



Antelope Valley Greek Festival Drive Thru and Pick Up

Saints Constantine and Helen Greek
Orthodox Church, Lancaster, CA

Going In Plan

- Make no more than 30% of actual festival food amount (based on report from other festivals)
- Design a website for online ordering. Try to get people to mainly online order, but also offer drive-up ordering
- Minimal advertising costs
- Limited menu items, only certain complete dinners, gyros, and sweets
- Plan for about 20 volunteers per shift to run the show (normally use about 55 per shift)



Our Normal Festival vs COVID Festival

- Times:
 - Normal: Friday PM, all day Saturday, after dinner shut down on Sunday
 - COVID: Same
- Dates
 - Normal: Last weekend in Sep
 - COVID: Same
- Costs
 - Raised our prices for COVID, everyone has
- Advertising
 - Same, just reduced

Advertising

- 3 Digital Billboards
 - Newspaper and contest
 - Radio
 - Facebook
 - Total cost about \$3k
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- Website set up by me and JollyGoodMedia.com (\$500 setup costs and \$600/yr maintenance fee)...www.avgreekfest.com



AV GREEK FESTIVAL
DRIVE THRU PICK UP!
SEPTEMBER
25TH-27TH
ORDER ONLINE OR CALL 661-948-1413

AVGREEKFEST.COM 
HOSTED BY SAINTS CONSTANTINE & HELEN GREEK ORTHODOX CHURCH

The poster features a blue background with white and yellow text. On the right side, there is a black and white photograph of the Parthenon in Athens. The text is arranged in a clear, hierarchical manner, with the event name at the top, followed by the pickup type, dates, and contact information.

2020 AV Greek Festival Drive Thru Pick Up Traffic Flow
Please be courteous and patient, this is our first time doing something like this



Traffic Flow

Entry: Enter from 30th St West or Ave K 4 and follow the cones to the Drive Thru Pick Up under the driveway awning.

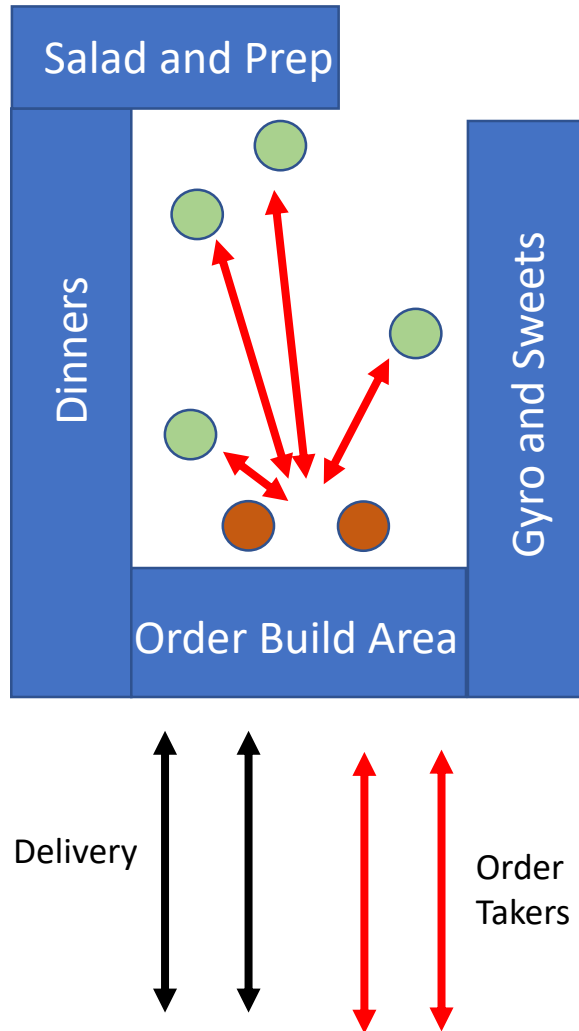
Exit: Leave by going toward 30th St West and please only turn right onto 30th St West to avoid traffic delays and hazards. There will be two lines under the awning, one for Online/Call-in Pick Up Pre-Orders, and one for Drive Thru, follow signs.



