A historical black and white photograph of a busy street scene in McKinney, Texas. The background features a large, ornate building with multiple towers and arched windows. In the foreground, several horse-drawn wagons are loaded with goods, and many people are walking or standing around the wagons. The scene captures a moment of daily life in a late 19th-century town.

**Tonya G. Fallis,**  
MA, RPA, GISP  
**City of  
McKinney, Texas**

**Walking Through History:  
Leveraging the Full Potential of  
the Story Map Tour**



Map 1:

McKinney, Texas  
Overview



*erected  
1874.*

*rebuilt  
1927-28.*

# Why should I use the COTS\* Story Map Tour?

\*Commercial Off-The-Shelf



Build Multiple Tours from a Single Web Service



Looks Good on All Devices  
Optimized for Mobile



Consumes Minimal Resources  
Works on AGOL or an Enterprise/Server System



Leverage Off-Site Information  
*Let Someone Else Do the Hard Work!*

Map 2:

McKinney Historic  
Residential District  
Story Map Tour



# Story Map Tour: Workflow

- ✓ Design Attribute Table Schema with Required Field Names
- ✓ Draw Point Locations: Preferably in Desired Order
- ✓ Upload Full-Size & Thumbnail Photos
- ✓ Design Name & Description: Include HTML Markup & Web Links
- ✓ Update Attribute Table with Photo Links, Name & Description
- ✓ Publish Map Tour Points: ArcGIS Server or AGOL Hosted Layer
- ✓ Create AGOL Map: Filter Points for Each Map Tour
- ✓ Share as Story Map Tour
- ✓ Configure Final Story Map



# ArcGIS Online Demo:

## Creating a Story Map Tour from an AGOL Map



# What are the limitations of the COTS Story Map Tour?

\*Hacks Available



Function Over Form



No Pop-Ups



No CSS or JavaScript



Single Photo Per Location \*



No Legend \*



Limited Layers

# Story Map Tour: Best Practices



Required



Recommended



Point Layer must include standard Story Map Tour fields



Point Layer must be visible at all scales



All Content Changes must be made in Source data.



All Links Must be HTTPS



Create One Web Map for Each Tour App



Use HTML5 Compliant Markup & Default Font Colors



Draw Points in the Order You Want Them Displayed



Test HTML Formatting Across Devices



# Under the Hood:

- Standard Fields Required
- Insert Photo URLs
- Define Icon Colors
- Leverage Additional Data Fields
- Customize Name & Description
- Python Streamlines HTML



