



## Partner Portal 4.0 User Instructions

Santa Monica Travel & Tourism Partner Portal

Email

Password

[Forgot Password?](#)

**SANTA MONICA**  
TRAVEL & TOURISM

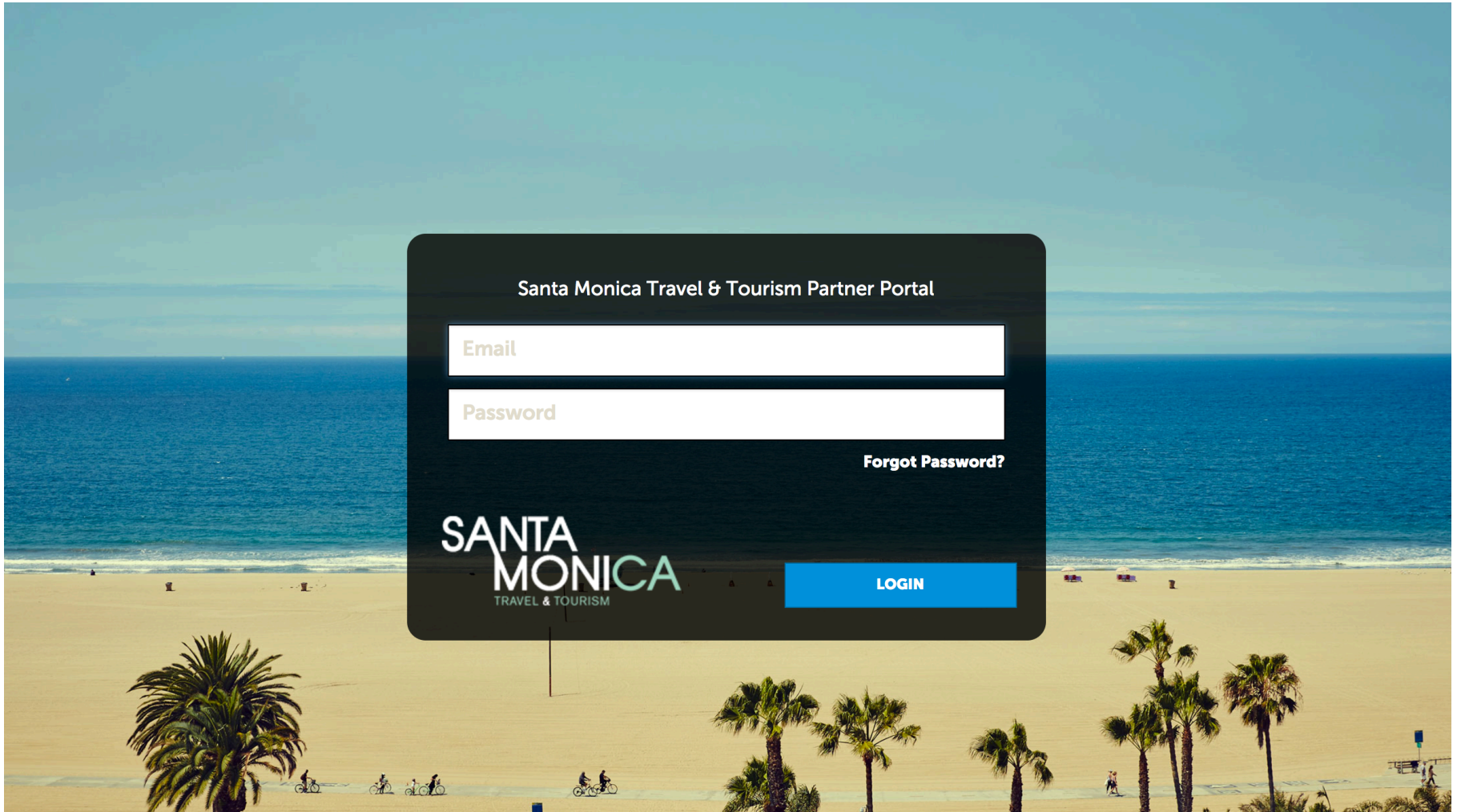
**LOGIN**

## Why Your Business Should be Using the SMTT Partner Portal

The SMTT Partner Portal is an effective promotional tool for businesses to build a free, dedicated business landing page on SantaMonica.com, **reaching 100,000+ monthly users** and increasing clicks to their website. In fact, partners who optimize their business landing page through the Partner Portal are receiving as much as **10x more website referral traffic** compared to those who are not!