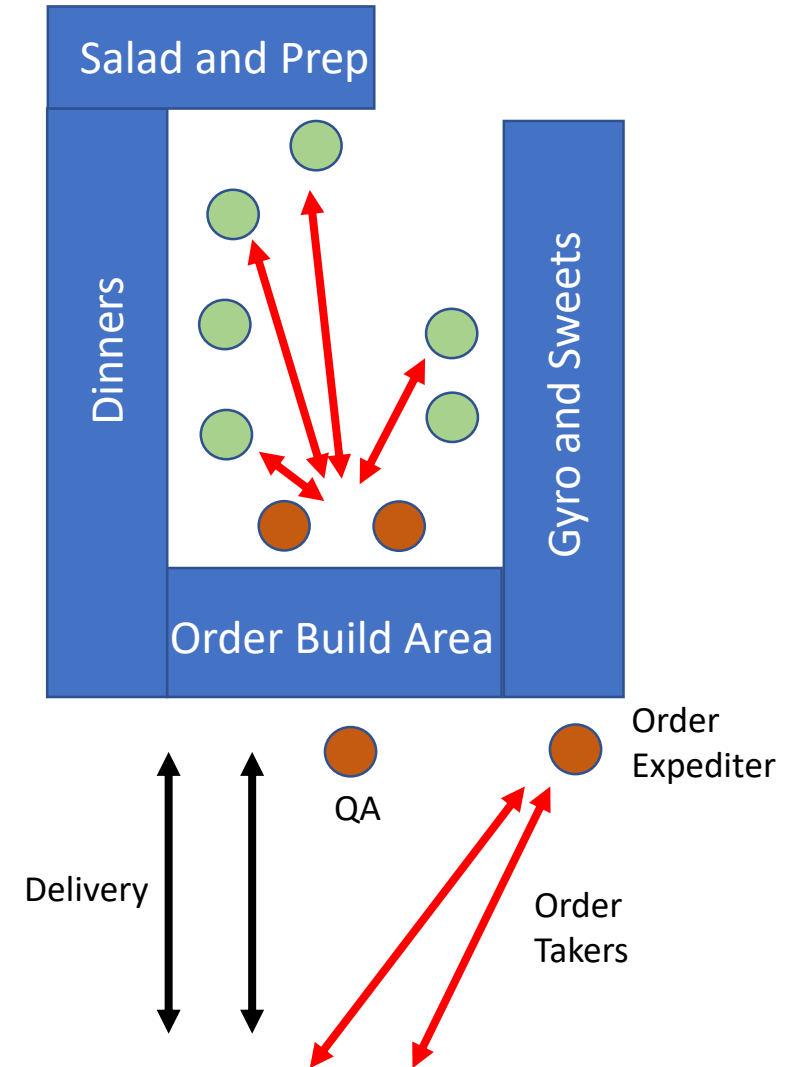
What it Looked Like

Order Prep Plan

Original Plan



