having a blank canvas and total flexibility to customize your space, 830 Brickell is the trophy address for any company – from small, mid-market to large high-end firms.

DIGITAL CONTENT & SOCIAL MEDIA

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Miami's [#outlook](#) as the nation's next [#tech](#) hub continues to [#excel](#) with the news of [@Microsoft](#) signing a lease at [#830Brickell](#), a Class-A office tower on the rise in [#Brickell](#). Bienvenidos a Miami, [#Microsoft](#)! [#MovingMIA](#). Read the [@linkedin](#) announcement: bit.ly/2YxtWvf

 Microsoft
@Microsoft

Unmutes mic

Schwartz Media Strategies: The word is out: Tech giant Microsoft is heading to Downtown Miami!

Microsoft joins meeting

 City of Miami and 6 others

9:37 AM · Sep 8, 2021 · Twitter Web App


 Mayor Francis Suarez
@FrancisSuarez

And another one!!!! 80 Billion AUM!

 Tadd Schwartz @taddschwartz · Apr 27, 2021
Brickell is 🔥 for newcomers - @thomabravo to open at landmark 830 Brickell office tower, in the heart of #Miami's financial hub: “#Brickell is becoming one of the most vibrant business centers in the country” miamiherald.com/news/business/... @FrancisSuarez @OrlandoBravoTB @downtownMIA


7:47 AM · Apr 27, 2021 · Twitter for iPhone

31 Retweets 5 Quote Tweets 323 Likes

 Downtown Miami (DDA) @downtownMIA · Jul 20

Some of the world's largest [#tech](#) + [#finance](#) firms have already relocated and expanded to [#Brickell](#).

New today, one of the world's largest [#lawfirms](#) @SidleyLaw will be taking [3](#) floors of [#office](#) space at [#830Brickell](#). More via [@natalexisw](#) @Bloomberg:



bloomberg.com
Law Firm Sidley Austin Joins Miami Rush With New Brickell Office
The company signed a lease for three floors at 830 Brickell, a new tower that's set to be completed later this year.