Through the SMTT Partner Portal, tourism-serving businesses with a valid City of Santa Monica business license have the ability to review, update and maintain the information displayed on their SantaMonica.com business landing page, including:

- Business name, address, phone number and website
- Business description
- Amenities
- Logo, photos and/or videos
- Social media handles
- Material requests (coming soon!)



**Login URL:** <https://santamonica.extranet.simpleviewcrm.com/>

## Logging into the SMTT Partner Portal System

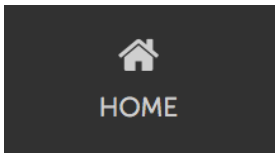
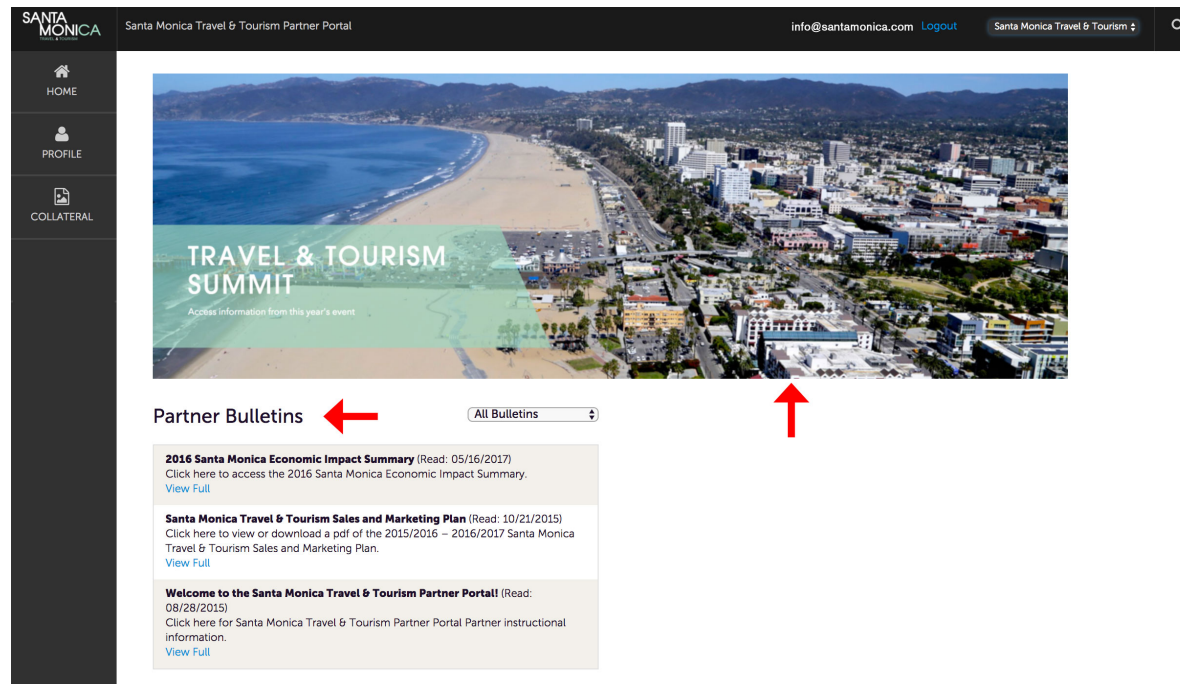
Steps to follow:

- You will be sent an email with the URL and a temporary password.
- Click on the URL, which will take you to the Partner Portal Login screen.
- Your username is your full email address.
- Your password is a temporary password that was emailed to you.
- Upon logging in with your temporary password, you will be prompted to change your password to one of your preference.
- Please note, the personal username and password are created specifically for your business.  
**Please do not forward or share this information.**

All edits made within the Partner Portal require SMTT approval before going live on the website. Please allow 1-3 business days for approvals to take place. SMTT reserves the right to edit or not post any information that is submitted.

If you have problems logging into your account, click the **Forgot Password** link on the login screen. For questions, please email [partnerportal@santamonica.com](mailto:partnerportal@santamonica.com) or call (310) 319-6263.



