

**OZONA CHAMBER OF COMMERCE
& VISITOR CENTER PARK**

P.O. Box 1135, 505 15th Street, Ozona, TX 76943
325/392-3737, www.Ozona.com

Facebook Tourism Page: OzonaChamber
Facebook Chamber Page: OzonaChamberBiz



CHAMBER DIALOGUE

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The Ozona Chamber of Commerce recognizes Lowe's Market as our Business of the Month

Lowe's Supermarket is a Littlefield, Texas-based company that has been serving families since 1964. Since the first store opened in Olton, Texas, Lowe's has now grown to over 140 stores throughout Texas, Arizona, New Mexico, Colorado, and Kansas. Lowe's Market includes Lowe's Super Market, Food King, ACE, Lowe's Big 8 Food Store, Lowe's Mercado, Lowe's Super Save, Lowe's Family Center, La Feria, Shop n' Save, Avanza, and Lowe's Corner Market.



The Lowe's grocery career started in 1964 with the purchase of their first store in Olton, Texas. E.M. "Bud" Lowe and his son Roger, founded the company on the principle of taking care of the community, their teammates, and their families. It is this philosophy that has allowed the company to grow to over 140 stores. In 1973, Bud Lowe passed away and Roger took the reigns to develop the grocery stores into what they are today.

Len Hess manages the Ozona Lowe's. Along with Len, the store has 28 teammates: two assistant managers, five in administration, four in the meat market, one in produce, six stockers, one floor care teammate, and nine cashiers.

Before the Coronavirus pandemic Lowe's was servicing an average of 4,200 customers a week or about 600 per day. Those numbers doubled as teammates were working hard to keep shelves stocked, the store sanitized, while the amount of customers stayed steady throughout hunting season and the holiday. "Len and I are very thankful to have a great team of employees at the store. Our top priority is taking care of our employees, their families, and the rest of the community. We couldn't have gotten through this craziness of the pandemic without each other's help," said Assistant Manager, Megan Mutka.

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“Throughout the year you can always find something being raffled off or given away. We enjoy doing raffles and contests for our customers. We get to have fun and interact with the community,” said Megan. Info on contests and raffles can be found in the weekly ad placed in The Ozona Stockman.

The Ozona Chamber of Commerce would like to thank and recognize Lowe’s Market for their unwavering service to Ozona and surrounding communities during the pandemic and the most recent and unprecedented winter storm that affected Texas this month. “Len and his teammates have gone above and beyond, to not only keep product on the shelves, but to keep the doors open for business,” said Chamber President, Shanon Biggerstaff. “During the winter storm, while truck drivers were making their way through treacherous conditions, upon arrival, the Lowe’s team allowed drivers to sleep while unloading the truck. Many customers are not aware that while the local store may place an order to replace their stock, often times they would only receive 30% of that order because of the statewide demand. During the pandemic, the doors were open, and Lowe’s teammates continued to serve the community, even when staffing was low while employees were recovering from the virus. Ozona is very fortunate to have Lowe’s Market in our community and the Chamber would like to show our appreciation and thank Len and all of the teammates at Lowe’s Market for all of their hard work and dedication under very challenging circumstances.”

Lowe’s Market is open seven days a week, 7:00 a.m. to 9:00 p.m. and is closed for Easter, Thanksgiving and Christmas. For more information, contact Len Hess or Megan Mutka at 325/392-3324.



Help Wanted at the Ozona Chamber of Commerce

The Ozona Chamber of Commerce & Visitor Center is seeking an individual who might have 3-4 hours on a Monday, and 1-2 hours on a Thursday OR Friday to clean staff offices, and 24-hour restrooms. Individual can come anytime between 9am and 5pm, to do cleaning. Cleaning supplies provided.

Anyone interested can stop by the Chamber at 505 15th Street at the intersection of I-10 and Hwy. 163 S to fill out an application.

For more information call 392-3737.

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 their community. We would like to recognize and express our **SINCERE** appreciation to the following members:

Economy Inn & RV Park - 1996
 Southwest Texas Electric Coop - 1996
 The Ozona Stockman - 1996
 El Chato's - 1996
 Mr. B. E. Cleere - 1996
 Republic Hotel of Ozona - 1996
 Lowe's Market - 1996
 Clayton-Hill Ranches - 1996
 Marolyn Bean - 1996
 Ozona Insurance - 1996
 Village Drug - 1996
 Mr. & Mrs. L.B. Cox, III - 1996
 Steve Kenley - 1996
 Mrs. Dick Kirby - 1996
 Double "T" Ranch - 1997
 Baggett Family Limited Partnership - 2004
 Mr. & Mrs. Bob Falkner - 2004

