



Ya'll Fest and Piccolo Spoleto

Community



Both festivals are hosted in Charleston's downtown area, and they work very closely with the Charleston Visitors' Bureau in order to meet the citizens' needs and interests.

Arts and The Economy

RECOMMENDED HOTELS

HOMewood SUITES BY HILTON CHARLESTON HISTORIC DISTRICT

[WEBSITE →](#)

HOTEL

Located 1/2 mile from Blue Bicycle Books and close to most YALLFest venues. Located at 415 Meeting Street.
(843) 724-8800

HOLIDAY INN CHARLESTON HISTORIC DOWNTOWN

[WEBSITE →](#)

HOTEL

Located at 425 Meeting Street. Half a mile from Blue Bicycle Books.
(843) 718-2327

HOTEL INDIGO MT. PLEASANT

[WEBSITE →](#)

HOTEL

250 Johnnie Dodds Blvd. Just across the big bridge from downtown.
(843) 416-3140

COURTYARD CHARLESTON HISTORIC DISTRICT

[WEBSITE →](#)

HOTEL

125 Calhoun St.
(843) 805-7900

Ya'll Fest is a free event that draws in tons of tourists. Knowing this, the festival planners recommend local businesses including hotels, restaurants, and local sights. By taking the time to lie out this information, they are actively benefiting the Charleston community through promoting the literary arts.

Board of Directors

BOARD OF DIRECTORS

ANDRIA AMARAL
SOMAN CHAINANI
KAMI GARCIA
DANIELLE PAIGE
VERONICA ROTH
MARGARET STOHL

PSEUDONYMOUS BOSCH
MELISSA DE LA CRUZ
ALEX LONDON
BRENDAN REICHS
JONATHAN SANCHEZ

Ya'll Fest included several YA authors in its board of directors along with people who were committed to the cause and had technical knowledge about the nonprofit structure. These artists brought in sponsors, decided on events, and participated heavily in the weekend. This balanced board is part of the festival's success.


Missions and Values



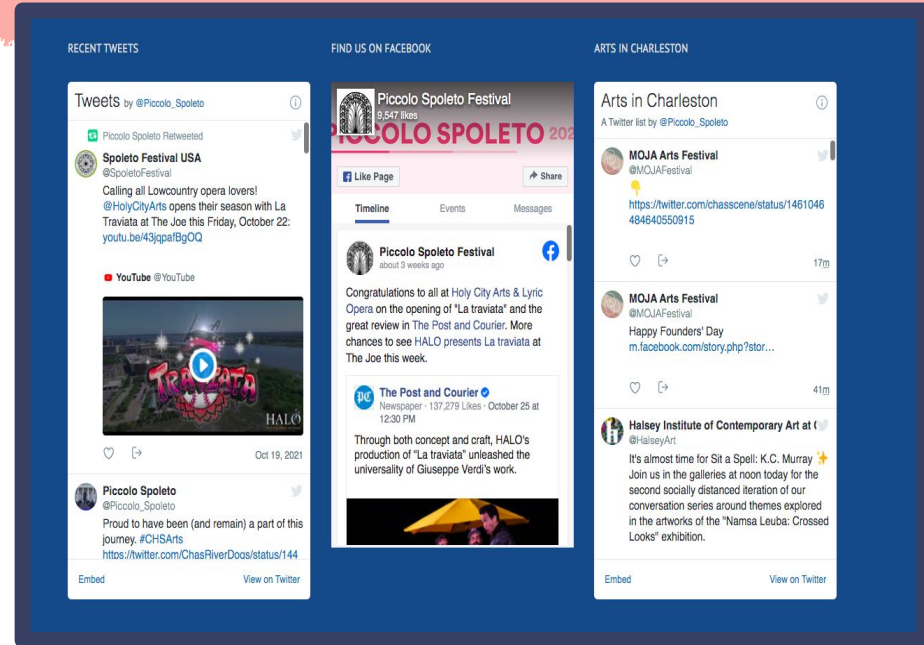
Ya'll Fest: “Our mission is to improve literacy through great Young Adult literature. Your contribution brings renowned and inspiring authors to an underserved group, including underprivileged and minority teen readers in the South. The YALLFest audience is a devoted and passionate group of kids who take books and their authors to heart.”

Spoletto USA (Mother Organization of Piccolo Spoleto): “The Festival’s mission is to present programs of the highest artistic caliber while maintaining a dedication to young artists, a commitment to all forms of the performing arts, a passion for contemporary innovation, and an enthusiasm for providing unusual performance opportunities for established artists.”