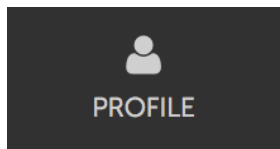
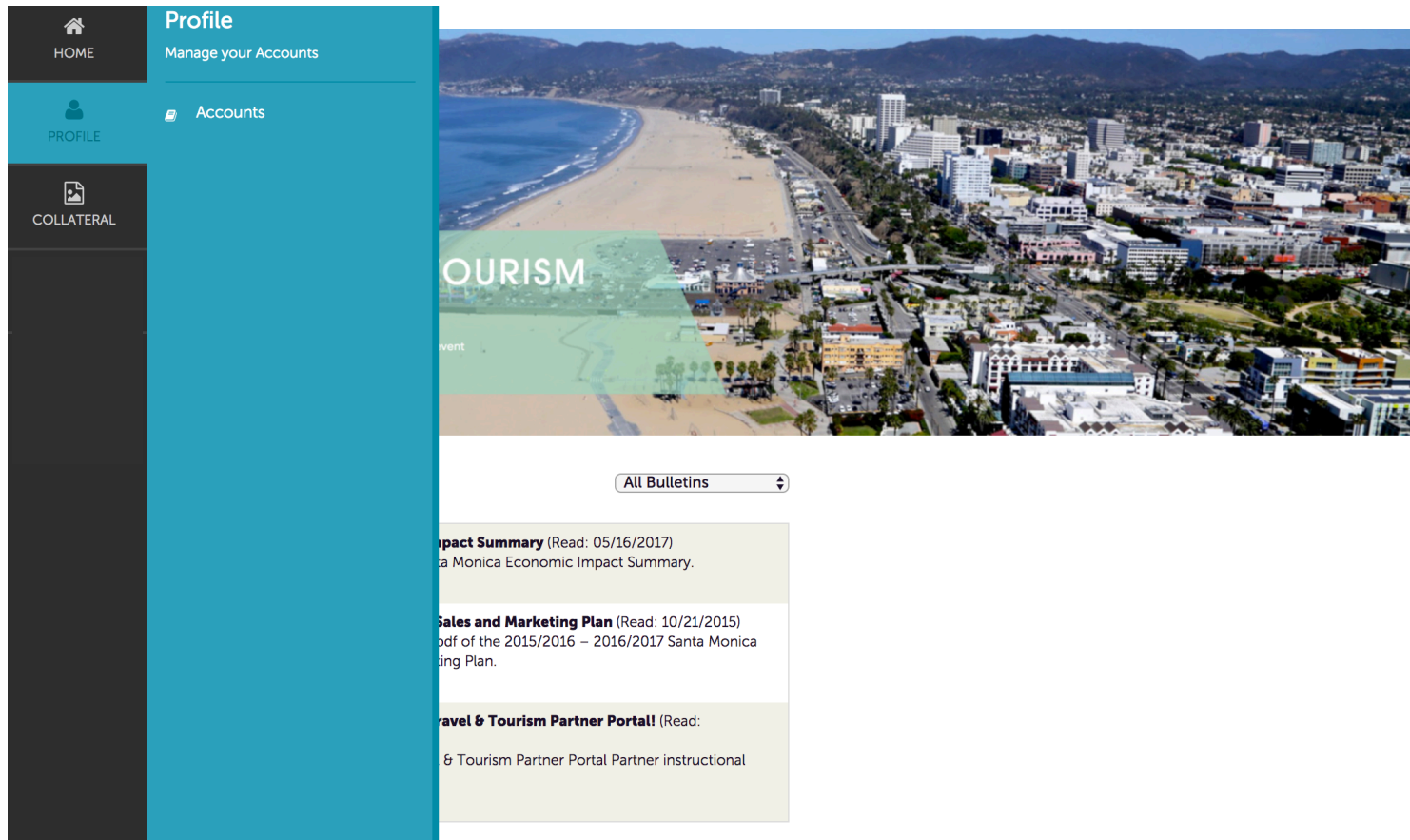


Once you are logged into the SMTT Partner Portal, the first page you will land on is the **Home Screen**. You can return to this page at any time by clicking the Home icon on the left side of your screen. Two important features of the Home

