

**Maine Tourism Marketing Partnership Program  
(MTMPP)**

**Online Application Instructions**



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### **Where to Find Additional Help and Support**

If you have questions about the application process, you can get help and support in several ways.

- Read this instruction document, which answers many questions about how to use the MTMPP site to submit an online application. The most up-to-date version is available online (<http://www.mtmpp.com/resource/pdf/instructions.pdf>), and is linked directly from the MTMPP homepage (<http://www.mtmpp.com/>).
- Read the Program Guidelines document, which answers questions about the grant program in general, program rules, due dates, etc. The most up-to-date version of the Program Guidelines document is available online (<http://www.mtmpp.com/resource/pdf/guidelines.pdf>), and is linked directly from the MTMPP homepage (<http://mtmpp.com/>).
- Use the contextual help available within the online application: clicking the question mark icon next to a field will give you more information about that field.
- Contact [TK], by e-mail at [TK] or phone at [TK].

### **Changes to the FY2008 Grant Application Process**

If you applied for an MTMPP grant for FY2007, you may already be familiar with the application process. However, several aspects of the process have changed for FY2008:

- a new “gateway” page allows you to start, continue, or review applications and documents, report on an approved application, and access several related functions (see Gateway);
- for FY2008, there are several statewide initiative projects which will automatically be added to your proposal (see Required and Packaged Projects); and

### **a new reporting interface will allow you to report the progress of your projects after your application has been approved (see Reporting**

- ).

Otherwise, the application process remains largely unchanged.

### **MTMPP Homepage**

The first page of the MTMPP online application (<http://www.mtmpp.com/>) is the Registration and Login page (*Figure 1*). If you do not have an account, use the form on the right (“Register”) to register (see Registration). If you already have an account (for instance, because you applied in a previous year or are returning to the site to report on an application), use the form to the lower left (“Login”) to login to the application (see Login). You can also download the latest version of this instructions document and the latest version of the Program Guidelines document using the PDF links near the bottom of the page. Finally, the links above the Login form will allow you to review archived PDF versions of all applicants’ applications from previous years.

The screenshot displays the 'Maine Tourism Marketing Partnership Program' website. At the top right is the 'if must be maine' logo. The main content area is divided into three sections:

- Program Introduction:** Contains a welcome message, a paragraph about the program's objectives, and a 'Links' section with bullet points for '2005 (FY2006) Applications' and '2006 (FY2007) Applications'.
- Register:** A form with fields for 'Application Type' (a dropdown menu set to 'Event Application'), 'Applicant Name', 'Grant Manager', 'Phone Number', 'E-Mail Address', 'Select Password', and 'Confirm Password'. A 'Register' button is at the bottom right.
- Login:** A form with fields for 'E-Mail Address' and 'Password', and a 'Login' button.

Between the Login and Register sections, there are two download links: 'Download Instructions' with a PDF icon and 'Instructions.pdf', and 'Download Guidelines' with a PDF icon and 'Guidelines.pdf'.

Figure 1. Registration and Login

### Registration

The first step in the MTMPP application process is to set up a user account. **If you did not apply in FY2007**, you will need to request account authorization from the MTMPP site administrator; fill out the "Register" form located on the right side of the Registration and Login screen (Figure 1). The MTMPP administrator will contact you to notify you of your approval and confirm your eligibility and application login information. **If you already have an account** (for instance, because you applied in FY2007) you should login to your existing account (see Login).

### Login

Once the MTMPP administrator has approved your account, enter your e-mail address and the password you selected in the "Login" form on the homepage. **If you have forgotten your password** or are otherwise unsure what your credentials are, contact [TK] at [TK].

Once you login, you will be taken to the "Gateway" page (see Gateway).

### Gateway

The "Gateway" page (Figure 2) is the first substantial change in FY2008 as compared to previous years. The gateway page has three sections.



Figure 2. Gateway Page

- **(A) New/Current Application:** This section allows you to start a new application, continue an application you have started, or review the status of an application you have submitted. When your application is approved, the interface to make reports about project progress will be shown here.
- **(B) Previous Applications:** This section allows you to review the applications you have submitted in previous years. For now, only FY2007 is available; you may review an archived version of the FY2006 applications by accessing the link on the MTMPP homepage.
- **(C) Application Documents:** This section allows you to download and review all supporting documents that have been attached to any application you have submitted.

