

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

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Facebook Tourism Page: OzonaChamber
Facebook Chamber Page: OzonaChamberBiz



CHAMBER DIALOGUE

Volume 18

Number 1

January 2021

The Ozona Chamber of Commerce recognizes Sam's Club as our Business of the Month

The Walmart Corporation established Sam's Club in 1983. The Sam's Club in San Angelo was built in 2005 and has been serving local and regional members ever since. Sam's offers a great selection of items that can be purchased in large quantities for lower prices. This allows members from communities like Ozona to have access to items they might not otherwise be able to get. The Sam's Club in San Angelo has over 150 employees who work hard to provide products and goods to our local communities.



The Club has been a member of the Ozona Chamber of Commerce since 2011 and since has provided numerous sponsorships to their local community. Sam's Club's Mission Statement "We Turn the Everyday into Something Special" is especially true for the Sam's in San Angelo because of their outstanding care for the smaller towns and communities in their area. I am proud that Sam's Club offers so many ways to shop including Scan & Go, Online, Curbside, and of course instore shopping.

Sam's Club is now making shopping for local communities even easier by offering multiple ways to purchase their items such as: curbside pickup, Scan & Go and go, and delivery from SamsClub.com. They are keeping the members' satisfaction at the forefront of their decisions to make shopping at Sam's Club the best experience possible it can be.

Sam's Club is honored to be the Ozona Chamber of Commerce's Business of the Month for January 2021. They accept this award and it's recognition for being an integral member of the local communities no matter what size they are.

The Ozona Chamber of Commerce would like to recognize and thank Sam's Club for the professional services made available to the residents of Crockett County.

Sam's Club is located at 5749 Sherwood Way in San Angelo. You can reach them by calling 325/223-9373 or by visiting their web site at www.SamsClub.com.

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 who joined during the month of January:



Fesco, LTD - 1979
 Mr. & Mrs. Pleas Childress - 1981
 Mr. & Mrs. Mark White - 1997
 Quality Inn - 1997
 Crockett Automotive, Inc. - 1997
 Hillcrest Inn & Suites - 1997
 Americas Best Value Inn - 1997
 Crockett National Bank - 1997
 J J Marley Ranch - 1997
 Ozona Bank - 1997
 Jerri Lynn Pierce - 1997
 AEP Texas - 1997
 CCCCSD - 2006
 Mediajaw - 2009
 Bahlman Cleaners - 2010
 John Little - 2012
 Area Wide Phone Book - 2015
 Country Club View Apartments - 2017
 Cheyenne Friend - 2019
 D & P R.V. Lots - 2019
 Ozona Shady Oaks RV Park - 2020

Best way to 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.

Chamber 2021 Program of Work Approved

The Chamber of Commerce held its annual Board of Directors Planning Meeting on Thursday, January 28th, at the Visitor Center. Each year, incoming directors undergo an orientation outlining their role as a Chamber Board of Director. They are familiarized with the Chamber staff and various committee projects. They review funding sources and the organization's Bylaws. During the annual meeting directors review the accomplishments of the Chamber for the previous year, as well as discuss the status of any ongoing projects.

Board members and the Chamber President discussed in depth the role of the Chamber of Commerce to its members and the community. "COVID-19 has been a challenge and has caused every type of business, including non-profits, to re-evaluate the best way to advocate for and to continue to be a resource and of service to our members," said President, Shanon Biggerstaff. By the end of the meeting, both the 2021 Chamber Plan of Action or Program of Work, and the budget for the year were approved.