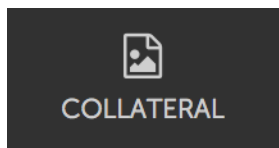
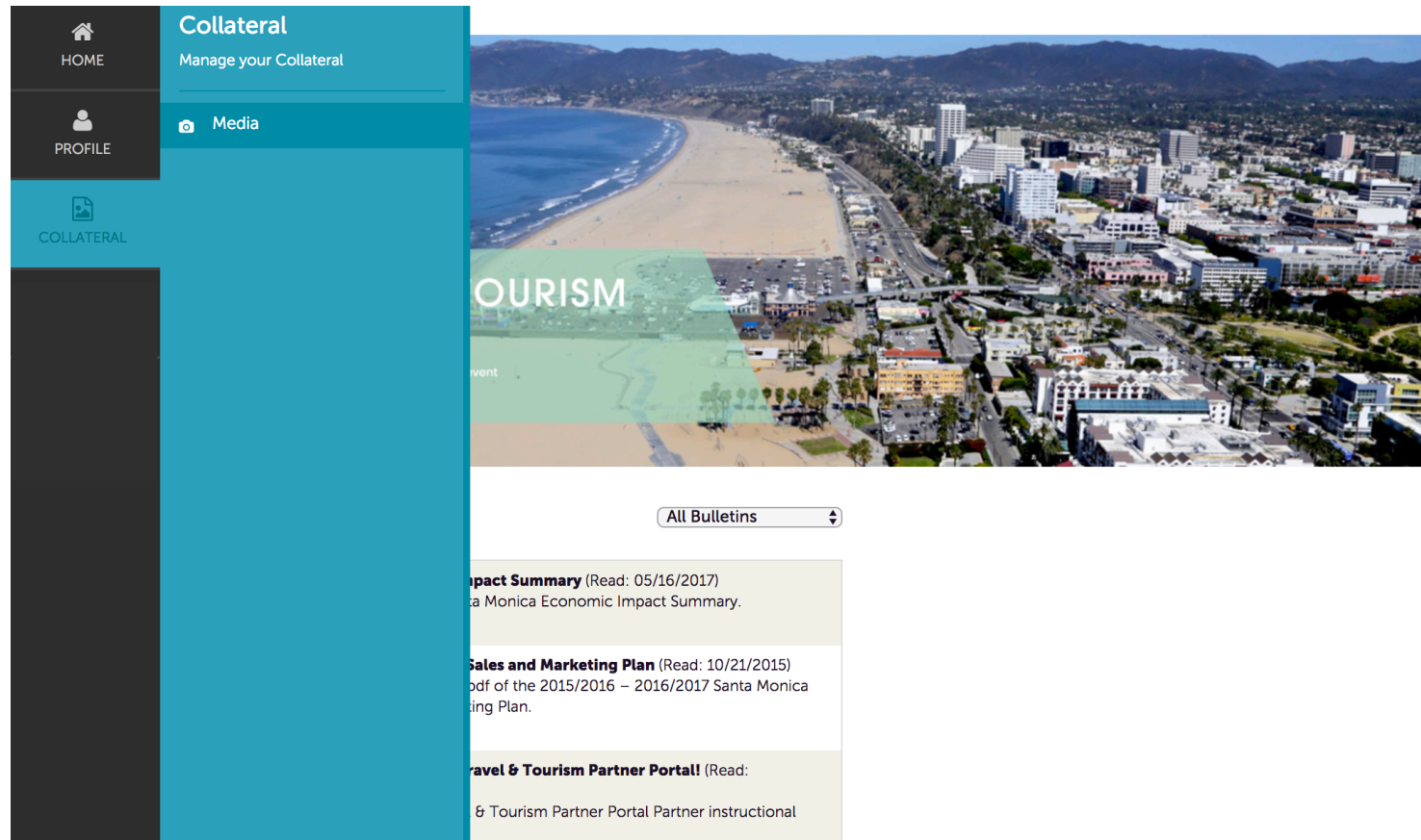
Screen include:

The **Image Carousel** highlights partner opportunities, upcoming events, etc. Click on each image to access more information.