When you first arrive on the gateway page, you will be given the option to start a new FY2008 application. Choose "Start Application" to begin the application process; this will take you to the Profile screen of the FY2008 application (see Profile).

If you later return to this screen after starting the application, you will be given the opportunity to continue editing the application.

### **Profile**

The "Profile" screen is the first page of the application form. This section is used to collect additional contact information about the applicant and answer general overview questions that will help to provide the Office of Tourism a broad picture of what the applicant is looking to achieve with the MTMPP award during the upcoming grant period. The applicant will need to complete the Profile section before moving to the Primary Analysis section (see Primary Analysis).

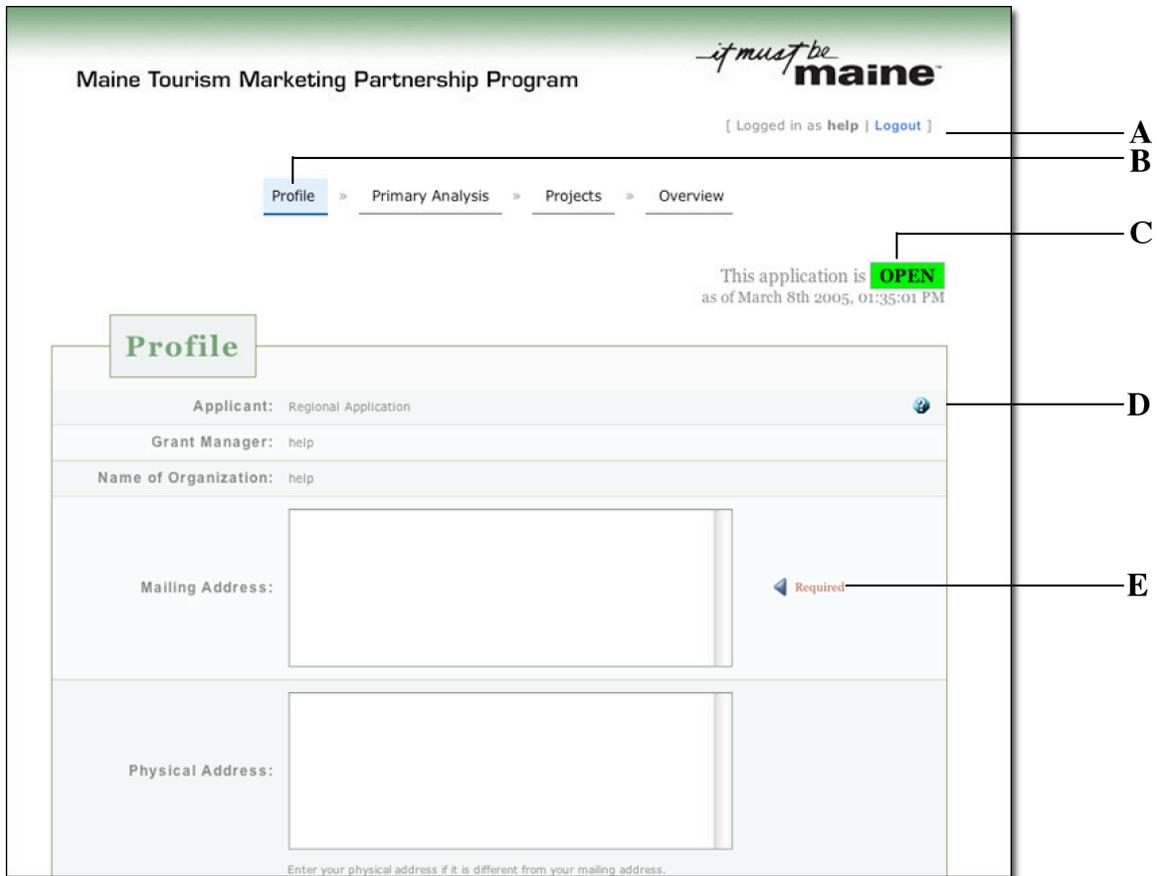


Figure 4. Profile Screen

**Error! Reference source not found. KEY:**

- **(A) Login Information:** This displays your login name and provides links to the "Gateway" page and to logout.
- **(B) Application Steps:** The application has four steps: "Profile", "Primary Analysis", "Projects", and "Overview". The application step interface shows which steps you have completed, and which step you are currently on. This application is a stepped process wherein you can only proceed to the next section after filling out the current section. However, once you have completed a section and saved your information, you are free to go back and edit it at any time from any location.
- **(C) Application Status:** This displays the status of your application. Your application will be "Open" after your initial login up until the time you submit your application for review by the MTMPP administrators. After that point, your application will be in a "Pending" status where you will not be able to make any edits. If need be, the MTMPP administrators can change the status of the application back to "Open."
- **(D) Contextual Help:** Click the "?" icon next to any field to learn more about that field. Help will open in a new window, and your application process will not be interrupted.
- **(E) Field Information:** Information about a field, such as "Required", is shown here. "Required" indicates that this is a required field. You must submit valid information to proceed to the next step. All text areas have character counts associated with them. As an applicant types or pastes