Property Name	pic_url	thumb_url	name	description	is_video	icon_color	StoryMapField1	StoryMapField2	StoryMapField3
Bevel House	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/405_S_Chestnut_2015_Photo.jpg	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/405_S_Chestnut_2015_Photo-thumb.jpg	<span style="font-size:1em; font-weight:bold;">Bevel House <span style="font-size:0.67em;">405 S Chestnut St 1920, Arts & Crafts Style Original Location</span></span>	The Bevel House is a 1920 era Arts and Crafts bungalow that is currently used for wedding receptions, parties and events. It was renovated in 2007... &nbsp;<a href="https://www.chestnutsquare.org/the-buildings-of-chestnut-square/" style="text-decoration:none;" target="_blank"><b><span style="text-decoration: underline;">(cont.)</span></b></a></p>	<Null>	B	Original Location	<Null>	<Null>
John H. Johnson House	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/302_Anthony_2015_Photo.jpg	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/302_Anthony_2015_Photo-thumb.jpg	<span style="font-size:1em; font-weight:bold;">John H. Johnson House <span style="font-size:0.67em;">302 Anthony St 1875, Italianate Style Original Location</span></span>	Built in 1870 by Dr. James Harmon, a local photographer, this Victorian Cottage with Italianate eave brackets is original to its current location. Mr. John Johnson, a Confederate Captain... &nbsp;<a href="https://www.chestnutsquare.org/the-buildings-of-chestnut-square/" style="text-decoration:none;" target="_blank"><b><span style="text-decoration: underline;">(cont.)</span></b></a></p><a href="https://atlas.thc.state.tx.us/NR/pdfs/87001723/87001723.pdf" style="text-decoration:none;" target="_blank">NRHP Form</a></li><li><a href="https://atlas.thc.state.tx.us/Details/2087001723#atlasDetailsImages" style="text-decoration:none;" target="_blank">NRHP Photo</a></li></ul>	<Null>	G	Original Location	<Null>	<Null>
Dulaney House	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/315_S_Chestnut_2015_Photo.jpg	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/315_S_Chestnut_2015_Photo-thumb.jpg	<span style="font-size:1em; font-weight:bold;">Dulaney House <span style="font-size:0.67em;">315 S Chestnut St 1916, Classic Revival Style Original Location</span></span>	In 1916, Lucy Ann Field Dulaney moved into The Dulaney House that was built by her brother and prominent Dallas banker, John Field... &nbsp;<a href="https://www.chestnutsquare.org/the-buildings-of-chestnut-square/" style="text-decoration:none;" target="_blank"><b><span style="text-decoration: underline;">(cont.)</span></b></a></p><a href="https://atlas.thc.state.tx.us/Details/5085001297" style="text-decoration:none;" target="_blank">State Marker</a></li><li><a href="https://atlas.thc.state.tx.us/Details/5085001297" style="text-decoration:none;" target="_blank">NRHP Form</a></li></ul>	<Null>	R			
Dulaney Cottage	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/307_S_Chestnut_1985_Photo.jpg	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/307_S_Chestnut_1985_Photo-thumb.jpg	<span style="font-size:1em; font-weight:bold;">Dulaney Cottage <span style="font-size:0.67em;">307 S Chestnut St 1875, Classic Revival Style Original Location</span></span>	Home to Dr. Joseph Dulaney and his wife, Mrs. Lucy Ann Field, this 1875 cottage was originally located on the corner of Chestnut and Anthony Street... &nbsp;<a href="https://www.chestnutsquare.org/the-buildings-of-chestnut-square/" style="text-decoration:none;" target="_blank"><b><span style="text-decoration: underline;">(cont.)</span></b></a></p><a href="https://atlas.thc.state.tx.us/Details/5085001296" style="text-decoration:none;" target="_blank">State Marker</a></li><li><a href="https://atlas.thc.state.tx.us/NR/pdfs/87001704/87001704.pdf" style="text-decoration:none;" target="_blank">NRHP Form</a></li></ul>	<Null>	G			
Taylor Inn	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/309_S_Chestnut_2015_Photo.jpg	https://maps.mckinneytexas.org/documents/historicpreservation/HistSurvPhotos/309_S_Chestnut_2015_Photo-thumb.jpg	<span style="font-size:1em; font-weight:bold;">Taylor Inn <span style="font-size:0.67em;">309 S Chestnut St 1863, Folk Victorian Style Relocated 1980</span></span>	Otherwise known as the Two-Bit Taylor Inn, 25 cents bought drummers (or salesmen) a bed for the night, clothes laundered and a hot breakfast. The Inn was conveniently located...&nbsp;<a href="https://www.chestnutsquare.org/the-buildings-of-chestnut-square/" style="text-decoration:none;" target="_blank"><b><span style="text-decoration: underline;">(cont.)</span></b></a></p><a href="https://atlas.thc.state.tx.us/Details/5085006211" style="text-decoration:none;" target="_blank">State Marker</a></li></ul>	<Null>	B			

### Table Appearance

Choose settings for this table. Use Customize > ArcMap Options for all tables.

