

JAGUAR PARADE PROJECT



May 19, 2026

WHAT IS THE JAGUAR PARADE?



An open-air art exhibit of decorated jaguar sculptures. Raises funds and awareness about the need to conserve jaguars and their habitats. At the end of the exhibition period, the sculptures are auctioned and 100% of net proceeds will be donated to jaguar conservation efforts.



Crosswalk in the 100 block of Miracle Mile

Note: Installation locations will not block sidewalk and will comply with accessibility.

KEY POINTS

NO COST TO THE CITY:

- All sculpture transportation, installation, maintenance, insurance, and removal costs are covered by the project organizers, Artery.

MINIMAL OPERATIONAL IMPACT:

- The sculptures are designed for outdoor public environments, do not require dedicated security based on prior international installations, and include weekly maintenance by the organizers.

ECONOMIC & TOURISM ACTIVATION:

- The installation is intended to create a highly shareable photo opportunity on Miracle Mile, increasing foot traffic, social media exposure, and visitor engagement during a high-profile international period tied to the 2026 World Cup.

GLOBAL CULTURAL ASSOCIATION:

- The Jaguar Parade has previously appeared in internationally recognized locations including Times Square, Central Park, the United Nations, and Paris during the 2024 Olympics, positioning Coral Gables within a globally recognized cultural initiative.

TEMPORARY INSTALLATION WITH DEFINED TIMELINE:

- The proposed exhibition period would run approximately June 10 through July 20, 2026 (6 weeks), with coordinated load-in and load-out managed entirely by the organizers.

INSURANCE & LIABILITY COVERAGE:

- The organizers carry a \$1 million insurance policy covering damages, accidents, and third-party liability associated with the installation.