text into a text area, the character count will decrement with the appropriate characters remaining. Please be conscious of the character count for the question so that you can effectively respond to the question within the provided limit. Other field status information may be displayed here, as well.

When you're done filling out a form, click the "Save and Continue" button, located in the lower-right corner of the page. This will save the information on that page. **If you close your browser or logout without clicking the "Save and Continue" button, your changes on that page will not be saved.**

### **Primary Analysis**

The Primary Analysis is the second step of the MTMPP application. This section will ask you questions about intended research, public relation efforts, co-op programs, website development and maintenance, and visitor databases. The answers will help MOT to gain a more comprehensive understanding of the applicant's existing marketing efforts and strategies. The applicant will need to fill out all the required fields in the section to proceed to the Project section of the application.

The screenshot shows the 'Maine Tourism Marketing Partnership Program' interface. At the top right is the logo 'it must be maine'. Below it, the user is logged in as 'test2' with a 'Logout' link. A navigation menu includes 'Profile', 'Primary Analysis' (the active tab), 'Projects', and 'Overview'. A status message indicates the application is 'OPEN' as of March 9th 2005, 09:34:30 AM. The 'Primary Analysis' section is titled 'Research' and contains the question: 'Is your region or event conducting any research initiatives this year?'. Below the question is a radio button and a red error message: 'This field is required.' To the right of the radio button is a 'Required' label with a red arrow. Below the question is a text area for providing details on research initiatives, with a character count of '1000 Characters Remaining' at the bottom right.

Figure 5. Primary Analysis

## Budget Summary

This section of the MTMPP application will allow you to include the individual projects that will make up the applicant's MTMPP budget and ultimately the proposed award requested from the MTMPP. The Budget Summary page contains two sections, the "Current Projects" and the "Budget Worksheet."