In these two mission statements, the organizations identify who they are helping, why they are taking on this mission, and how they plan to achieve their goals.



Marketing



Ya'll Fest and Piccolo Spoleto utilize social media in order to promote themselves. However, Ya'll Fest uses Instagram to reach a younger audience while Piccolo Spoleto uses more traditional media forms such as Facebook and Twitter.

Financial Management

SPOLETO AT A GLANCE

1977: The inaugural season

Length: **17** days and nights beginning the Friday of Memorial Day weekend.

Attendance numbers **60,000** to **70,000** annually.

50% of attendees live outside of Charleston.

Visitors travel from **49** states and **16** countries.

Annual economic impact: approximately **\$42,700,000**.

The Festival employs more than **500** full-time, part-time, and seasonal staffers, including:

80 musicians for the Spoleto Festival USA Orchestra.

50 singers for the Spoleto Festival USA Chorus.

60 apprentices in arts administration and production

Additionally, Spoleto engages **450** seasonal volunteers.

\$8,500,000: the Festival's annual operating budget

In a typical season, Spoleto mounts **150** performances in more than **10** venues.

The Spoleto Festival created this wonderful infographic as a way to inform their donors about their impact, which in part shows how they use their \$8,500,000 operating budget and how it goes towards paying staff, providing performances, and positively impacting the Charleston arts economy.

Generating Revenue

How to Buy Tickets

Online

Buy tickets day or night on our website! After purchase you will receive a confirmation e-mail from OvationTx.com to keep your records. You can pick up your tickets 30 minutes before the show from Will Call at the venue or in the Gaillard Center 9:00am to 5:00pm until 2 hours prior to the performance.

All major credit cards accepted; subject to additional fees.

*Tickets sales will close 2 hours prior to the individual show start time.

[BUY TICKETS](#)

In Person

Piccolo Spoleto Festival Box Office
(Up to 2 hours before performance)

Gaillard Center
95 Calhoun Street

Open 10:00am–5:00pm daily from
Friday, May 1.

Payments accepted: All Major Credit
Cards, Cash, or Check

No transaction fees for in-person sale

On the Phone

Call the hotline at (866) 811-4111 to
speak with a salesperson.

Available Monday-Friday 9:00am–
9:00pm & Saturday–Sunday
10:00am–6:00pm.

All Major Credit Cards Accepted

Subject to additional fees

At the Event

30 minutes prior to performance, if
tickets are available.

Accepted forms of payment; Visa,
Discover, MasterCard, Cash, or
Check.



Ya'll Fest and Piccolo Spoleto both have different ways to support the festivals; at Ya'll Fest, this is the "Book Tent" where authors' works are for sale and in Piccolo Spoleto, this is the small price associated with certain highly sought after events.

Fundraising

Planned Giving

Join the **Bravo Society** with your bequest, trust, or other planned gift. Members of the Bravo Society have demonstrated a commitment both to Spoleto Festival USA today and to the Festival's vibrant future. There are a variety of ways that individuals may support Spoleto through planned giving: **irrevocable gifts** that provide life income to donors, including gift annuities, charitable remainder annuity trusts and unitrusts, pooled income, and **revocable gifts** that include wills, life insurance policies, and retirement and pension plans.

By letting us know about your intentions to name the Festival in your estate plans, you will become a member of the Bravo Society no matter the planned gift vehicle. Members are acknowledged annually in the Festival Program Book and receive **Producer** level benefits during their lifetime.

[Bravo Society Membership Form](#)

For more information, please contact Associate Director of Individual Giving Caroline Poe at 843.720.1176 or cpoe@spoletousa.org.



Piccolo Spoleto does much of its fundraising through planned giving from individuals in the multiple societies of Piccolo Spoleto; the Bravo society focuses on estate gifts. Ya'll Fest tends to run almost exclusively on corporate donations from very large and secure companies like Disney and Penguin Random House Publishing.

Current Topics: Communication

Round one of FINALIZED YALLFEST POSITIONS Inbox x



[Redacted]

Dear Volunteers,

Below you will find the volunteer positions as of 11.2.21. I already know there will be a few minor changes, based on some emails I have received.

I am looking forward to our ZOOM training tomorrow and the in-person training on the 4th.

Link to sign up for training:

[Redacted]

If you have yet to tell me if you can or cannot attend, please email me asap.

I was finalizing the positions and still need to delete the rest of the volunteers who email me they could not attend. So again, if you have received the last and the emails will be updated by tomorrow.

This is just finalized draft one and will give you a glimpse of what your position will probably be. Official finalized volunteer positions will be emailed Tuesday/Wednesday with details on locations/positions.