Ozona Truck Trailer & Emergency Repair - 2007
 Debbie Forehand Wilson, Realtor - 2010
 New Beginnings Ozona - 2019
 G's RV Park - 2020
 Crockett County Collision Repair - 2020
 T Nails & Spa - 2020
 Hudspeth River Ranch - 2020
 CTWP / Lisa Michalewicz - 2020



You can help us market Ozona

The Ozona Chamber of Commerce markets our local and surrounding businesses and attractions using social media platforms. As you know, when the oil and gas industry is NOT booming, our town then depends upon the traffic off the interstate to stop and spend money in our town. **HELP US TO HELP OZONA.**

Spring is just around the corner and people are beginning to make their travel plans. Visit our web site and Facebook page. Share with your family and friends, who will share with their family and friends, activities available in Ozona. Go to Ozona.com, click on Tourist Info, then Travel Itineraries for ideas on what to do while in and around Ozona. You will find itineraries for less than two hours, a half-day or full day, and scenic driving tours, motorcycle routes and more. Sharing with your family, friends and co-workers is the best way to market Ozona.

You can find us
online at:



Go to www.Ozona.com and check out Travel Itineraries
Go to www.Facebook.com/OzonaChamber to “like” and “share” our page.

Who walked into the Chamber of Commerce in January 2021

Visitor Center

- Walk in traffic into the Visitor Center in January was 524 versus 855 in 2020
- In January Locals-36, Texas visitors-334, Out of State-151 and Foreign-3
- Traveling: East-315, West-131, North-13 and South-2
- Top visiting states for the month of January were-CA, NM, AZ, FL, WA
- Top visiting cities for the month were-El Paso, San Antonio, Austin, Houston, and Fort Stockton.
- Weekdays in order of the busiest in January were Saturday, Tuesday, Monday, Friday, and Wednesday
- Year-to-date Chamber related inquiries 14%, and Tourism related inquiries 86%
- Top requested items or services for the month were: restaurants, maps, Interpretive Trail, Texas Travel Guide



Advertising

- Year-to-date the Chamber has filled 119 requests for information on Ozona. Ozona brochures are handed out to walk-in visitors and mailed to statewide Travel Centers or inquirers.

What services are sought at www.Ozona.com

For the month of January at www.Ozona.com, there were 4,220 business directory searches, and 1,920 actual *member page hits*! **These are people searching for YOUR services.**

Following are the members that received 10 or more page hits this month:

Encino RV Park - 109	West Central Wireless - 20
Pon Seahorn Real Estate - 44	Ozona Cable & Broadband - 19
Sunoco Energy Services, LLC - 39	Triple C Hardware Lumber & Rental, Inc. - 19
Family Health Center of Ozona - 36	Bug Express Pest Control - 18
Epic Permian Operating LLC - 35	Bunger Real Estate Company, LLC - 18
Wool Growers Central Storage - 34	D's Liquor Store - 18
Stokes Drilling Company - 29	Eldorado Animal Clinic - 18
Venegas Construction, LLC - 27	Escondido Draw Recreational Area - 18
Crockett County Abstract Company - 26	Crockett County Collision Repair - 17
Johnson Draw RV Park - 26	Mi Familia Restaurant - 17
Lowe's Market - 24	Natgas, Inc - 17
Soto Inc. - 24	Stokes, John C.P.A. - 17
Will M. Black - Main Street Realtor, Hudson Properties - 23	Twistflower Ranch Nature Retreat - 17
Close to Our Hearts Country Store - 21	West Texas Rehabilitation Center - 17
OverWatch Enterprises, LLC - 21	Bill Black Ranch - 16
Alejandro Tree Service - 20	Hillcrest Inn & Suites - 16
Crockett County Water Control & Improvement District #1 - 20	J. Cleo Thompson Wellness Center - 16
King Construction & Remodel LLC - 20	JL Ready Mix Concrete - 16
Total Office Solution of West Texas - 20	L & B Automotive - 16
	Ozona Country Club - 16
	Pepe's Cafe - 16