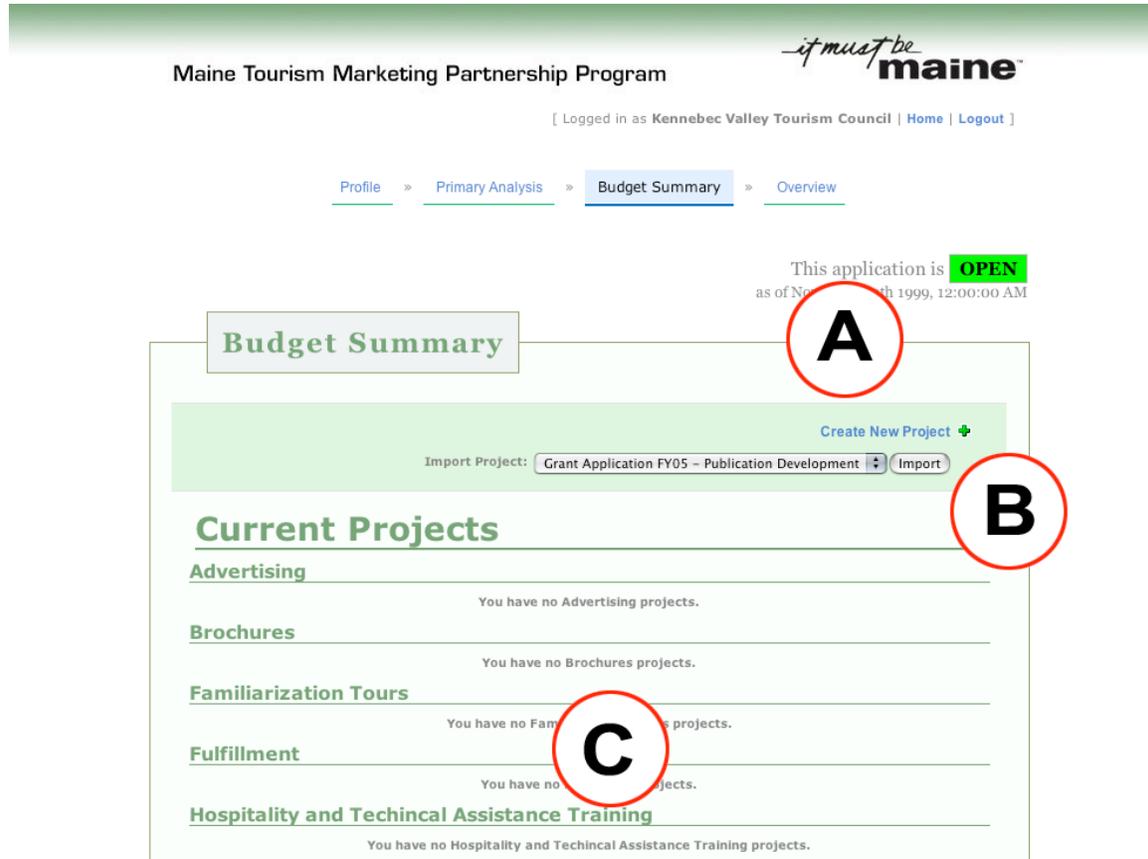


Figure 6. Budget Summary

### Figure 6 KEY:

- **(A) Create New Project:** Click the "Create New Project" link to create a new project. This will take you to the "Create New Project" interface.
- **(B) Import Project:** Make a selection from the dropdown and click the "Import" button to duplicate a project from a previous year, or import a special project (e.g. the NMC PR Package, see Required and Packaged Projects).
- **(C) Project Listing:** This section lists all the projects you are including in your proposal, broken down by category.

The Current Projects section is where the project and project elements will appear after being submitted. Each project that an applicant submits will contain two parts: the project description (*Figure 7*) and the associated project element(s) (*Figure 8*).

### What is a Project?

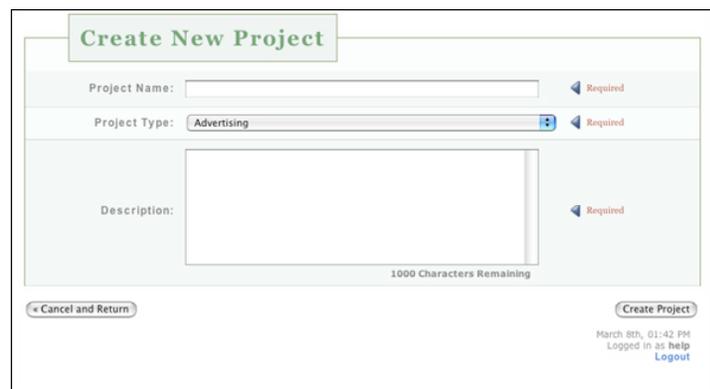
A Project within the MTMPP system is an overview description and project type categorization of an individual project within an applicant's MTMPP budget. An example of a project name might be "Yankee Magazine

Advertisement.”

#### *What is an Element?*

An element should be thought of as a budget line item that includes the specific financial information (MTMPP Proposed Award, In-Kind Match, Cash Match) associated with a project. The element description also includes details and objectives of the element such as tracking, target market, and timeline. An example of an element name associated with the Yankee Magazine project would be “2 page spread.” A project can contain one or many project elements, but at least one element must be included for each project to be recorded within the MTMPP budget.

