

HOME RECOGNITION
PROGRAM
15 YEARS AND THE FUTURE

HPAB // March 2, 2023

HOME RECOGNITION PROGRAM CREATION

- Initial discussions date back to July 2007
- Went through several iterations:
 - “Home of the Month” program
 - HNIZ recognition program
 - Endangered Structures List
- Consensus on Historic Home Recognition Program around January 2008

Preserve Historic McKinney

Home Recognition Program

Nominate an historic property that you feel represents the rich history of McKinney and shows a dedication to preservation.



Nomination forms can be found at: www.McKinneyTexas.org
All nominations must be received by April 30, 2008.



PROGRAM GOALS

2023

- Recognition of well-maintained homes
- Sharing lesser-known history of McKinney
- Visual reminder of historic preservation in McKinney



THE LAST 15 YEARS

- Recognition through a Paper Calendar
- Physically published for 15 years
- Recognition of well-maintained homes
- Uplifting homeowners for their work
- Highlight historical facts of McKinney
- Spotlights
- Local Advertising

STAFF PERSPECTIVE



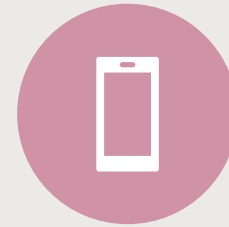
INCREASED
PRODUCTION
COST



DECLINE IN
INTEREST



15-YEAR
MILESTONE



DIGITAL
OPPORTUNITY



DECLINE IN
ADVERTISING

CALENDAR OPTIONS



Maintain
traditional
calendar



Traditional
calendar in
digital format



Combine
calendar with
newsletter



Recognition of
homes with
event



OPTION 1: MAINTAIN TRADITIONAL CALENDAR



E-Flat Porch Band
eflatband.com 972-658-4981



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T: 8:00AM - 3:00PM
W: 8:00AM - 5:00PM
TH: 8:00AM - 5:00PM
F - SUN: CLOSED



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107 N Morris **November 2022** c. 1915

More Events this month:

Chestnut Square Farmers Market December 5, 12, & 19
8 AM - Noon

Chestnut Square Village Tours Thursdays & Saturdays 11 AM

Heard-Craig Tour and Tea Tuesdays, Thursdays, & Saturdays 1 PM

McKinney Historical Facts

November 4, 1805
Fountain Vance elected as first County Surveyor.

November 1, 1883
Meeting called to start the Empire School

November 27, 1904
Horse of Giles McKinney ran away, overturning a cart at the public square.

November 2, 1910
Texas Cotton Mill Company begins operations.

November 18, 1920
Lions Club of McKinney organized.

www.downtownmckinney.com

OPTION 2: TRADITIONAL CALENDAR CONTENT IN DIGITAL FORMAT


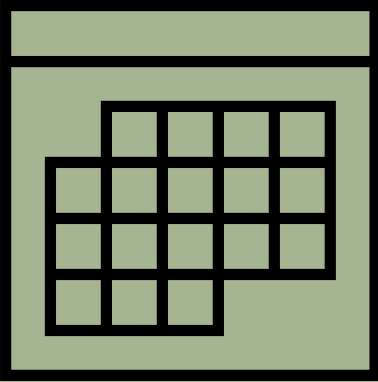

- No physical copies printed
- New audience reach with digital format
- Does not stop people from printing their own



OPTION 3: CALENDAR AS PART OF NEWSLETTER

OCTOBER 2023 – HOUSE ADDRESS

HISTORY TEXT / FUN FACTS



OCTOBER 2023 – HOUSE ADDRESS



HISTORY TEXT / FUN FACTS



OPTION 4: TRANSITION TO EVENT

- Complete overhaul of product while meeting goals
- Would require further discussion/refinement
- Event centered around historic homes for the general public
- Possibility to involve other organizations for partnerships



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2023

- Recognition of well-maintained homes
- Sharing lesser-known history of McKinney
- Visual reminder of HPAB/historic preservation program

1. Maintain traditional calendar

2. Traditional calendar in digital format

3. Calendar as part of newsletter

4. Recognition of homes through event