In conjunction with the annual meeting, the board also held its regular January board meeting. The board reviewed the 2020 year-end budget. The Executive Committee and Board of Directors are as follows:

Executive Committee / Officers:

Chairman-

Janet Thompson

Vice-Chairman-

Stormi Oglesby-J. Cleo Thompson Wellness Center

Treasurer-

Amit Patel- Hampton Inn

Past Chairman-

Laurie Hale-Crockett National Bank

President-

Shanon Biggerstaff

Board of Directors:

Jacob Vasquez

Sonic Drive-In

Buster Reina

Ozona Insurance

Paul Stroope

Ozona Truck Towing & Emergency Repair-OTTER



Who walked into the Chamber of Commerce in December & 2020

Visitor Center

-Due to COVID-19, walk-in traffic was lower than previous year. Year to date traffic for 2020 was 6,330 visitors versus 10,197 visitors in 2019, a 34.86% decrease. Of which 362 were locals, 4,081 were from Texas, 1,797 from out of state and 90 foreign visitors.

-Walk-in traffic in December of 2020 was 645 visitors versus 864 in 2019. Of which 53 were local, 369 from Texas, 369 out of state and 0 foreign visitors for the month.

-Year to date there were 3,534 visitors traveling east, 1,622 west, 312 north and 96 south.

-Top visiting states for the year were AZ, CA NM, FL, WA, MN

-Top visiting cities for the year were Houston, Austin, El Paso, San Antonio, San Angelo & Midland.

-Top visiting foreign country for the year was Canada.

-Weekdays in order of the busiest in December were Monday, Wednesday, Tuesday, Saturday, Thursday, Friday.

-Year-to-date Chamber related inquiries 16%, and Tourism related inquiries were 84%.

-Top requested items or services for the year were restrooms, restaurants, maps, shopping, directions, Interpretive Trail, Texas Travel Guide.

-Year-to-date 75 visitors have traveled to Ozona specifically for the Geocache located in the Crockett County Interpretive Trail.



Advertising

-Year-to-date the Chamber has filled 2,875 requests for information on Ozona including Ozona brochures handed out to walk-in visitors and mailed to statewide Travel Centers or mailed to inquirers.

What services are sought at www.Ozona.com

For the month of December at www.Ozona.com, there were 2,494 business directory searches, and 1,668 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 - 85	Natgas, Inc - 21
Sunoco Energy Services, LLC - 63	Total Office Solution of West Texas - 21
Wool Growers Central Storage - 42	Eldorado Animal Clinic - 20
Family Health Center of Ozona - 33	Ozona Insurance - 20
Lowe's Market - 32	The General Store - 20
Pon Seahorn Real Estate - 31	Shannon AirMed1 - 19
L & B Automotive - 30	West Texas Rehabilitation Center - 19
Epic Permian Operating LLC - 27	Close to Our Hearts Country Store - 18
Venegas Construction, LLC - 27	Le A&N LLC Happy Nails - 18
Will M. Black, Realtor - Main Street Realtor Hudson Properties - 26	T Nails & Spa - 18
Crockett County Water Control & Improvement District #1 - 24	
Bunger Real Estate Company, LLC - 23	
HW Car Wash - 22	
Johnson Draw RV Park - 22	

Continued from page 4-Services sought at Ozona.com

Triple C Hardware Lumber & Rental, Inc. - 18	Fort Lancaster State Historic Site - 13
Kerbow Funeral Home - 17	Mediajaw - 13
Crockett County Museum - 16	New Beginnings Ozona - 13
Crockett Taxidermy & Processing - 16	OverWatch Enterprises, LLC - 13
Escondido Draw Recreational Area - 16	Treto's Tire & Towing - 13
Plumbing by Rick, LLC - 16	VIP Ranch Co - 13
RV Repair Crew - 16	Alejandro Tree Service - 12
Specialty Diesel Services, LLC - 16	Alpine Ala Carte, LLC - 12
The Ozona Stockman - 16	Emerald R.V. Campground - 12
Americas Best Value Inn - 15	J. Cleo Thompson - 12
Stokes Drilling Company - 15	Ozona Community Center - 12
Village Drug - 15	Advanced Technology Solutions - 11
West Central Wireless - 15	All About Rekers Tow / Recovery - 11
X-Bar Ranch Nature Retreat & RV - 15	D's Liquor Store - 11
Barnhart Shaw's General Repair - 14	DJH Oil & Gas, LLC - 11
Country Club View Apartments - 14	El Chato's - 11
Crockett County Collision Repair - 14	King Construction & Remodel LLC - 11
Interim Hospice of San Angelo - 14	Pepe's Cafe - 11
Mi Familia Restaurant - 14	Western Poster Service, Inc. - 11
Village Barber and Beauty Shop - 14	ASU - Small Business Development Center - 10
Ambit Energy - 13	Bill Black Ranch - 10
Crockett County Abstract Company - 13	Bug Express Pest Control - 10
D & P R.V. Lots - 13	Ozona Cable & Broadband - 10