To enter a new project, click on the “Create New Project” link at the top of the Budget Summary page. The project detail interface (*Figure 7*) will allow you to provide a title to the project, select the appropriate project category from the approved project types, and include a brief overview description of the project.

The image shows a web form titled "Create New Project" in a green box at the top. Below the title, there are three main input fields: "Project Name:" with a text input field and a "Required" label; "Project Type:" with a dropdown menu showing "Advertising" and a "Required" label; and "Description:" with a large text area and a "Required" label. At the bottom of the description area, it says "1000 Characters Remaining". At the bottom left of the form is a "Cancel and Return" button, and at the bottom right is a "Create Project" button. In the bottom right corner of the page, there is a timestamp "March 8th, 01:42 PM", the text "Logged in as help", and a "Logout" link.

*Figure 7. Project Detail*

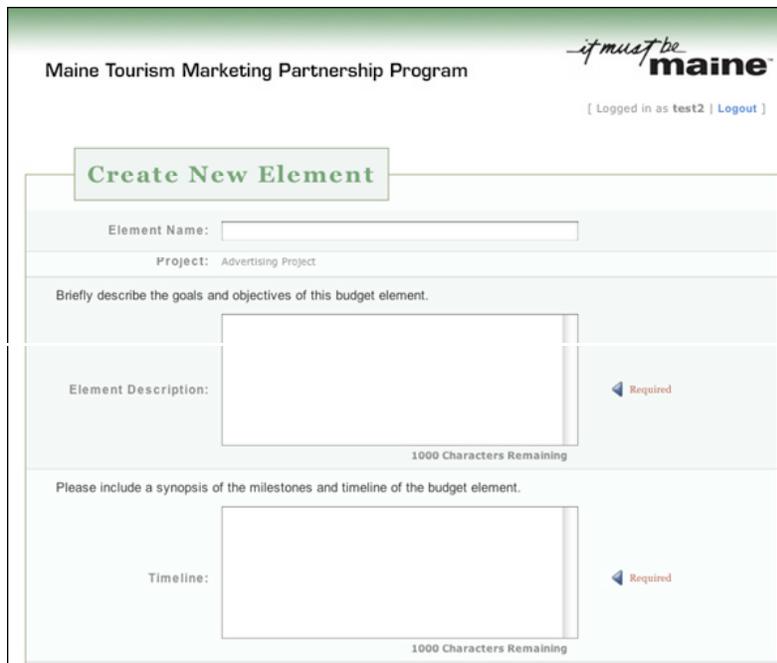
After the project overview information is included, click on the “Create Project” button to submit the project information. Once it is submitted, the page will refresh and the bottom of the page will allow you to enter associated elements.

To enter an element, click on the “Create New Element” link within the green bar beneath the project description fields. This will bring you to the “Create New Element” interface. Once you have completed the required fields, click the “Create Element” button in the bottom right-hand corner of the page. This will submit the information to return to the Project Detail page. Once you have included all the necessary project elements, click “Save & Return” on the project detail page to return to the “Budget Summary” (*Figure 6*) interface.

The Budget Summary interface (*Figure 6*) will now show the project information that the applicant has submitted to date. At the bottom of the Budget Summary page is the Budget Worksheet section. This section will display whether or not your budget is in alignment with the defined guidelines of MTMPP (budget guidelines can be found in the MTMPP Guidelines document located on the MTMPP system homepage at

(<http://www.mtmpp.com>). If your budget is not in alignment, a red "X" will appear, as well as a description of why the budget does not meet the defined guidelines. If you need to edit a project or an element, click on the "edit project" button to return to the Project Detail interface (Figure 7). From there, you will be able to edit the project information or navigate to the desired element to make edits.

Once your budget is in alignment with the MTMPP guidelines and you have included all the desired projects and administrative costs, click the "Save & Continue" button in the lower right-hand corner to proceed to the Overview section.



