

*Hang Your Hat In History*  
OZONA CHAMBER OF COMMERCE  
& VISITOR CENTER PARK

P.O. Box 1135, 505 15th Street, Ozona, TX 76943  
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## *CHAMBER DIALOGUE*

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### **The Ozona Chamber of Commerce recognizes the Escondido Draw Recreational Area as our Business of the Month**



Escondido Draw Recreational Area (EDRA) is “**the**” regional place to ride off-road vehicles which include 4x4 jeeps/trucks, ATVs, SxS, and motorcycles. There is no place to ride like it for hundreds of miles. The park also offers a place to hike or run, bird watch, ride horses and mountain bike, on its spacious 5.5 square miles hosting over 110 miles of trails located in the draw. The park is run by a non-profit organization which accepts donations for park enhancements in your or your business name. “Our major partners are Texas Parks and Wildlife, National Off-Highway Vehicle Conservation Council, Polaris, and Yamaha.” said Justin Massingill, President of the Texas Motorized Trails Coalition, the organization that owns the park.

EDRA is located off the Mitchell Blacktop at 3285 County Road 406 Ozona, TX 76943. If you’re driving off I-10 exit on to 290 south to CR 406, cross three cattle guards then turn left into the park as you see the EDRA signage. Just enter the Lat/Lon in Google maps on smartphone and you can navigate directly to the park. 30°35’06.0”N 101°34’58.4”W.

The park is open to the public for anyone who wants to ride off-road vehicles. In the riding area there are over 110 miles of scenic trails, with many rest stops, and two toilets. EDRA keeps the facilities open year around. Reservations can be made through the EDRA Facebook page by posting a request page, or by calling Tom Anderson at 325-226-4124. You can ride for the day or bring your RV and stay for the weekend. Primitive camping is allowed and encouraged.

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## Merry Christmas from the Chamber of Commerce board and staff

During the holiday season and the close of another year, we would like to express our gratitude to those who have made our progress possible. And in this spirit we say, simply but sincerely, thank you, and we wish you a *Merry Christmas and Happy New Year!*

Paul Stroope-Chairman

Heather Claburn-Vice-Chairman

Laurie Hale-Treasurer

Board of Directors: Art Roane, G.L. Bunger, Melissa Perner &

Abbey Carnes

Shanon Biggerstaff-President, CTE

Vicki Davis & Cathy Rutherford - Visitor Center Receptionists



## Happy Anniversary

The Ozona Chamber of Commerce would like to wish the following members a *HAPPY ANNIVERSARY*, and *THANK* them for their support of the Chamber organization, its programs and services, and your community. We would like to recognize and express our *SINCERE* appreciation to the following members who joined during the month of **December**:



**Perry Family Trust - 1983**

**Barnhart Shaw's General Repair - 2005**

**Discovery Natural Resources LLC - 2007**

**Casey A. Riley, Systems Consultant - 2008**

**Bug Express Pest Control - 2012**

**Gallery Cafe - 2012**

**Interim Healthcare Hospice - 2013**

**Stanford Plumbing - 2015**

**Mi Familia - 2016**

**Epic Permian Operating, LLC - 2016**



## Cold didn't stop residents from enjoying the Evening on the Town

The Ozona Chamber of Commerce and local member businesses teamed up to host our fifth annual Evening on the Town event.

Hosted on Thursday, December 7th, from 6:00-8:30 p.m., 24 local businesses participated. Many had activities, refreshments, sales, or specials to take advantage of during this festive season. Customers were able to pick up a free ticket at each of the participating businesses to earn a chance to win one of 45 door prizes. The more businesses you visited, the better your chances were to win! Whether you needed trinkets, gifts, or were just hungry along the way, there was something for everyone in the family to enjoy.

*We would like to thank not only the participating businesses, but those who donated a prize making the evening fun for all. We would like to thank DJ Johnny Tambunga for providing the sounds of Christmas on the town square. We thank the OLPH Youth Group who sang Christmas carols at a number of locations. We thank the First Baptist Church for the live Nativity Scene and finally the Glittering Heart Twirlers.*

Despite the cold, we had the **best turn out in five years!** There were 558 residents that came out to shop and visit. Of the total residents, 303 were first time attendees, and 255 were repeat attendees. Twelve people from out of state, (CO, LA, NM, & WV) staying at local motels, and fifteen from within Texas enjoyed the evening as well.



