

Unlocking Event Revenue Through Dedicated Space at Saint Louis Science Center

SSA partnered with the Saint Louis Science Center to lead a fully integrated events program across sales, catering, and execution. A defining inflection point came when Boeing Hall, the Center's largest event space, became consistently available for advance booking — unlocking new demand and accelerating growth in high-value events and catering revenue.

The Challenge

At many museums and science centers, event spaces must flex between exhibits and private events. Spaces like Boeing Hall often serve multiple purposes, requiring a balance between mission-driven programming and revenue-generating opportunities.

Because large-format events are typically booked 4–6 months in advance, success depends on having clear visibility into space availability well ahead of time. Demand may exist — but without predictable access to space, it can be difficult to fully capture it.

The Objective

- ✓ Maximize revenue potential from large-format event space
- ✓ Increase event volume and secure higher-value bookings
- ✓ Improve booking confidence through better planning visibility
- ✓ Demonstrate the financial impact of dedicated event space



“When Boeing Hall became consistently available for advance booking, it allowed us to proactively market the space, build demand, and secure larger events further in advance. The result wasn't just more bookings—it was a significant increase in revenue opportunities for the Science Center.”

*Megan Warren, Corporate Director,
Catering & Event Sales, SSA*

The Approach

Securing Advance Visibility into Event Space

The most significant shift came when the Science Center **shifted Boeing Hall to a dedicated event space** for the 2025 calendar year, allowing the team to plan and sell proactively.

Activating a High-Value, Large-Format Venue

As the Science Center's largest event space, Boeing Hall is uniquely positioned to host **high-capacity, high-revenue events**. Ideal for 300–500 guest seated functions, the space features built-in AV, a flexible layout, and strong appeal for corporate and nonprofit events.

Capturing Previously Untapped Demand

The growth was less about creating demand and more about unlocking it. This was further supported by targeted marketing efforts — including an email campaign that generated a **31% open rate (well above the 10% average)** and **1,410 new leads** — as well as strong partnership with the Science Center, which promoted events through member communications.

Translating Event Volume into Broader Operational Gains

Increased event volume also created downstream benefits across culinary operations. Higher volume improved purchasing power and ingredient utilization, while also enabling the team to scale production and deliver greater consistency. **These efficiencies extended across both events and daily café service through shared menus and processes.**

The Results

216%

catering revenue growth
from 2013–2025

94%

catering revenue increase
from 2024–2025



Significant increase in
large-format, high-value
event bookings



Improved ability to secure
events within standard
booking windows



Increased repeat and
referral business

The Impact

When event spaces are intentionally designed, scheduled, and protected, they can become **powerful and reliable revenue engines**.

TALK TO OUR TEAM