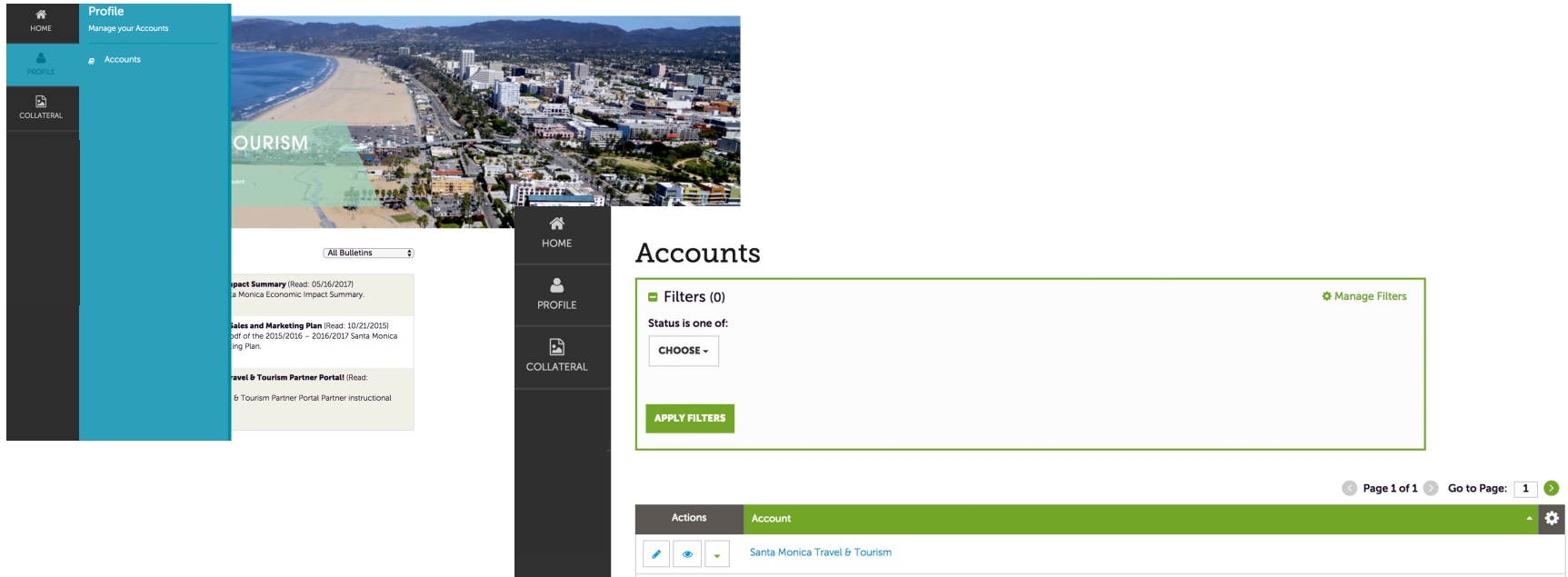
The **Partner Bulletins** are important notices, training documentation, reports etc. posted by SMTT. Click **View Full** for more information.



Clicking the **Profile icon** displays a property's information, such as **Account** details. Under the **Account** section, you will be able to view account details on file for your business and edit **Amenities**, **Meeting Space** and **Social Media** information.



Clicking the **Collateral icon** displays options for **Media** (images, video) and **Materials Requests** (*coming soon*). The Media section is where you can upload or edit images and video for your SantaMonica.com business landing page while the Materials Requests section will allow you to request items for your business, including the Santa Monica Official Visitors Guides and Maps.



The screenshot displays the 'Accounts' management interface. On the left, a sidebar contains navigation links: HOME, Profile (Manage your Accounts), Accounts, PROFILE, and COLLATERAL. The main content area features a header image of Santa Monica, a 'All Bulletins' dropdown, and a list of recent documents including 'Impact Summary', 'Sales and Marketing Plan', and 'Travel & Tourism Partner Portal'. Below this is a 'Filters (0)' section with a 'Status is one of:' dropdown and an 'APPLY FILTERS' button. At the bottom, a table lists accounts with columns for 'Actions' and 'Account'. The first account listed is 'Santa Monica Travel & Tourism'.

After you click the **Profile icon** and then **Accounts**, you will be presented with your account name and various actions that you can perform. The **Pencil icon** will allow you to edit your business information. By clicking the **Eyeball icon**, you can view your business information. The **Down arrow icon** will allow you to view and edit your amenity and meeting space information. Note: Some of these options are just view and/or edit and/or add. More information on these options appear later in this user instruction guide.

If you see multiple account names listed, this is due to your business being associated with one or more businesses. You are able to access and edit each individually under one login. For questions, please contact [partnerportal@santamonica.com](mailto:partnerportal@santamonica.com).

HOME

PROFILE

COLLATERAL

## Account Details

EDIT

RETURN

Sections:

[Account Information](#)
[Phone Information](#)
[Address Information](#)
[Social Media](#)

Related Details:

[Manage Amenities](#)
[Manage Meeting Space](#)

Account Information

Account ID	14215
Status	Active
Account	Santa Monica Travel & Tourism
Extranet Parent	
Region	Main Street
Email	<a href="mailto:info@santamonica.com">info@santamonica.com</a>
Website	<a href="http://www.santamonica.com">http://www.santamonica.com</a>

Phone Information

Primary	310-319-6263
Alternate	
Toll Free	(800) 771-2322 (trade hotline)
Fax	310-319-6273

Address Information

Physical Address

Address 1	2427 Main Street
City	Santa Monica
State/Province	CA
Zip/Postal Code	90405-1006
Country	UNITED STATES

When you view or edit your **Account Details**, you can quickly scroll to a section or related details by clicking the links on the left of the page.

Note: Account Information, Phone and Address are **READ-ONLY** sections. If you need any of your business information changed, including your business name, address, phone number or web URL, please contact [partnerportal@santamonica.com](mailto:partnerportal@santamonica.com).