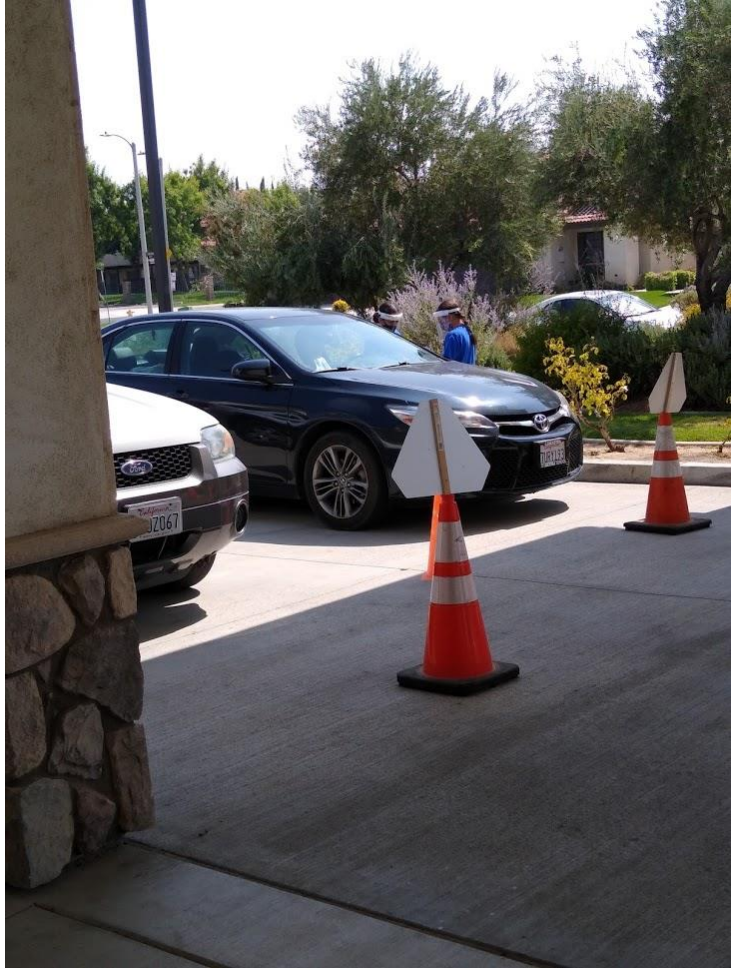
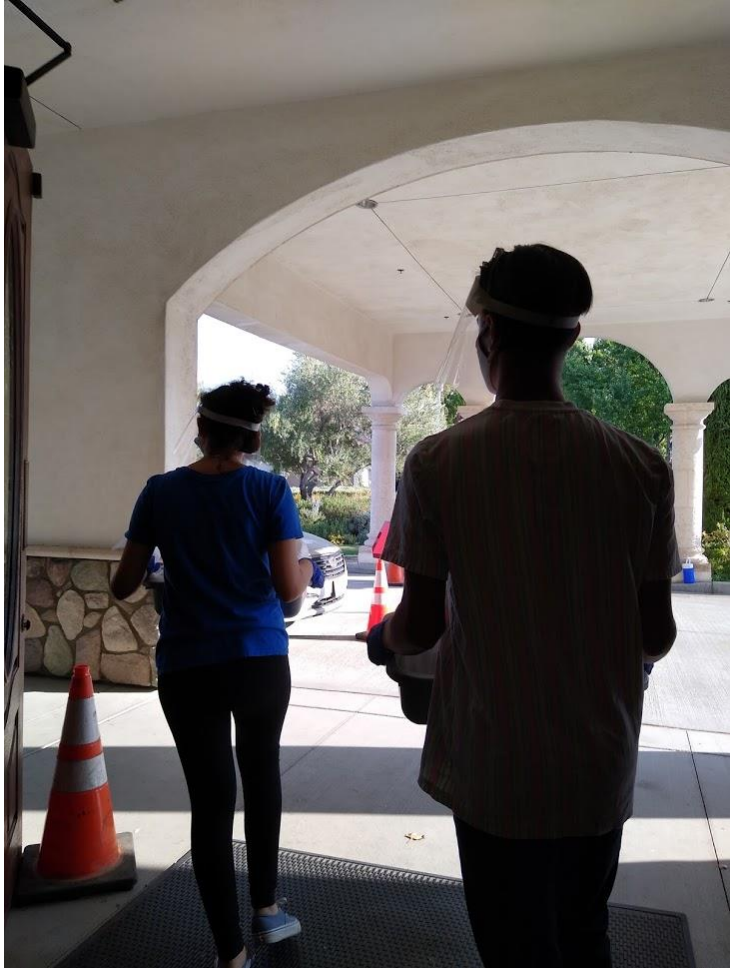
What Actually Worked