## Who walked into the Chamber of Commerce in November

### Visitor Center

- Walk-in traffic into the Visitor Center in November was 418 people
- YTD we have seen 5,301 visitors, an average of 482 visitors a month, down -8.73% or 286 visitors the same period of time last year
- Where are they from? Texas visitors-3,279 Out of State-1,234, Local-642, Foreign-146
- Traveling: East 2,542, West-1,360, North-313 and South-107
- Top visiting states for the month year were-AZ, NM, LA, CA, AK, MS, & WA
- Top visiting cities for the month were-El Paso, Austin, Midland, San Angelo, San Antonio
- Weekdays in order of the busiest were Wednesday, Friday, Tuesday, Monday, Thursday, Saturday
- Year to date Chamber related inquiries 16%, Tourism 84%
- Top requested items or services for the month were: general tourism, museum, monument, restaurants, Interpretive Trail



### Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 18,896 requests for information on Ozona. An additional 6,015 brochures have been handed out to walk-in visitors and mailed to statewide Travel Centers

## What services are sought at [www.Ozona.com](http://www.Ozona.com)



For the month of November, at [www.Ozona.com](http://www.Ozona.com), there were 251 business directory searches, and 711 actual *member page hits*! **These are people searching for YOUR services. Following are the members that received 10 or more page hits this month:**

Epic Permian Operating, LLC-47  
 Encino RV Park-36  
 Family Health Center of Ozona-31  
 CCWC&I Dist.-29  
 Pikes Peak Energy Services, LLC-16  
 Joe Bean Ranches-14  
 Twistflower Ranch-13  
 Crockett County Abstract Company-12  
 Ozona Cable & Broadband-10

Fred H. Chandler Ranching-39  
 Wool Growers Central Storage-36  
 Bunger Real Estate Company, LLC-29  
 Lopez Construction & Remodeling-20  
 Venegas Construction, LLC-16  
 The General Store-13  
 Will M. Black Real Estate-13  
 KYXX Ozona 94.3 FM Real Country-12  
 Ozona Flour Mill & Goods-10

## What is Ozona.com doing for our members and the community?

For **November 2017**, Ozona.com had 4,285 sessions: 3,494 new 791 returning

Of these 4,285 sessions, there were 7,536 page views – of these 6,144 were unique (1st time views)

The 4,285 sessions were from 50 countries and 4,093 sessions were from US.

Bounce Rate: 76.01%

Average Session Duration: 00:01:41

### Top 5 States:

Texas	3,364
Louisiana	94
California	74
New Mexico	51
Florida	50

### Top 5 Texas Cities:

Dallas	604
Austin	547
Houston	432
San Antonio	161
Odessa	134

### Top 20 Content Searches

1. Hunting	2,233	11. Local Attractions	116
2. Homepage	1,664	12. Travel Itineraries	115
3. Photo Gallery	253	13. Restaurants	111
4. County Officials	184	14. Visitors Guide	100
5. Area Attractions	161	15. Lodging	96
6. Interesting Facts	153	16. Job Postings	89
7. History	151	17. Chamber of Commerce	80
8. Events Calendar	150	18. City/County Map	73
9. Location	120	19. Hot Deals	69
10. Deerfest	117	20. Membership Directory	69

### Chamber Master (Membership Directory Data Base)

Business Directory Searches	251	Hot Deal Hits	155
Hot Deal Searches	74	Member Page Hits	711
Job Searches	132	Job Posting Hits	8

### Top Searched Chamber Master Service Categories:

Oil & Gas Services	6	Automotive Supplies	2	Ranching	2
Roadside Assistance	5	Feed Store	2	Real Estate	2
Hunting	4	Hotels	2	Rental Properties	2
RV Parks	3	Internet	2	Restaurants	2

### Social Media

#### Facebook

6,059	Fans
39	New Likes
162,481	Total Paid Reach
3,784	Total Organic Reach
12,409	People Engaged
208	Daily Logged-in Page Views
196,822	Total Impressions of All Posts
39	Ozona Campaign-Results
38,923	Ozona Campaign-Impressions
4,394	Ozona Campaign-Individuals Reached

#### Google

310	Search
5,255	Total Google Business Page Views
4,890	Listings on Map
365	Listings on Search
2,054	Photo Views
53	Clicks to Website
17	Clicks for Driving Directions
6	Clicks for Phone Calls

#### Twitter

79	Total Followers
2,700	Impressions

#### Texas Outside

2,653	Visitors to site
13	Clicks Through to Ozona.com