EDIT

RETURN

Sections:

[Account Information](#)  
[Phone Information](#)  
[Address Information](#)  
[Social Media](#)

Related Details:

[Manage Amenities](#)  
[Manage Meeting Space](#)

Social Media

Blog URL

Facebook URL <http://www.facebook.com/visitsantamonica>

GooglePlus URL

Instagram URL

OpenTable URL

Pinterest URL

TripAdvisor URL

Twitter URL

Yelp URL

YouTube Channel

From the **Account section**, you can add or update your **Social Media** account URLs. This information will pull into your business landing page on SantaMonica.com. Please include the full URLs, including http://www.

The top left of the page will display an Edit button. If you are editing a section, the top left will display a Save button. You must click the **Save button** before changes are applied.



## Update Amenities

SAVE

CANCEL

General

General

Amenities

Parking Available:

CHOOSE AMONG THE FOLLOWING... ▾

Parking Cost:

\$

(if any)

WIFI Available:

CHOOSE AMONG THE FOLLOWING... ▾

WIFI Cost:

\$

Family-Friendly:

☐ YES
 ☒ NO

Pet-Friendly:

☐ YES
 ☒ NO

Free Admission:

☐ YES
 ☒ NO

General

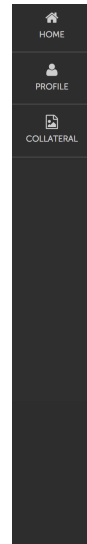
Short Description of Business:

Please include a short 200 word or less description for your business.

Hours Open - Monday:

Hours Open - Tuesday:

Hours Open - Wednesday:



## Facility Details

EDIT

RETURN

Sections:

[Standard Amenities](#)  
[General](#)  
[Meeting Rooms](#)

Standard Amenities

ID 14215

Number of Rooms

Total Sq. Ft.

Largest Room

Ceiling

Theater Capacity

Banquet Capacity

Classroom Capacity

Reception Capacity

Sleeping Rooms

Suites

Villas

Exhibit Space?

Exhibits

Booths

Description

Space Notes

Floorplan File

Large Floorplan File

General

Ideal Meet and Feed

From the **Account section**, you can also access your **Amenities** and **Meeting Space (Facility)** details.

For **Amenities**, it is recommended that all businesses fill out the **General** tab as well as any other tabs that appear in this section (Amenities and Meeting Space sections may vary depending on business type). This information will be used to populate the Amenities section under your business landing page on SantaMonica.com, as well as provide SMTT with up-to-date information on your business.

To edit this information, click the **Edit button**, make your changes and then click **Save**.

The screenshot shows the 'Collateral' management interface. On the left, a sidebar contains 'HOME', 'PROFILE', and 'COLLATERAL' (highlighted). The 'Collateral' section is titled 'Manage your Collateral' and includes a 'Media' link. The main content area features a large aerial image of Santa Monica. Below this, there's a section for 'All Bulletins' with links to 'Economic Impact Summary', 'Sales and Marketing Plan', and 'Travel & Tourism Partner Portal'. On the right, the 'Media' section is active, showing 'Filters (0)' and a 'Manage Filters' link. Below this is an 'ADD NEW MEDIA' button and a table of media items.

Actions	Title	Image	Sort Order	Media Type	Account
[Pencil] [Red X] [Clone]	Kiosk		2	Image	Santa Monica Visitor Information Kiosk
[Pencil] [Red X] [Clone]	Main Street Visitor Center		2	Image	Santa Monica Walk-In Visitor Information Center
[Pencil] [Red X] [Clone]	Pier Shop		2	Image	Santa Monica Pier Shop & Visitor Center

After you click **the Collateral icon** and then **Media**, you will be presented with your business's current images and videos. The pencil icon will allow you to edit an existing image.

By clicking the red **X** icon, you can delete an existing image. The clone icon will allow you to duplicate an image.

**New Media**

SAVE CANCEL

Sections:  
Media Information

Account: Required --Choose One--

Type: Required --Choose One--

Please upload high resolution images only (300dpi or greater)

Title: Required

Sort Order:

Images will appear on website based on the sort order, starting with 1 being the first image. Logos are listed separately and do not apply to the image sort order.