What it Looked Like



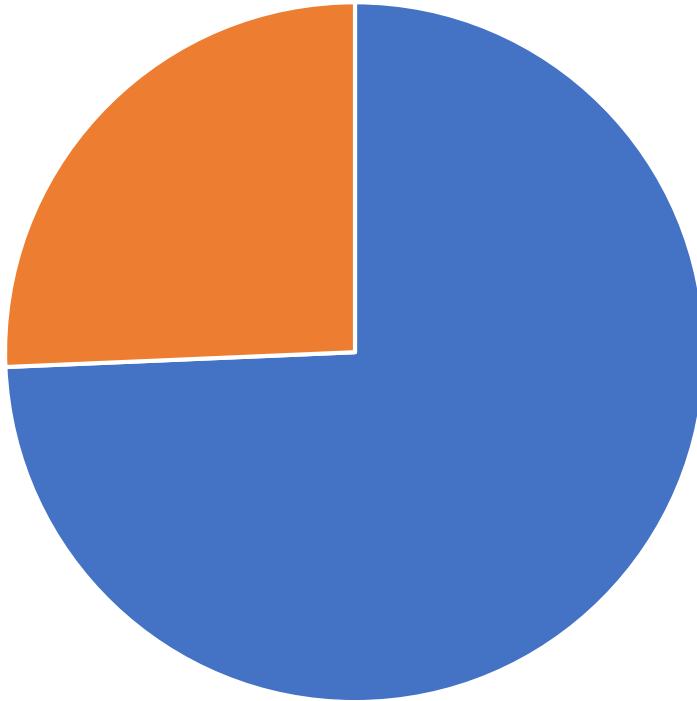


How'd We Do?

- We expected max 300 orders, with three meals average per order, so about 900 meals.
- We prepared 1,100 meals to be prepared and another 520 gyros.
- It wasn't enough!
- Total orders was about 375 with an average of 4 meals per order.
- We made an extra 5 pans each of Mousaka and Pastichio during the festival
- Ran out of Spanakopita on Saturday and no way to make more (Sunday pre-orders were ok, but we could not accept new orders)
- Average order was about \$60

