

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 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

Kerbow Funeral Home - 17

Crockett County Museum - 16

Crockett Taxidermy & Processing - 16

Escondido Draw Recreational Area - 16

Plumbing by Rick, LLC - 16

RV Repair Crew - 16

Specialty Diesel Services, LLC - 16

The Ozona Stockman - 16

Americas Best Value Inn - 15

Stokes Drilling Company - 15

Village Drug - 15

West Central Wireless - 15

X-Bar Ranch Nature Retreat & RV - 15

Barnhart Shaw's General Repair - 14

Country Club View Apartments - 14

Crockett County Collision Repair - 14

Interim Hospice of San Angelo - 14

Mi Familia Restaurant - 14

Village Barber and Beauty Shop - 14

Ambit Energy - 13

Crockett County Abstract Company - 13

D & P R.V. Lots - 13

Fort Lancaster State Historic Site - 13

Mediajaw - 13

New Beginnings Ozona - 13

OverWatch Enterprises, LLC - 13

Treto's Tire & Towing - 13

VIP Ranch Co - 13

Alejandro Tree Service - 12

Alpine Ala Carte, LLC - 12

Emerald R.V. Campground - 12

J. Cleo Thompson - 12

Ozona Community Center - 12

Advanced Technology Solutions - 11

All About Rekers Tow / Recovery - 11

D's Liquor Store - 11

DJH Oil & Gas, LLC - 11

El Chato's - 11

King Construction & Remodel LLC - 11

Pepe's Cafe - 11

Western Poster Service, Inc. - 11

ASU - Small Business Development Center - 10

Bill Black Ranch - 10

Bug Express Pest Control - 10

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/ | |
| Diesel & Gas Engines | 11 | | | | | Development/Hosting | 10 |

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 |