



2020 Alaska Greek Festival

August 21st- 23rd

Lessons Learned

Festival Background

- 27th year
- Raised funds for building the world's most northern Byzantine church in Alaska; broke ground in 2009, first service in 2015 and loan paid off 2019
- Planned to have Consecration this May, but had to postpone due to COVID



Hunker Down order issued



City of Anchorage issued a “Hunker Down” order on March 21st.



Chair Vasilios, Co-Chair Amalia and Executive Director Eirini met to plan contingency options for possible future restrictions and how to mitigate them



Set Go/ No Go date for June 30th, with Parish Council Meeting July 7 to decide on our recommendations



Plan

So/50
Split the
pot

Soft
open?

Rec order
Lead

Vendor
Lead

Food
Lead

Execute

Dry
clean
Purchase

Tiki's
Save

Mug
ad

Bottle
ad

Review

Volunteer
Google Doc

IPad
S

Truck
S

Sign
S

Flyer
S

Launch

Heart
POS

Risks and Concerns

- Never done drive thru before
- Never done pre-sales either
- New POS system (with lower credit card processing fees)
- A limited menu to highest profit/ highest selling items
- Increased Health and Safety measures and increased sanitation

Pre-sales were a must for cash flow

Baklava Dozen
packs

Mix packs of
Kourambietes,
Melamamcarona,
and Baklava

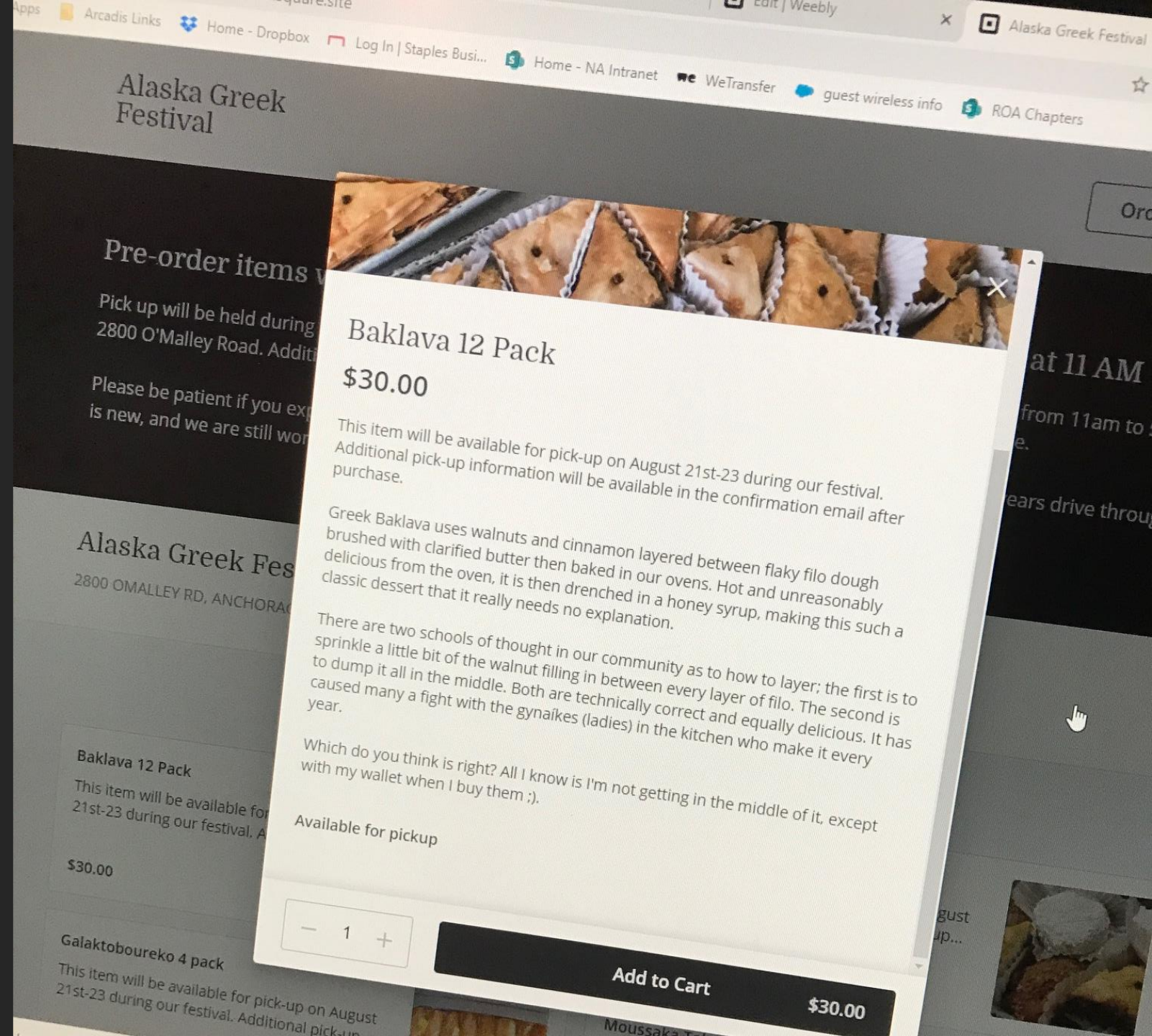
Galaktoboureko

Moussaka

Pastitsio

And
commemorative
mugs (which we
never do)

Opened online
store July 15,
and started
getting orders
right away



Lessons Learned

- Be Flexible
- Be profitable not perfect
- It's better to have extra hands than not enough
- Alaskans love our moussaka and baklava- we could not make enough!
 - We may do a second moussaka and baklava online sale for December
- Start with the end in mind, and use that number to drive the workload
- Limit complexity for customers to keep the lines moving
- Limit variables to minimize risk with local authorities, the public, and volunteers (less IS more)