The screenshot shows a web interface for the 'Maine Tourism Marketing Partnership Program'. At the top right is the 'it must be maine' logo and a user status indicator: '[ Logged in as test2 | Logout ]'. The main heading is 'Create New Element'. Below this is a form with several sections: 1. 'Element Name:' with a text input field. 2. 'Project: Advertising Project'. 3. 'Briefly describe the goals and objectives of this budget element.' followed by a large text area. 4. 'Element Description:' with a text area and a 'Required' indicator. 5. '1000 Characters Remaining' below the description area. 6. 'Please include a synopsis of the milestones and timeline of the budget element.' followed by another large text area. 7. 'Timeline:' with a text area and a 'Required' indicator. 8. '1000 Characters Remaining' below the timeline area.

Figure 8. Element Detail

### **Required and Packaged Projects**

There are several required projects: [TK], [TK], [TK]. You must include these projects in your application, and they will automatically be added. Additionally, the "Administrative Costs" project shows the administrative costs available for your application.

### **Overview**

The Overview section provides the applicant with the ability to easily review their entire application information on one page. The section headers on the page will allow the applicant to jump back to a section to make edits, if necessary. The Overview page also allows the applicant to download a PDF version of their entire application so that they can print a copy for their records or review. After the applicant has completed the Primary Analysis section, they will be allowed to download the PDF document of the current state of their application from the Overview page. You may jump to an individual section of the application from the Overview page by clicking on the links within the respective section headers. Also on the Overview page is a PDF download of the cover letter that needs to be filled out and faxed with the supporting documentation that will be included with the

application.

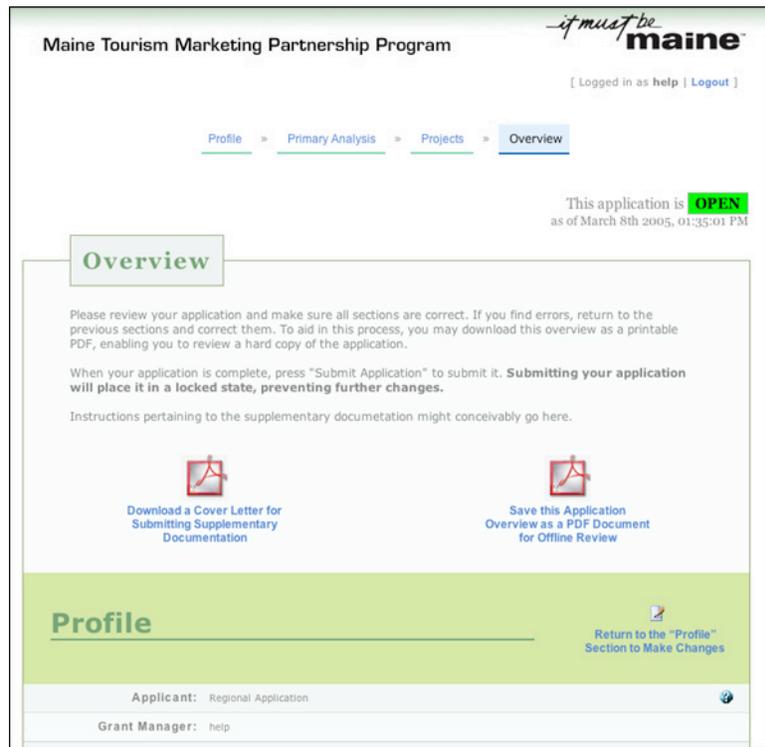


Figure 9. Overview

All supporting documentation will be faxed to MTMPP administrators through an eFax solution. The faxed documents will become a PDF file and uploaded into the MTMPP system to be associated with the appropriate application. Please download and print the cover letter template at the top of the page. Fill out the cover letter with the included supporting documentation and fax to **207-775-1307**. Please include all supporting documentation within one fax. Attachments need to include:

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- State of Maine Certificate of Incorporation and Articles of Incorporation from the Secretary of State or a letter of determination from the Internal Revenue Service.
- Notice of EIN assigned by the IRS.
- Certificate of good standing issued within 90 days by the Secretary of State.
- List of Board of Directors with contact information, tenure, and term limits.
- Regions must demonstrate broad support of their plan by submitting no less than three, no more than five, letters of support from entities and/or tourism related businesses in the region.
- For purposes of the application process, any purchases or services budgeted to exceed \$2,500.00 must include written preliminary cost estimates from three vendors, if available. These preliminary cost estimates must be included with the application.