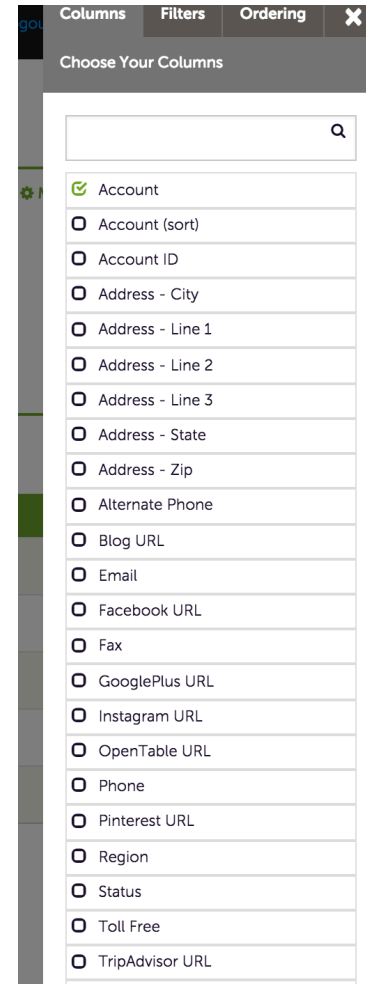
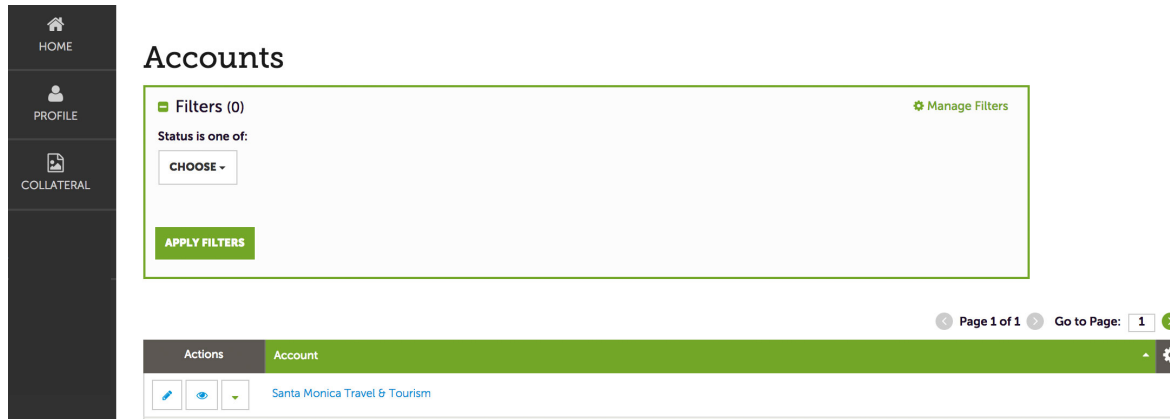
Listings:  
CHOOSE AMONG THE FOLLOWING... ▼

Select **Add New Media** to add a new image or video. For a new image or logo, you can browse your hard drive or drag and drop an image over. For a video, insert the full URL. Please allow 1-3 business days for uploaded images/videos to be reviewed for approval. If approved, the images/video will be added to your business landing page on SantaMonica.com.

Images will appear on the website based on the sort order, starting with 1 being the first image. You can adjust the sort order by clicking the **Pencil icon** for a specific image/video. Logos are listed separately and do not apply to the image sort order.

Images and logos must be high resolution (300 dpi or greater), otherwise they may appear pixelated on the website. Video URLs must be the full version (not shortened).

Note: By uploading a logo, image or video to the Partner Portal, you give SMTT rights to usage on SantaMonica.com, on print collateral and other materials and/or digital mediums to promote the destination.



The new Partner Portal 4.0 allows you to customize your own unique viewing experience. Below is a list of the things that you can configure so that you can easily find the information you need, when you need it. Each contact with a Partner Portal login can have their own settings.

- **Filters:** On many pages of the Partner Portal, you will see a **Filters** section. This section allows you to narrow down the results you may see on the page. You can update your default filters by clicking the option in the top right corner of this section.
- **Data Grids:** When viewing pages with filter options, just below the filters is a data grid. A data grid displays a list of records matching the criteria you specified in the filters. You can update your default column heading in data grids by clicking the wheel icon in the top right corner of the data grid.