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Sonic Drive-In - 16	Plumbing by Rick, LLC - 12
Sutton County Steakhouse - 16	SKG Engineering, LLC - 12
Western Poster Service, Inc. - 16	Triple C RV - 12
Ambit Energy - 15	Zarvona Energy LLC - 12
Hampton Inn - 15	7 Oaks Ranch / Philip Walker - 11
KYXX Ozona 94.3 FM - 15	Alpine Ala Carte, LLC - 11
MAC - Mike's Auto Care - 15	Clayton-Hill Ranches - 11
Rusty Gold on the Square - 15	Crockett County Museum - 11
The General Store - 15	Crockett County Public Library - 11
Barnhart Shaw's General Repair - 14	Esperanza Ranch - 11
DCP Midstream Partners, LP - 14	J. Cleo Thompson - 11
Debbie Forehand Wilson, Realtor - 14	Le A&N LLC Happy Nails - 11
HW Car Wash - 14	Mediajaw - 11
New Beginnings Ozona - 14	Ozona Shady Oaks RV Park - 11
Ozona Insurance - 14	RV Repair Crew - 11
Quality Inn - 14	Thomas Cameron, Attorney at Law - 11
T Nails & Spa - 14	Village Barber and Beauty Shop - 11
Village Drug - 14	Americas Best Value Inn - 10
Advanced Technology Solutions - 13	Bahlman Cleaners - 10
Crockett Automotive, Inc. - 13	Ball & Strunk Partners, Ltd. - 10
G's RV Park - 13	CTWP / Lisa Michalewicz - 10
Stuart Operating, LLC - 13	Crockett Taxidermy & Processing - 10
Treto's Tire & Towing - 13	Howard's Well Ranching Company - 10
All About Rekers Tow / Recovery - 12	Ozona Community Center - 10
D & P R.V. Lots - 12	Ozona Environmental, LLC - 10
El Chato's - 12	Ozona Truck Trailer & Emergency Repair - 10
Jarrett Juno Ranch Partnership - 12	



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

For **January 2021**, Ozona.com had 4,157 sessions: 3,418 new users 380 returning users

Of these 4,157 sessions, there were 8,060 page views – of these 6,258 were unique (1st time views)

The 4,157 sessions were from 50 countries and 3,361 sessions were from US.

Bounce Rate: 76.06% Avg. Session Duration: 00:01:20 Pages/Session: 1.94 Avg. Sessions/Month: 4,157

Devices Used to Access: Mobile: 62.98% Desktop: 33.61% Tablet: 3.42%

Top 5 States:

Texas	2,596
California	104
Florida	64
Louisiana	60
Arizona	47

Top 5 Texas Cities:

Houston	461
Dallas	458
Austin	282
San Antonio	228
Ozona	73

Top 20 Content Searches

1. Hunting Leases	1,620	11. COVID-19 Ozona Information	126
2. Homepage	1,489	12. Lodging/RV	126
3. Travel Itineraries	314	13. Public Services	110
4. Photo Gallery	261	14. Newsletter	104
5. History	210	15. Tourist Information	101
6. Local Attractions	208	16. Facebook Pages	100
7. County Officials	207	17. Visitor Guide	99
8. Location	199	18. Job Postings	95
9. Area Attractions	167	19. Pandale Crossing	93
10. Interesting Facts	147	20. City/County Map	87

Chamber Master (Membership Directory Data Base)

Business Directory Searches	4,220	Hot Deal Hits	673
Hot Deal Searches	430	Member Page Hits	1,920
Job Searches	137	Job Posting Hits	13

Top Searched Chamber Master Service Categories:

Hunting	23	Feeder Filling	17	Roadside Assistance	17
Attorney at Law	19	Land Services	17	Surveying	17
Oil & Gas Services	19	Man Camp	17	Taxidermy	17
Electrical	17	Office Supplies	17	Wild Game Processing	17
Feed Store	17	Rental Properties	17		

Social Media Pages / Internet

Facebook Tourism

10,065	Beginning Fans (12-31-20)
10,095	Ending Fans (1-31-21)
30	Net Likes
95,826	Total Paid Reach
1,894	Total Organic Reach
6,484	People Engaged
892	Daily Viral Reach
687	Daily Logged-in Page Views
110,257	Total Impressions of All Posts
6.36%	% of Invites Accepted

Facebook Business

744	Beginning Fans (12-31-20)
746	Ending Fans (1-31-21)
2	Net Likes
16,555	Total Paid Reach
637	Total Organic Reach
327	People Engaged
197	Daily Viral Reach
192	Daily Logged-in Page Views
26,624	Total Impressions of All Posts
26.67%	% of Invites Accepted

Google

1,655	Search (approx.)
4,241	Total Google Business Page Views
3,921	Listings on Map
320	Listings on Search
1,054	Photo Views
8	Clicks to Website
16	Clicks for Driving Directions
3	Clicks for Phone Calls

Texas Outside

330	Impressions
240	Clicks
72.73%	Click-Through Rate

Twitter

99	Total Followers
690	Impressions