Once you are satisfied with the answers to the application questions and the budget

information, please push the "Submit Application" button in the bottom right-hand corner of the Overview page. This will submit your application for review by MTMPP administrators. After final submission, the status of your application will be "Pending" and you will only be able to download the PDF document of your submitted application when you log in to the MTMPP system. If need be, the MTMPP administrators can change the status of your application to "Open," which will enable you to make edits to your application.

## **Reporting**

Once you have submitted your application and it is accepted by the MTMPP administrators, its status will change to "Approved." Your "Gateway" page (Figure 10) will update to reflect the new status of your application.



Figure 10. Gateway page with Reporting links

Figure 10 KEY:

- **(A) Report on Current Application Progress:** Click the "Report Application Progress" link to report on your most recently submitted application. This will take you to the "Report" interface for this application.
- **(B) Report on Past Application Progress:** Locate a past application in the "Your Previous Applications" section. If it is still open for reporting, there will be an associated "Report" link. Click it to visit the application's "Report" interface.

## Grant Application FY08 Projects

Choose a project budget element to report progress on it.

### PSA Project

- [PSA Project](#) [Read-Only]

### Web Application Streamlining

- [Web Application Streamlining](#) [Read-Only]

### CENTRO Tracking / Measurement

- [CENTRO Tracking/Measurement](#) [Read-Only]

### Administrative Costs

- [Administrative Costs](#) [Read-Only]

### Print Advertising

- [Magazines](#) [Read-Only]
- [Newspapers](#) [Read-Only]

Figure 11. Report Interface Projects list

The first part of the “Report” interface is a list of budgetary projects and elements (Figure 11). Each element is grouped by the project it belongs to. To report on a budgetary element, locate its name in the list and click on it. The second part of the “Report” interface (Figure 12) consists of various forms centered around the selected project element. In general, each form contains one or two specific fields plus a generic Log field. Use the Log field to further describe your entry. Each entry will appear in a scrollable list of logs directly beneath the report form. The reporting interface is intended to record your progress made on each budgetary project element. Use it to update the current status of the element, report each expense, and store corresponding files.

## Magazines

[Back to Reportable Projects list](#)

The figure displays three distinct report interface forms, each enclosed in a light green border. The top form, titled 'Status Report', features a 'Current Status' dropdown menu set to 'Pending', a 'Status Log' text area, and a 'Log Status Report' button. A red circle with the letter 'A' is positioned over the 'Status Log' area. The middle form, titled 'Financial Report', shows 'Projected Budget: \$4,500' and 'Actual Budget: \$0', along with 'Amount of Expense' and 'Type of Expense' (radio buttons for Cash, In-Kind, Cash Match) fields, and a 'Financial Log' text area. A 'Log Financial Report' button is also present. A red circle with the letter 'B' is positioned to the right of the 'Financial Log' area. The bottom form, titled 'Files Report', includes a 'File' field with a 'Choose File' button and 'no file selected' text, a 'File Descriptions' text area, and a 'Log Files Report' button. A red circle with the letter 'C' is positioned to the left of the 'File Descriptions' area. Each form has a 'Log' table at the bottom with columns for 'Date' and 'Log', and a 'No logs, yet.' message.

Figure 12. Report Interface Forms

Figure 12 KEY:

- **(A) Status Report:** Report on the progress of the project element. Use the "Current Status" menu to indicate if progress is Pending, Canceled, Changed, or Complete.
- **(B) Financial Report:** Report on the financial progress of the project element. Record each expense and the type of the expense. The "Actual Budget" is a sum of all your financial logs. Compare it to your "Projected Budget" for the project element.
- **(C) Files Report:** Upload files to support the progress made on the project element. For example, in a print advertising campaign, upload a copy of the finished print piece.

It is possible to view a full, read-only list of your element's logs. Navigate back to the list of reportable projects (*Figure 11*) and locate the element in the list. Next to the element's name is a link called "[Read-Only]." Click it to see a flat list of its log files.

After a certain amount of time, your application will be considered closed and you will no longer need to report on it.