Thank you for all of your patience.

[Redacted]

This year, I signed up to volunteer for Y'all Fest. I was unable to participate due to scheduling conflicts, but the organization had very clear communication with volunteers, which was the focus of the Arts Journal articles from my case studies.

The Cycle and Strategic Planning

Economic Development Potential of Festivals, Arts and Culture

Students of UP454: Local Economic Planning

Introduction

The Urban and Regional Planning Program places great emphasis on linking theory to practice, and offering students the opportunity to contribute to Michigan's planning process. The analysis presented in this report is the result of applied research conducted by students in UP454: Local Economic Planning during fall 2015. The course addressed the economic development process in cities and regions and we were pleased to be able to partner with the Summer Solstice Jazz Festival in an analysis of arts and culture based tourism in East Lansing. The results displayed in this report show the energy and creativity of our emerging urban planners as they serve the needs of Michigan communities.

There was no information available specifically about strategic planning of either festival, but I found an interesting paper from the University of Michigan about the economic cycles of Arts Festivals. To the left is the introduction to the rest of the work.

Cultural Access

SPOLETO ETC (Engaging the Community)

Spoleto Festival USA's founding purpose to provide a fertile ground of experimentation, exploration, and artistic learning extends far beyond its stages. Vital to the Festival's endurance are its endeavors to engage audiences across a broad spectrum. With programming that includes sending artists into schools, holding public discussions, and organizing workshops for budding artists, the Festival aims to spark connections and leave lasting impressions.

Spoleto ETC comprises three avenues:

Tailored education programs to instill artistic curiosity and inspire audiences of the future.

This includes artists visiting area schools as well as students visiting Festival venues. Spoleto artists also work with independent student-focused organizations, such as the Charleston Jazz Academy and the College of Charleston's arts management program.

Community engagement programs to encourage participation and remove barriers.

This includes free discussions before the Festival (like the Salon Series and Exploring Omar) and Artist Talks during the Festival (Conversations With and Jazz Talks). Each season, Spoleto also provides more than 800 free tickets to local nonprofits through Open Stage Door and offers Azure Concerts designed for individuals with autism spectrum disorder or similar challenges.

Programs for the professional advancement of young artists and arts administrators.

This includes the Spoleto Festival USA Orchestra; the Spoleto Festival USA Chorus; and Spoleto's Apprentice Program, a short-term internship opportunity for college-age students.

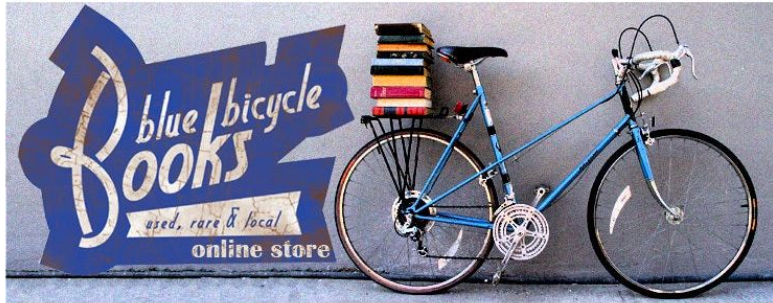
PICCOLO SPOLETO:

A companion to Spoleto Festival USA, this regional celebration of the arts and local community features hundreds of free and modestly priced events with a focus on accessibility and participation in the arts. Piccolo Spoleto is operated by the City of Charleston Office of Cultural Affairs. Visit piccolospoleto.com.

The Spoleto Festival has three methods of ensuring cultural access through educational, cultural engagement, and professional advancement programs for local artists. This way, several different groups in Charleston are all benefited culturally.



Building Relationships



Victoria Aveyard --
SIGNED
\$20.00



Nandini Bajpai -- SIGNED
\$11.00--\$18.00



Tashie Bhuiyan --
SIGNED
\$19.00



Natasha Bowen
\$19.00



Jen Calonita -- SIGNED
\$18.00



Soman Chainani
\$18.00

Cart 0 items | \$0.00

[VIEW CART](#) [CHECKOUT](#)

Search

[GO](#)

Shop!

All

Order any title through
Bookshop.org

YALLFest 2021

Friends and Fiction

Pre-Orders

Author Events

Pat Conroy

Gift Cards and Merch

Writing Camp

Inky Phoenix Bookclub

Etc.

Ya'll Fest is run out of Blue Bicycle Books who donates space to run both the planning and the event itself. To build relationships, the store allows several Ya'll Fest authors to host and sell their books year long there, which encourages authors to donate their time and expertise to the festival.