## Materials Requests

Filters (0) [Manage Filters](#)

Status is:

APPLY FILTERS

ADD MATERIALS REQUEST

Page 1 of 1 Go to Page: 1

Actions	Order ID	Send Date	Full Name	Company	City/State/Zip	Items Ordered
	1384	08/07/2015	Shawn Wilkins	SMTT	Santa Monica, CA 90405	30

Page 1 of 1 Go to Page: 1

SAVE

CANCEL

Sections:

[Materials Request Information](#)
[Attached To...](#)
[Order Recipient](#)
[Order Address](#)
[Order Detail](#)
[General](#)

### Order Detail

Image	Product	Price	Qty	Available
	Official Visitors Guides	\$:	<input type="text" value="0"/>	127
			<input type="text" value="0"/>	

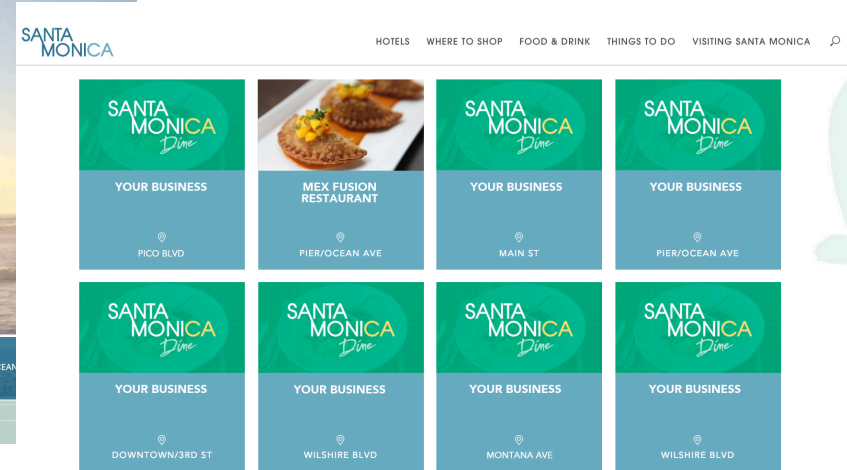
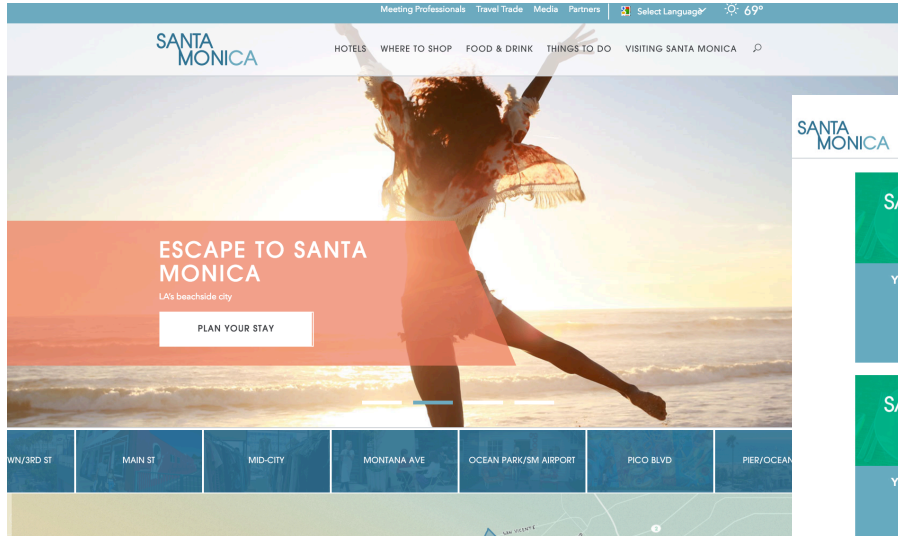
## COMING SOON!

SMTT will be launching a **Materials Requests**, which will be located under the **Collateral section**. This new feature will allow you to request collateral such as the Santa Monica Official Visitors Guides and Maps.

To request new materials click the **Add Materials Request** button. You can also edit, view, or clone (duplicate) an existing order by clicking the Pencil, Eyeball, or Clone icons.

Upon editing or creating a new request, you will be presented with an order form. Within the order form there is an **Order Detail** section where you can select from available inventory and enter the quantity of each product you are requesting.

You will not be able to order more of a product than what is indicated in the **Available column**. Upon clicking the Save button, SMTT will be notified of your request and will be in touch shortly.



After adding and/or updating your business information through the SMTT Partner Portal, visit [SantaMonica.com](http://SantaMonica.com) to review your business landing page.

To locate your business, use the website search tool (magnifying glass) located in the top right corner of the website or access the main navigation under the category for your business (Hotels, Where to Shop, Food & Drink, Activities & Attractions). Each business has their own unique business landing page URL, which can be used to promote the business.

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For questions regarding the  
Santa Monica Travel & Tourism  
(SMTT) Partner Portal, or to request  
additional training, please email  
[partnerportal@santamonica.com](mailto:partnerportal@santamonica.com)  
or call (310) 319-6263