Appearance

Use this color for selected records:

When table is only showing selected records, use this color for highlighted records and their features:

Table Font: Arial

Table Font Size and Color: 8 125 % of Font Size

Column Header Height: 300 % of Font Size

Cell Height: 300 % of Font Size

Mark indexed fields with: \* Symbol/Character

Automatically validate records when editing

Display coded value domain and subtype descriptions

Honor time on this table

OK
Cancel
Apply

### Required Fields

pic\_url

thumb\_url

name

description

is\_video

icon\_color

```
def name_html(name, add, date, style, smf1):
    style_text = style + ' Style'
    if 'Wilmeth' in name:
        style_text = style.replace(' (Replica)', '')
    if 'Chapel' in name:
        style_text = style
    smf_text = smf1
    if 'Chapel' in name:
        smf_text = '(Formerly Foote Baptist Church)<br>' + smf1
    name_text = '<span style="font-size:1em; font-weight:bold;">' + \
        name + '<br><span style="font-size:0.67em;">' + \
        add.title() + '<br><hr>' + str(date)[-2] + ', ' + \
        style_text + '<br>' + smf_text + '</span></span>'
    return name_text
```

# How do I promote Story Maps to the public?



Provide Instructions



Don't call it an "App"



Make It Easy to Find

1



Train Staff



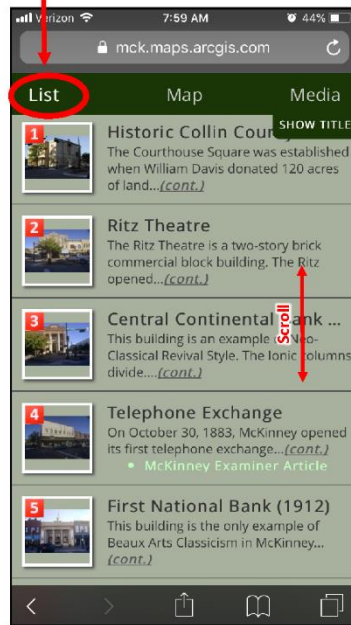


# McKinney Historic Walking Tour Interactive Maps

## Mobile App Instructions



**List** presents all tour points in list form. Scroll up/down and click on items for details in **Media** view.

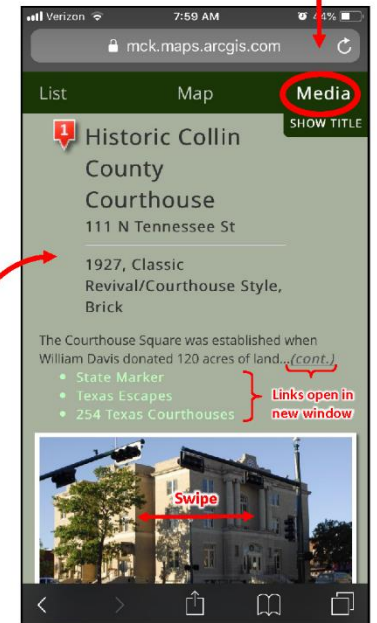


**Map** displays all tour points and a suggested route. Navigate using pinch, zoom and pan gestures.



Click the **Location** button to display your current location on the map. (Some device's security settings may restrict this function).

**Media** shows details for each tour point with a photo, description, and links to more information.



In **Map** view, click a numbered tour point **1** to zoom the map to that location and display details at the bottom of the screen.

Click the bottom banner to show details in **Media** view.



Access maps at [www.mckinneytexas.org/walkingtours](http://www.mckinneytexas.org/walkingtours).  
 Or click on QR Code (left).  
 Select Interactive Maps for **Residential** or **Historic Building** Walking Tours.  
 Illustrations from iPhone, but app similar on all mobile devices.  
 App displays in browser. No download required.

# Thank You!

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[tfallis@mckinneytexas.org](mailto:tfallis@mckinneytexas.org)





# Bonus!

## COTS Story Map Tour Hacks

[Dubuque, IA Street Improvements:](#)  
Before & After Photos

[Historic Romanian Churches:](#)  
Photo & Text Montage

[Vista, CA Planning Projects:](#)  
Stealth Legend & Creative Imagery