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

For **December 2020**, Ozona.com had 4,157 sessions: 3,422 new users 417 returning users

Of these 4,157 sessions, there were 6,734 page views – of these 5,792 were unique (1st time views)

The 4,157 sessions were from 52 countries and 3,401 sessions were from US.

Bounce Rate: 76.93% Avg. Session Duration: 00:01:10 Pages/Session: 1.62 Avg. Sessions/Month: 3,797

Devices Used to Access: Mobile: 65.55% Desktop: 31.45% Tablet: 3.00%

Top 5 States:

Texas	2,650
California	86
Louisiana	82
Arizona	60
Kansas	50

Top 5 Texas Cities:

Dallas	481
Houston	424
Austin	368
San Antonio	218
Ozona	95

Top 20 Content Searches

1. Hunting Leases	1,544	11. Public Services	102
2. Homepage	1,340	12. Area Attractions	100
3. Photo Gallery	265	13. Lodging/RV	97
4. Evening on the Town	237	14. Interesting Facts	92
5. Location	221	15. Events Calendar	87
6. County Officials	185	16. Restaurants/Dining	83
7. Travel Itineraries	175	17. Hunting Services	81
8. COVID-19 Ozona Info	137	18. Job Postings	79
9. History	137	19. Pandale Crossing	79
10. Facebook Pages	102	20. Visitor Guide	75

Chamber Master (Membership Directory Data Base)

Business Directory Searches	2,494	Hot Deal Hits	593
Hot Deal Searches	194	Member Page Hits	1,668
Job Searches	130	Job Posting Hits	15

Top Searched Chamber Master Service Categories:

Hunting	17	Grocery	11	Hunting Supplies	10	Services	10
RV Parks	15	Hotels	11	Lodging	10	Utilities	10
Oil & Gas Services	13	ATV/OHV Trail	10	Museums	10	Veterinary	10
Restaurants	12	Feed Store	10	Roadside Assistance	10	Website Design/ Development/Hosting	10
Diesel & Gas Engines	11						

Social Media Pages / Internet

Facebook Tourism

10,047	Beginning Fans (11-30-20)
10,066	Ending Fans (12-31-20)
19	Net Likes
50,265	Total Paid Reach
1,901	Total Organic Reach
5,111	People Engaged
826	Daily Viral Reach
683	Daily Logged-in Page Views
58,788	Total Impressions of All Posts
4.38%	% of Invites Accepted

Facebook Business

736	Beginning Fans (11-30-20)
744	Ending Fans (12-31-20)
8	Net Likes
14,271	Total Paid Reach
2,180	Total Organic Reach
817	People Engaged
1,324	Daily Viral Reach
288	Daily Logged-in Page Views
26,812	Total Impressions of All Posts
33.33%	% of Invites Accepted

Google

1,897	Search (approx.)
5,491	Total Google Business Page Views
5,227	Listings on Map
264	Listings on Search
1,715	Photo Views
10	Clicks to Website
18	Clicks for Driving Directions
6	Clicks for Phone Calls

Texas Outside

369	Impressions
47	Clicks
12.74%	Click-Through Rate

Twitter

104	Total Followers
1,975	Impressions