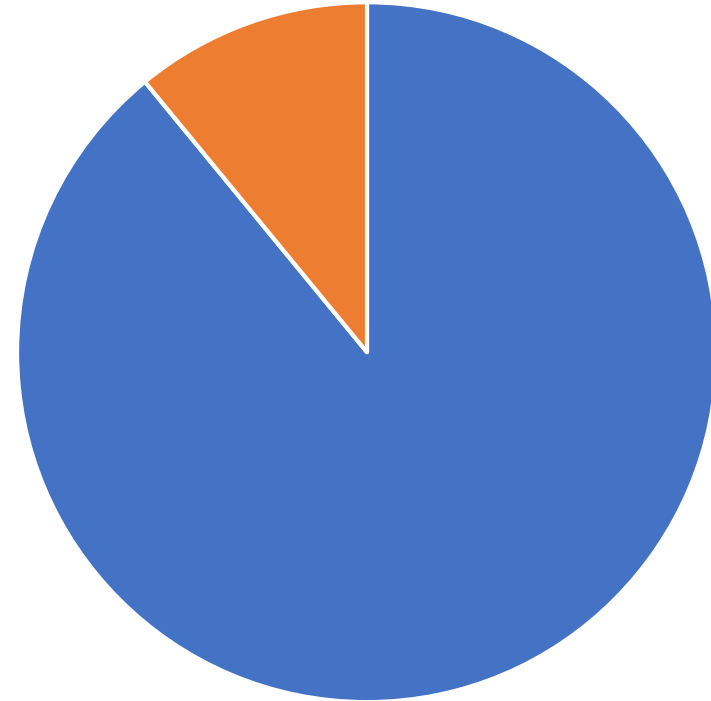
Orders and Finances

Pre Order v. Drive Thru



■ Pre-Order ■ Drive-Thru

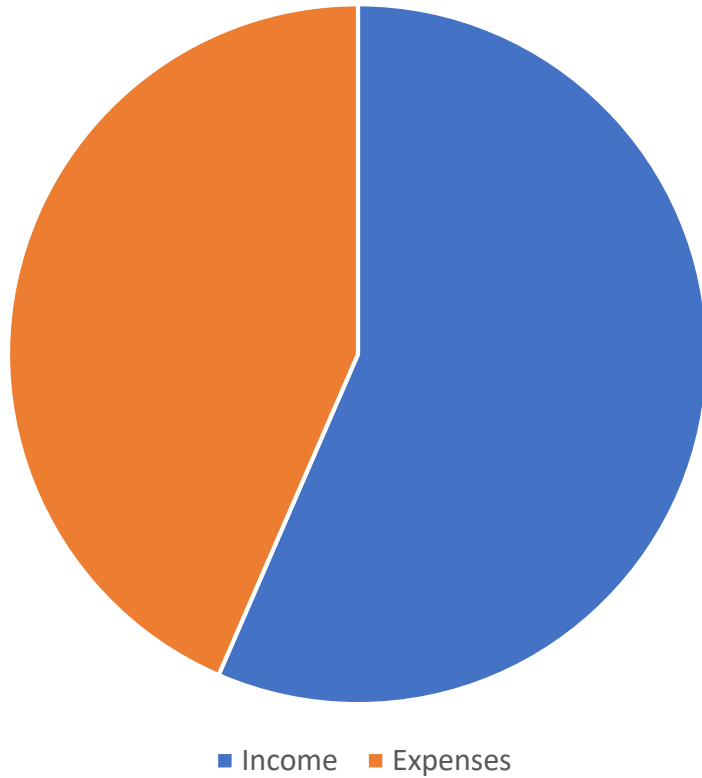
Credit Card v. Cash



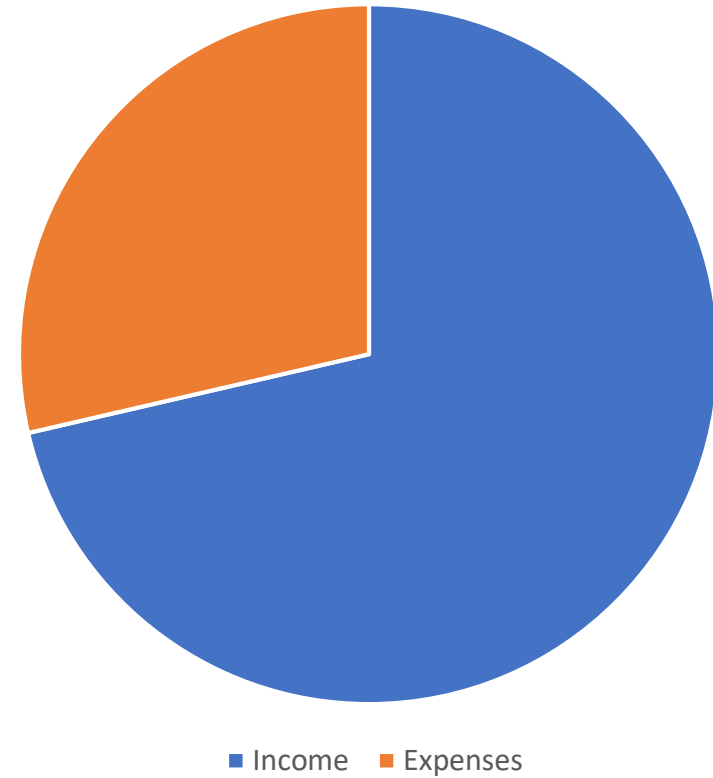
■ Credit Card ■ Cash

Orders and Finances

Normal Festival Income v Expenses



COVID Income v Expenses



What did we learn?

- Keep it simple or fall way behind
- Our community LOVES Greek food and they will show up
- Facebook and radio do very well in a COVID world where most older people don't go out to see billboards or get the paper
- **Our COVID festival made about as much profit as our average regular festival**
- We are now discussing a December Baklava and Sweets Drive-Thru