STRATEGY | CULTURAL DESTINATION

# CREATING A VISITOR DESTINATION FOR A CATHEDRAL CAMPUS

A cathedral campus in Southern California is creating a 7,000 square foot visitor center with food, retail and events, to become a cultural and spiritual destination with a sustainable financial model. 4xi set out a phased path from feasibility to launch.

| CLIENT | SPACE | 4XI ROLE | GOAL |
|---|---|---|---|
| **Cathedral campus** | **7,000 sq ft visitor center** | **Feasibility to launch** | **Mission and margin** |

## THE CHALLENGE

- The operation must reflect the cathedral's spirit and still pay its way.
- Many audiences, from tour groups to families and schools.
- Finding an operator aligned with mission and money.

## REVENUE STREAMS

- Life events, exhibitions and group tours.
- 65 parishes and 50 schools.
- Private catering and future neighbors.

## THE PHASED APPROACH

**01 Feasibility**
Site, goals and options.

**02 Market research**
Surveys, intercepts, town halls.

**03 Partner selection**
Screening, RFP, contract.

**04 Launch**
Readiness and test events.

**05 Ongoing support**
Dashboard and reviews.

## INTENDED OUTCOMES

- **A viable model** with diversified revenue.
- **A better visitor experience** and more repeat visits.
- **A recognized destination** and community hub.

Mission and margin can work together when every revenue stream is designed around the people the place exists to serve.