

City of Coral Gables City Commission Meeting
Agenda Item H-6 & H-7 are related
March 10, 2026
Public Safety Building, CMR
2151 Salzedo Street, Coral Gables, FL

City Commission

Mayor Vince Lago
Vice Mayor Rhonda Anderson
Commissioner Melissa Castro
Commissioner Ariel Fernandez
Commissioner Richard D. Lara

City Staff

City Attorney, Cristina Suárez
City Manager, Peter Iglesias
City Clerk, Billy Urquia
Economic Development Director, Belkys Perez

Public Speaker(s)

Agenda Item H-6 & H-7 are related [Start: 2:27 p.m.]

H-6: A presentation of the Giralda Sky Project consisting of two overhead installations

H-7: A resolution of the City Commission to authorize a Bid Waiver for the rental and installation of a temporary truss system and installation of overhead art on Giralda Plaza and authorizing the City Manager to enter into a contract with Aver Productions for a period of 6 months in the estimated amount of \$183,829.40 as a “Special Procurement/Bid Waiver” pursuant to section 2-691 of the Procurement Code.

Mayor Lago: Moving on to item H-6. Thank you, great work.

City Attorney Suarez: Mayor H-6 and H-7 are related so if you'll allow me to read H-7. H-7 is a resolution of the City Commission to authorize a bid waiver for the rental and installation of a temporary trust system and installation of overhead art on Giralda Plaza and authorizing the City Manager to enter into a contract with Aver Productions for a period of six months and the estimated

City Commission Meeting

amount of \$183,829.40 is a “Special Procurement/Bid Waiver” pursuant to section 2-691 of the Procurement Code.

Mayor Lago: Madam Director, how are you.

Economic Development Director: Good afternoon, Belkys Perez, Economic Development Director. If we can have the PowerPoint. Perfect. So, I am going to take a step back and tell you a little bit about what happened here in 2018. As many of you know we had Umbrella Sky here that was a great hit. We had media reach of more than almost 300 million media impressions, a lot of social media engagement. We increased the following on social media accounts. The daily average of pedestrians on Giralda Plaza went from 6,000, 6,500 people to 20,000 while the display was going on. And the parking you know as everything that we do we try to generate, there's an economic benefit and in this case not only was it a benefit to our merchants on the street and beyond, there was about a 20 percent increase that they told us about, but there was also a parking revenue that was generated above and beyond what typically happens in our parking garages of \$165,000, which actually paid for the project. So, what we're proposing this time around is two installations. We're looking at a six-month truss system, so we'd have three months of an individual art project. So, you have Cielo Tejido for the first part and then you have Giralda in Bloom for the second and I'll go into detail for those. So, the first one which would happen from May to July is a partnership with the Consulate of Mexico a very good partner thus far. You know that they have Day of the Dead that they also bring here and hold that in Coral Gables. Cielo Tejido was created by a mother-daughter duo near Jalisco; it's from a town called... I'm sorry. So, the lady in the center of the picture with the teal that's the person who started it. Behind her the taller woman behind her is her daughter and now that third generation is also involved. We would be the first, one by the way, these the all these women in this town are the ones that hand weave this fabric that we're proposing for Giralda Plaza and we would be the first city in the United States to have Cielo Tejido, which is called Woven Sky in English, to have this overhead installation and we would bring some portion of that to Miracle Mile as well. So, this is an example of what it could look like. We can design whatever we want, they're open to it, but it would be basically in the areas that we had Umbrella Sky in the past. And then if you look at the top picture, you'll see that that's the median on Miracle Mile and what we're proposing is that that same art that fabric that is on Giralda can also just to tie the downtown together that those palm trees would also be covered on Miracle Mile. And then for the last three months of the project we're proposing Giralda in Bloom, and it comes from the same company that brought us the Umbrella Sky. Impact Plan brought us Umbrella Sky. They have other installations and other umbrella types, and for this one we're proposing just a variation of what we did last time, which is a floral umbrella, and you'll notice that there's variations where there's shade that is reflected on the ground and there's some that have it actually casts color on the ground. We wanted merchants to be very specific that they wanted umbrellas back, but they also wanted shade and so we think we can suffice them with that. So,

City Commission Meeting

[Date]

2

March 10, 2026

*Agenda Items H-6 and H-7 are related – Presentation of the Giralda Sky Project and Resolution to authorize
A bid waiver for the rental and installation of a temporary truss system*

Cielo Tejido will be installed in May it will remain in place until July. There are many events that are happening during that time frame, which we can really, you know, benefit from. There's Cinco de Mayo, the University of Miami has graduations that happen at that time, we have FIFA World Cup that happen at that time. So really, it's a great installation to have during these really high traffic events. We want visitors to stay in the downtown, and we want them to spend their money in the downtown. And then for Giralda in Bloom it would happen from August to October, and so that's just another way of keeping people and coming back from more, especially in the summer months and that is it.

Mayor Lago: Perfect. Thank you, great work.

Vice Mayor Anderson: Through the Mayor, if you're done make comments. I think it's one of the comments that I've heard from through the grapevine is that you've done such an amazing and great job, you know with all the events that it has truly helped improve and this is just another example. I think the merchants will be very, very happy and I think that they'll see a lot more foot traffic and we'll bring back more people, especially during these hot months, it's the most challenging time. So, thank you for doing that. I'm excited. They have a short timeframe to be able to put this thing together, so in the interest of time I'm going to go ahead and move it.

Commissioner Fernandez: I'll second.

Commissioner Lara: Through the Mayor.

Mayor Lago: Yes.

Commissioner Lara: Real, real quick. I just wanted to say, Belkys, I was wondering how we were going to pull this off because everybody wanted the umbrellas back, but you can't have actually the umbrellas back because that's not going to have the same impact as it did when they were first introduced, but then what do you do. I think this is phenomenal, phenomenal. I think this is great. I think it was the perfect intersection of bringing back something that will be welcomed by people who want something with a wow factor, but also the added benefit of being conducive to shopping, bringing back a form of say, shade and shade without it being dark rather it's colorful. So, it's like two for one because you get it from above and then you get it with the one that comes in the second one Giralda in Bloom coming below where you walk. So, kudos, congrats. I think it's great.

Economic Development Director: Thank you so much. Team effort.

Commissioner Fernandez: Through the Mayor.

Mayor Lago: Yes.

Commissioner Fernandez: I think this is phenomenal. The two of them look great. These are the months that some of our businesses really struggle through on Giralda. If you've been out there in the summer and sitting at a table outdoors it's unbearable. This is really going to attract people back. I remember having conversations with the business owners a few years back and they always talked about the economic impact that Umbrella Sky had for their businesses. Some of them saw three and four times the revenue during Umbrella Sky that they do now and tying it in with the World Cup and with the events that are taking place in South Florida, I think it's going to have a great impact for our city. So, thank you.

Economic Development Director: Thank you.

Mayor Lago: Perfect. So, we have a motion a second.

City Clerk Urquia: Yes sir, we do

Mayor Lago: Do any public comment.

City Clerk Urquia: No, Mr. Mayor.

Commissioner Fernandez: Yes

Commissioner Lara: Yes

Vice Mayor Anderson: Yes

Commissioner Castro: Yes

Mayor Lago: Yes. I was here during Umbrella Sky, and I'll tell you the impact was palpable; it was real; it was legit and Belkys, you deserve all the credit. Thank you for leading. You're doing a great job.