

Giralda Plaza Installation

MAY 20, 2025

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MARCH 11, 2025

A Resolution of the City Commission directing the City Manager to develop a plan for the temporary installation of “Umbrella Sky” at Giralda Plaza and to include funding for such installation in the FY2025-2026 Budget.



EVOLUTION OF GIRALDA PLAZA

- Restaurant Row
- Giralda Under the Stars
- Streetscape Project
- Umbrella Sky
- Art Installations
- Giralda Live

Pros and Cons

- Outdoor dining
- Pedestrian friendly
- Less visible
- Destination street



UMBRELLA SKY

July 13 – September 17, 2018

Media Reach: 297,773,422

Social Media: 2,000 followers gained*

#UmbrellaSkyProject: 13,423*

PEDESTRIAN COUNTS: DAILY AVERAGE

Before Umbrella Sky

6,505

During

20,477

214% Increase

Pedestrian sensors counted 1,351,458 people



TIMELINE

January 8, 2024	Giralda Businesses Meeting	Requested pricing proposals for an installation on Giralda Plaza and the financial contribution from each merchant.
June 20, 2024	Giralda Business Meeting	Presented the pricing proposals for the requested project and the individual financial contributions from businesses on Giralda Plaza.
July 12, 2024	Email to Giralda Merchants with estimates	Following a low turnout of merchants at the June 20th meeting, staff was requested to disseminate the information to all businesses for review.
August 24, 2024	Email to Corporate BID	Invited Corporate BID to participate in cost sharing for an installation on Giralda Plaza.
March 11, 2025	Commission Resolution	Directed the City Manager to formulate a plan for the temporary installation of “Umbrella Sky” at Giralda Plaza and to allocate funding for such installation in the FY2025-2026 Budget.
April 7, 2025	Cultural Development Board	Presented the Umbrella Sky concept to the Board for their feedback. The Board unanimously supported the project and acknowledged that the Art Advisory Panel would not approve the project.

UMBRELLA SKY 2025/2026

BUDGETARY ESTIMATES

- Trusses and Labor: approx. \$160,000
- Emergency takedown and rebuild: \$40,000
- Umbrellas: approx. \$25,000 (\$50,000*)
- Marketing/Promotion: \$20,000
- TOTAL: \$245,000

PENDING

- 6-month installation
 - Secondary installation?
- Winter or Summer (Hurricane Season)?
 - Higher expenses in Summer
 - Slow Season
- Impact?



Thank You

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