



## case study | Tulsa Regional Tourism

# SendSites, sports & success: how Tulsa Regional Tourism's proposal power kept events thriving during the pandemic

Tulsa, Oklahoma, aka "the world's largest small town," is the second-biggest city in Oklahoma and the 47th most populous in the U.S. Tulsa boasts an impressive amount of art deco architecture, a half-billion-dollar park ranked best in the U.S., a rich cultural history, a thriving music scene, and so much more.

**The destination marketing organization (DMO), Tulsa Regional Tourism, is tasked with attracting visitors and events to what residents call a "place of opportunity."**

When the COVID-19 pandemic threw group gatherings into question, the DMO had to not only assess what types of events, meetings, and sports the destination could safely host, but also find a way to stand out from the competition.

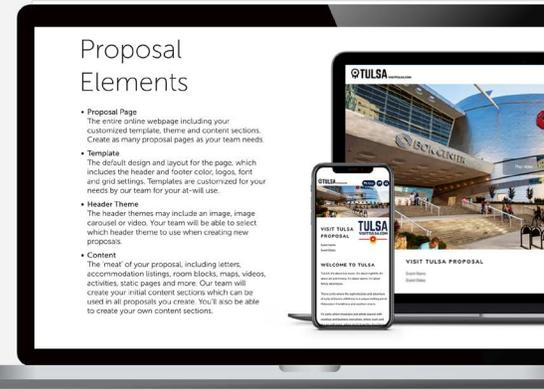
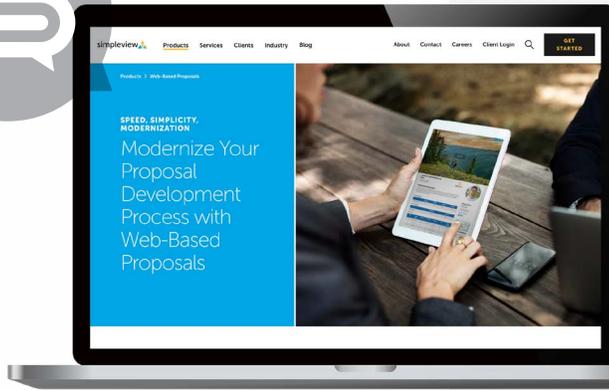
**The team at Tulsa Regional Tourism utilized SendSites to step up their proposal game.**

### GOAL:

During the pandemic, Tulsa Regional Tourism never stopped writing proposals to attract meetings and events to the city — in fact, it was the team's proposals that got the destination noticed as a hub for sporting events during the height of the pandemic.

### Tulsa Regional Tourism's main goals were to:

- **Get the word out** about what was happening in Tulsa during the pandemic
- **Advocate** that the destination would be a safe host for events
- **Create digital content** to communicate the safety protocols in place
- **Have both proposal consistency and customization across their brands:**  
Tulsa Convention & Visitors Bureau, Tulsa Sports Commission, Tulsa Film, Music, Arts & Culture (FMAC), and the Tulsa Regional Chamber of Commerce



## CHALLENGES

Capacity limits for all venues and attractions changed during the pandemic; communicating with partners and stakeholders was challenging, so Tulsa Regional Tourism had to reevaluate its processes.

For all of its proposal needs, Tulsa Regional Tourism adopted the use of SendSites in December 2020. Before that, the DMO used manual requests for proposals (RFPs), a tedious and outdated practice that, based on feedback from the sales staff, would not have met the destination's needs during the pandemic.



For Tulsa Regional Tourism, we needed a uniformed process that could be replicated on a more convenient basis," said Joel Koester, director of sports sales at Tulsa Sports Commission. **"SendSites was able to provide a consistent product every time and keep the process moving in a timely matter."**



— JOEL KOESTER  
Director of Sports Sales at Tulsa Sports Commission

## SOLUTIONS

**Built specifically for the hospitality industry, SendSites offers high-quality, curated, web-based proposals for group sales professionals.** Tulsa Regional Tourism utilizes SendSites to:

- **Create branded RFP proposals** for conventions, tradeshows, and other events
- **Simplify and modernize** the sales process
- **Create curated marketing-quality documents** by picking an existing branded template and adding or removing relevant sections
- **Ensure the sales team** spends less time on paperwork and more time on building relationships
- **Easily understand** what parts of the proposals planners are engaging with in real time

**Using SendSites, Tulsa Regional Tourism's proposal process quickly got the word out that the destination was still hosting events during the pandemic and had safety protocols in place.** The DMO was able to increase the proposal response time from weeks and sometimes months to hours and days, and the eye-catching, informative proposals made the destination stand out to win events.



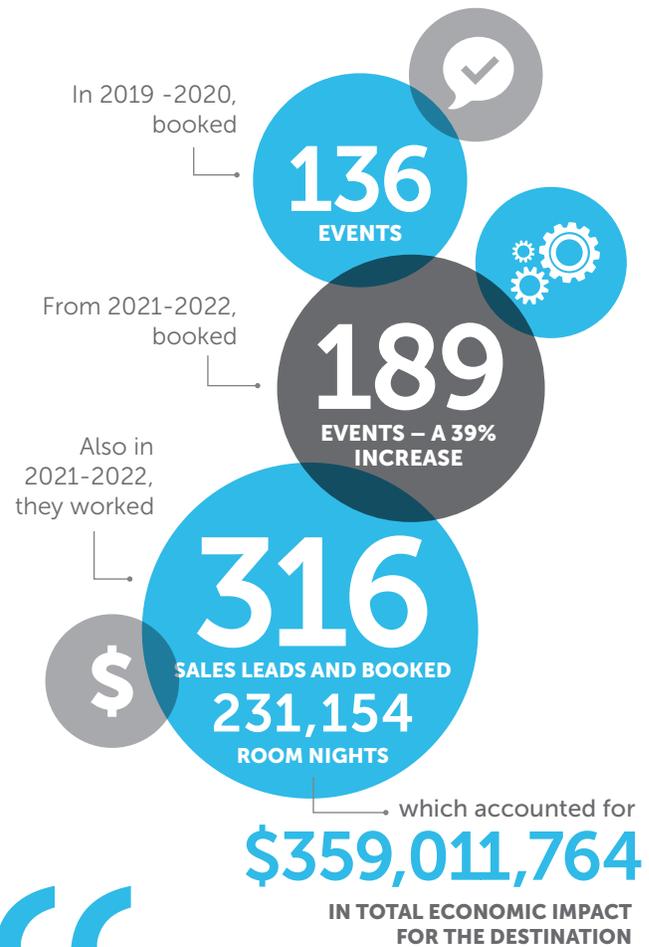
## RESULTS

The proposals Tulsa Regional Tourism wrote with SendSites not only gained traction for events during the pandemic, but they helped the destination stand out as the “hostess with the mostest” for the sports and equine markets. Clients became interested in the destination’s venues after viewing proposals that had video walkthroughs and visually stunning features that put the destination ahead in the marketplace.

In the last two years, 14 out of the 64 proposals that Tulsa Regional Tourism submitted with SendSites resulted in booking business. **“This was a significant increase considering we were still experiencing fatigue in some markets due to the pandemic,”** said Koester. **“We were winning business we had not been in the running for in the past due to overall bid packages. SendSites help elevated Tulsa Regional Tourism brands over other competing marketplaces.”**

In June 2022, Tulsa Regional Tourism hosted the World Breaking Classic, an international breakdance competition. The DMO teamed up with the Tulsa Film, Music, Arts & Culture (FMAC) to create a joint proposal highlighting Tulsa’s local hip hop artists and underground breaking scene and even included a Spotify playlist. The unique proposal set the destination apart from others, ultimately winning the bid.

**Tulsa Regional Tourism reported the following results** from its meeting and events proposals:



We get a lot of feedback from clients on a regular basis saying that the proposals are really nice, not only from a visual standpoint but from an information standpoint,” said Koester. **“We had a client tell us that it was one of the best proposals they remember. The first thing they said was, ‘Oh yeah, we remember your proposal from last year because it blew everyone away.’”**

– JOEL KOESTER  
Director of Sports Sales at Tulsa Sports Commission

## INTERESTED IN FINDING OUT MORE ABOUT SENDSITES?

Email us at [accountmanagers@simpleviewinc.com](mailto:accountmanagers@simpleviewinc.com) or call us at 520-575-1151.

